attention--
time buyers, account executives!

clip and keep this important list...

Here are the 16 great war-active cities of more than 100,000 people each covered every hour of every day by WOR.

That WOR has sold—does sell—that WOR can add dealers; simplify and safeguard distribution, in these cities and beyond them is more than adequately proved in the majority of 99 WOR success stories. Call, write, or wire

that power-full station WOR at 1440 Broadway, in New York
The Arizona
STATION THAT DOES THINGS!

Serving Local Interests Gets
Local Interest . . and Listeners!

Whenever anything of interest in Phoenix is going on, KOY microphones are there, broadcasting on-the-scene accounts of the event. In the months of January and February KOY originated special, local-interest broadcasts more than once in every two days — such as the Governor's inaugural; tour of a captured Japanese submarine; RAF rugby game; welcome to Mexican lend-lease workers. Any worthwhile endeavor — Red Cross, OCD, Cattle Growers Association or whatever — always finds KOY ready and willing to cooperate. These are the things that affect every individual in Phoenix . . and Arizona.

These are the things that affect radio listening in Arizona, too! KOY, because it serves local interests by coverage of local events, has the listeners, a loyal and enthusiastic audience. And such listener loyalty predicates advertising results.

The Arizona Network
KOY, Phoenix ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell

1000 Watts on
550 KC

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY
for the
New England market

Twenty-one cities and their suburban trading areas comprise the cream of New England buying power.

Twenty-one stations — each with the friendly influence of a corner grocer or druggist — provide a perfect sales pattern for the complete coverage of these markets.

Here is local, neighborly acceptance plus the carry-over interest and audience holding strength of network programs.

Buy New England as one piece with The Yankee Network's 21 home-town stations.
No Sir, By Gad... Jones is no longer with us!...

The rascal has opened his own agency...

But then, you too, can learn the secret of success. Simply put your accounts on KFAB. You see, KFAB serves the farm and small town markets of Nebraska and her neighboring states. These areas are now spending the largest farm income in their history. And the effectiveness of this income is doubled by the cycle in which it is spent—from farmer to merchant to druggist to doctor to grocer to wholesaler to farmer and around again.

The people who do all this spending listen to KFAB...act on KFAB's suggestions...buy what KFAB recommends! You, therefore, need this station to do a complete selling job for your accounts.

KFAB LINCOLN, NEBR
FOR THE OMAHA AUDIENCE, USE KOIL

"You mean without the TOURISTS?" "We do! And you can contact Tampa's plus dollars PROFITABLY with spots on WFLA!"
This is a dress rehearsal... for death.

The sirens wail in the night... the shaded lights go out one by one... activity ceases. This is an air raid drill.

Millions of hands reach for the radio and flick on the switch. For the official Army instructions are:

"Keep your radio on."

What a tribute it is to the broadcasters of America, that in our country's crisis—radio is depended upon to serve so vitally. What a confirmation this is of radio's splendid cooperation, its patriotism, and its trusted and respected position in the minds of all Americans.

RCA is proud to have played a part in

the growth of the free American way of broadcasting. We have always placed our entire facilities, skill, and resources, at the command of radio, to aid in its swift progress and development.

Today, RCA is engaged in serving the greatest cause of all—the cause of Victory. Today, our goal is to provide more and more radio equipment for our armed forces.

That is why our service to you may not be as thorough as it has always been. But whatever we can do to aid the broadcasters in their important work—we intend to do to the best of our ability.

If we can be of service to you on technical problems which you are encountering, don't hesitate to call on us. The tasks that free American broadcasting is carrying on today—must continue.

And we are anxious to help you—to see that they do!

**RCA BROADCAST EQUIPMENT**

RCA Victor Division

RADIO CORPORATION OF AMERICA, Camden, N. J.
SOUTHERN farmers like WLAC, because this Nashville radio station provides them with diversified entertainment of the type they like to hear.

In addition to the programs listed here, WLAC’s schedule is geared to the listening tastes of the people of the vast TVA-rea.

**WLAC’S BIG SIX FOR RURAL LISTENING**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 A.M.</td>
<td>NEWS</td>
</tr>
<tr>
<td>6:45 A.M.</td>
<td>&quot;TEXAS DAISY&quot;</td>
</tr>
<tr>
<td>6:30 A.M.</td>
<td>FARM FRONT</td>
</tr>
<tr>
<td>6:45 A.M.</td>
<td>FAIRFIELD FOUR</td>
</tr>
<tr>
<td>7:00 A.M.</td>
<td>CHUCK WAGON GANG</td>
</tr>
<tr>
<td>7:15 A.M.</td>
<td>RENFRO VALLEY</td>
</tr>
</tbody>
</table>

**THESE PROGRAMS BROUGHT 18,000 LETTERS IN 3 MONTHS**

Farmers wrote from all but 63 of the 921 counties in 12 Southeastern states! More than 1,000 letters came from each of 7 states..: Tennessee, Kentucky, Arkansas, Louisiana, Mississippi, Alabama, and Georgia. This is proof that they’re listenin’..to WLAC.

For Availabilities, Call

**PAUL H. RAYMER COMPANY**

NATIONAL REPRESENTATIVES
There's some careful buying going on these days...

And in radio it is the spot time buyers who give each market and radio station its closest scrutiny.

In Chicago these buyers of spot time have their choice of many stations—five of them with 50,000 watts.

It is significant that WGN holds a substantial lead over all other major Chicago stations in volume of local and national spot advertising.

Even more significant is the fact that the retail stores which keep an over-the-counter check on direct results place more business on WGN than any other major Chicago station.

A Clear Channel Station

50,000 Watts 720 Kilocycles

WGN

MUTUAL

BROADCASTING SYSTEM

HERE, gentlemen, is one of the most unusual situations in radio. Twelve years ago Bob Soule was a big time consumer-goods sales manager. Then he became fascinated with merchandising by radio—and bought a large interest in a good radio station, to really ride the hobby!...So-o-o—today Bob—one of the principal owners and officers of WFBL—spends his full time merchandising and promoting for its lucky advertisers. As a result, WFBL is generally considered the best test station in the East!

Yes, here at F&P, we're "merchandising minded" too. Believe it or not, we are actually aware of the fact that the usual purpose of your advertising effort is to sell stuff. So, knowing that, we also realize that we won't be able to sell you very much of our stuff unless our stuff is so carefully and thoughtfully selected that it will really help you to sell your stuff!

Elementary? Yes—just as elementary as most of the rules that account for most of the successes in any line of business—including our own, thanks to all the agencies and advertisers we are privileged to serve, here in this pioneer group of radio-station representatives.
Recorders Invite Petrillo to Conference

Impasse May Lead to Appeal to WLB

REOPENING of negotiations for settlement of the seven-month-old recording strike was sought last Friday by the transcription and recording industry in an invitation to AFM President James C. Petrillo to meet with its representatives in New York Wednesday (March 24). The action came after the AFM International Board had flatly rejected previous proposals for immediate lifting of the ban.

In a telegram to the AFM head, the group denied the charge that the recorders had not acted "in good faith" in proposing lifting of the ban pending consideration of the propriety of the AFM "fixed fee" proposal by responsible Governmental agencies. The telegram, unanimously approved by the industry group read:

"Always Ready to Bargain"

"In your reply of March 17 to our letter of Feb. 28, you complained that we have failed to measure up to the test of good faith collective bargaining. That complaint is unjustified since it was you who terminated all prior arrangements without previous complaints or demands. Individual and collectively, we have always been and continue to be ready to confer and bargain with you on the question of wages, hours and working conditions which, under both the National Labor Relations Act and universal practice, are the appropriate subjects for collective bargaining, and to enter into a written agreement for a definite term which will provide for the immediate resumption of recording. As tangible evidence of our good faith, we now invite you to meet with us for such purpose at the Hotel Ambassador, in New York City, on Wednesday, March 24, at 2:30 p.m. Please reply by telegram to Mr. Lawrence Morris, care of RCA Victor, Camden, N. J."

Those signing the telegram were: Associated Music Publishers Inc.; Columbia Recording Corp.; Decca Records Inc.; Empire Broadcasting Corp.; Lang-Worth Feature Programs Inc.; Muzak Corp.; RCA Victor Division, RCA; Radio Recording Division, N. Y.; Standard Radio; Sounds Distributing Corp. of America Inc., World Broadcasting System.

Those attending the conference arguments M. Finn, president, AMP and Muzak Corp.; John R. Andrus, vice-president, AMP; Gerald Kelleher, president, Empire Broadcasting Corp.; C. O. Langlois, president, Lang-Worth Feature Program Inc.; A. Walter Socolow, Lang-Worth attorney; C. Lloyd Egner, vice-president, NBC Radio Recording Division; R. P. Myers Jr., NBC Legal Department; A. J. Kendrick, vice-president, World Broadcasting System; Ralph Colin, counsel for Columbia Recording Corp.; Ralph Lawrence A. Morris, attorney for RCA Victor; Milton Diamond, counsel for Decca Records Inc. Milton Blink, partner of Standard Radio, approved the message by phone, with approval also secured from Sounds Distributing Corp. C. P. MacGregor, remaining signatory to the recording industry letter of Feb. 25, could not be reached.

As Broadcasting went to press Friday, no word had been received regarding AHF's acceptance of the invitation. It was expected, however, in the light of his previous comments, that negotiations promptly would be reopened.

Immediately following the International Board's refusal to talk in recording circles of a prompt appeal to the War Labor Board as a possible means of breaking the impasse. The AFM action, after a three-day meeting, left the situation right where it was on Aug. 1.

Because both the Federal District Court in Chicago and the Supreme Court have now held that the AFM ban constitutes a "labor dispute", industry attorneys have urged an appeal to WLB. The fact that the ban, which forced cessation of all recordings last Aug. 1, has seriously interfered with the war effort, based on statements by important figures in public life, makes WLB intercession practically a mandatory course, it was held. In fact it is felt industry and labor are "obligated to follow" this course.

Chairman D. Worth Clark (D-IIda.), of the Senate Interstate Commerce subcommittee authorized investigation of the radio industry, said last Friday prior to his departure for a previously planned trip to Florida, that he would await developments during the week before deciding upon reopening the hearings.

Hearings were interrupted last January after the AFM president has been "willing to meet with representatives of the AFM in an attempt to secure relief, but he would not consent to a proposal which, it is said, would reduce unemployment. That proposal was turned down by the transcribers and record companies in February, on the ground that it embraced a "startling new kind of social philosophy" which would require Congressional and other Governmental action.

Conditions More Critical

Senator Clark said he would call his six-man subcommittee together on his return, to appraise the situation and decide whether a direct appeal to President Roosevelt should be made to use his wartime powers to break the impasse. Following the testimony of Petrillo before his Committee, the Senator said that as a last resort he would be disposed to carry the issue directly to the White House.

Conditions for both transcription companies and record manufacturers are becoming increasingly critical. In big radio, a substantial amount of business is reported to have shifted from national spot to the networks, because of the unavailability of musicians for recording. Network and station staffs are not affected, but AFM members are barred from accepting engagements for transcriptions or domestic recordings.

Mr. Petrillo, following the three-day session of his board in Chicago, told Broadcasting last Thursday that AFM was "willing to listen to counter-proposals." He added: "We don't feel that the negotiations should bog down, but the flat re-

TEXT OF PETRILLO LETTER

FOLLOWING is the full text of the letter of James C. Petrillo, AFM president, sent to the transcription and phonograph record signatories March 17 after a three-day meeting in Chicago of the AFM international board:

"The Executive Board of the American Federation of Musicians met to consider your answer to its proposals submitted to you. The members of the Board cannot escape the conclusion that you have failed to consider these proposals in good faith. No other conclusion can be deduced from the many specific shortfalls to which we refer.

"In short you have failed to measure up to the test of good faith collective bargaining which requires submission of counter proposals.

"Particulars of Industry"

"Your letter contains many incorrect assumptions and many mis-statements of fact. You incorrectly assume that our proposal is founded on a claim that there is an obligation in any industry to persons not employed by that industry solely on the ground that such persons belong to a given union.

"To begin with, we are dealing with a particular kind of industry, namely, one that has been built up exclusively by a mechanical invention that displaces human labor. In the second place, we are dealing with workers who are not employed in their craft precisely because of the creation, development and expansion of such an industry. We say simply that all those who benefit from the displacement of human labor should share the burden of the cost of the displaced workers. These workers are entitled to relief not because they happen to be members of a union but solely because they have happened to be victimized by the same thing which benefits others. Their membership in the union does not give them the right, it merely provides for them the means whereby they seek to enforce that elemental right. This principle is recognized by many outstanding economists, among (Continued on page 29) (Continued on page 40)
Whiteman Named Blue Music Chief
Orchestra Leader to Finish Contract for Lever Bros.

PAUL WHITEMAN, internationally-known conductor, has been named director of music of the BLUE, Mark Woods, network president, announced last week. Immediately following his appointment, Mr. Whiteman left New York for the BLUE studios in Hollywood, where he will head- quarter until June. On the West Coast he will conduct concerts with the Los Angeles Symphony Orchestra and will complete his current engagement on the CBS Burns & Allen program, sponsored by Lever Bros. for Swan soap.

Returning to New York in June, Mr. Whiteman will be placed in charge of all musical programs on the BLUE, setting in a supervisory capacity, planning musical programs, cooperating in the production of new programs and serving as consultant on musical portions of current commercial broadcasts. To the BLUE Whiteman will bring his music library, considered one of the most comprehensive of its kind.

Helped Others to Fame
In announcing Mr. Whiteman's appointment, Mr. Woods said, “For a quarter of a century he has represented modern American music at its best; he has introduced the finest of contemporary composers and conductors into the American public at large; he was a major figure in public life and in radio around Washington. Prior to his return to his post, he plans to visit friends and former associates in New York.”

Lt. Com. Butcher of Gen. Eisenhowers Staff Pays His Family Surprise Visit
AFTER a nine-month sojourn in England and North Africa as Naval aide to Lt. Gen. Dwight D. Eisenhower, Lt. Com. Harry C. Butcher, former CBS Washington correspondent, returned to Washing- ton last Wednesday on official business. He had no comment to make about the purpose of his visit to this country.

The former network official, one of the best-known and best-liked figures in the industry, surprised his wife and young daughter Beverly, with an unheralded early morning arrival. His family lives at a Washington hotel with Gen. Eisenhower’s wife.

In excellent health, except for a slight throat irritation acquired since his return, Com. Butcher was confined to his home Wednesday and Thursday, but reported to both Army and Navy headquarters on official missions the remainder of the week. He had been in North Africa since the campaign got underway, and prior to that was in London with Gen. Eisenhower. His position as Naval aide to the Army’s Commanding General as a friend of long standing, is unique in military annals.

Com. Butcher renewed acquaint- ance with his many friends in pub- lic life and in radio around Washing- ton. Prior to his return to his post, he plans to visit friends and former associates in New York.

TENTATIVE NAB PROGRAM
Palmer House, Chicago, April 27-29

TENTATIVE agenda for the NAB Radio War Conference at the Palmer House in Chicago April 27-29 was released last week by NAB Washington headquarters. Names of speakers were not given, pending confirmation, but will be released shortly.

The conference, being held in lieu of the NAB’s 21st annual convention because of wartime operations and restrictions on travel, will be compressed into 2½ days, beginning on Tuesday and winding up at luncheon Thursday, April 29.

Monday, April 26, will be given over to advance registration and to meetings of various NAB committees, with the conference itself getting underway Tuesday morn- ing.

Following is the tentative agenda:

MONDAY, APRIL 26
9 a.m. Registration
10:15 a.m. Program Directors’ Committee
10:30 a.m. Sales Managers’ Committee
2 p.m. NAB Bureau of by-passing
2 p.m. Public Relations Committee

TUESDAY, APRIL 27
War Manpower and War Materials
3:30 a.m. Registration
10:15 a.m. Program Programs
1. Needs of the Army
2. Needs of Industry

THURSDAY, APRIL 29
8:30 a.m. Breakfast Round Tables
1. Selective Service and Manpower
2. Foreign Language
3. Tubes and equipment, gas and tires
4. Listener problems, batteries, receiving sets
5. Music
6. Radio Production Club of Chicago
7. Program and Programs
2:30 p.m. Sales Problems during War,
1. Retail Promotion Committee plan
2. Cables and recording ban
3. NAB Annual Meeting
4. Election of Directors-at-large
5. Vote on by-laws changes
6 p.m. “Sales—A Wartime Necessity”

WEDNESDAY, APRIL 28
8:30 a.m. Breakfast Round Tables
1. Selective Service and Manpower
2. Foreign Language
3. Tubes and equipment, gas and tires
4. Listener problems, batteries, receiving sets
5. Music
6. Radio Production Club of Chicago
7. Program and Programs
2:30 p.m. Sales Problems during War,
1. Retail Promotion Committee plan
2. Cables and recording ban
3. NAB Annual Meeting
4. Election of Directors-at-large
5. Vote on by-laws changes
6 p.m. “Sales—A Wartime Necessity”

KING OF JAZZ, Paul Whiteman, becomes King of BLUE arpeggios and cadenzas, too. Mark Woods, BLUE president, is here seen signing contract with Mr. Whiteman, making him Director of Music, as Philip Carroll, vice-president, is in charge of programs, approves. The new music director’s head- quarters will be in Hollywood for three months. After that in New York’s Radio City.

Lt. Com. Butcher of Gen. Eisenhowers Staff Pays His Family Surprise Visit

Group on Materiel Appointed by BWC
Equipment for Overseas Radio Studied; Corderman Boosted CREATION of the International Broadcasting Coordinating Committee by the Board of War Communications and promotion of Roy C. Craven to the position of chairman of the facilities division of the Office of War Information, to the position of chief of the OWI Bureau of Communications Facilities, were announced last week.

Mr. Corderman, who represents entirely of Government representatives, is headed by FCC Commissioner T. A. M. Craven. It will advise the BWC on international broadcasting problems.

To Make Material Available Serving with Commissioner Craven are Brig. Gen. Frank E. Stoler, chief of the Army Signal Corps’ Broadcasting Service; Lt. Com. A. B. Chamberlain, former CBS chief engineer, of the Navy’s Bureau of Ships Radio Division; Mr. Corderman, who also represent the Coordinator of Inter-American Affairs as well as the OWI; Frank H. McIntosh, assistant to the director of the War Production Board Radio Division, and Mr. Philip F. Sillig, FCC International Division chief, will serve as committee secretary and FCC alternate for Commissioner Craven.

The new committee will study methods of making available necessary materiel to provide adequate international broadcast service for psychological warfare overseas. Many problems of new shortwave equipment as compared with di- verting required equipment from other sources and services will be studied by the new group, which will hold military requirements as a primary consideration.

Mr. Corderman, widely-known engineer, is on leave from the AT&T for the duration. He first was loaned to the CIAA Dec. 1, 1941, and six months later he went to the OWI as chief of the facilities division.

Before Dec. 7, 1941, when amau- ter stations were ordered off the air, Mr. Corderman operated W3ZD at Chas, Md., a Washington suburb. He entered radio with KDKA, Pittsburgh, as an engineer. For several years he was co- ordinator of the Emergency Network for the American Radio League in the Middle Atlantic and Southeastern areas.

On the floor of the House last Wednesday Rep. Celler (D-New York) appointed to work for the OWI, particularly the Overseas Branch, in combating Axis propaganda. He took issue with Rep. Taber (R-N.Y.), who criticized some of the functions of the OWI.
Selective Service Cool Towards Radio

Handicap to Operations
Is Held No Factor
In Deferment

LOCAL DRAFT boards are not required to defer key men merely because their drafting would handicap a particular broadcast station. National Selective Service officials asserted last week in a new interpretation of the policy this statement was based on Selective Service's policy that essential services must be maintained, but no particular unit of an essential service necessarily receiving conscientious objectors. The interpretation was first revealed in a letter to a station in the New York metropolitan area that had protested the reclassification of a key and was assured the nature of Maj. G. Tinsley Garnett, Selective Service wrote that local boards classify men on the basis of additional duties they are known to exist in the area.

Not All Deferrable

"Local Boards fully realize that radio communications men have been certified to be essential to the war effort," he wrote. "This does not mean that every radio station is essential to the war effort," the letter continued.

"Consequently not all employees of all radio stations would necessarily be placed in a deferred classification because they occupied a position which is available in Operational Bulletin No. 27," he explained.

Officials at Selective Service headquarters confirmed this stand, pointing out that no unit of an essential industry is being deferred from local boards. They said that National headquarters certifies an industry as essential but that local boards must decide each case on its merits.

Although this would seem to indicate that draft boards conceivably could decide which station in a community of duplicating broadcast facilities is of the first importance to National headquarters, the only agency authorized to decide whether a facility is essential.

Within the fortnight FCC had ruled that all broadcast stations should continue operations, and had imposed obstacles in the path of those which would suspend. [BROADCASTING, March 15]. At WPB, every effort has been made to supply critical replacement parts to all stations, and not a single prolonged technical failure has occurred.

Selective Service's coolness toward the essential industry occupational list has been increasing-ly seen by the action of manpower seeking deferment in the local areas, reports indicate. War Manpower officials in Washington are now frankly admitting that the essential industry lists failed in the face of the intensified induction tempo.

For the past several weeks, WMC's Essential Activities Committee has been seeking a formula to revise lists to make them effective, but in light of cold mathematics applied to the draft-age manpower pool, members of the committee are not optimistic.

Few Young Men Left

One committee member told BROADCASTING that WMC estimates there will be less than 500,000 able-bodied men in the 18-38 group to spread among all essential jobs. He pointed to Maj. Gen. Lewis B. Hershey's prediction that 14 of every 16 men in the 18-38 able-bodied class would be in the armed forces, and that most of the remaining, numbering about 2,000,000, would be tied to the farm by act of Congress.

Selective Service, in adopting this stricter interpretation of the rights of a particular unit of an essential industry, is reacting to the general shortage of draft men, officials explained. They said as time goes on, draft boards will undoubtedly become less generous in granting deferments, and that they will no longer support all units of an essential industry. Lt. Com. P. H. Winston of Selective Service's manpower division, said this explanation of policy does not mean that local boards have been instructed to eliminate duplication of broadcast service, or any other essential service. He said it merely restates a fundamental Selective Service assumption that local boards must determine each case on its merits.

Essentiality Test

Even units which may not be considered essential by a local board need not necessarily suffer suspensions, he said, but they will not be permitted to protect draft-age men at the expense of more essential services.

Broadcasters will meet a first hand explanation of the manpower problem next month when Lt. Com. Winston is expected to address the NAB War Conference in Chicago. Chicago Service headquarters could not guess the tests a local board might use in deciding which stations in a community were essential, pointing only to regulations that said: A civilian activity necessary to war production or essential to the war effort must meet one of the following tests: It must be engaged in filling a Government demand, or it must perform a governmental service directly concerned with promoting or facilitating war production; perform a service, governmental or private, directly concerned with providing food, clothing, shelter, health, safety, or other requisites of civilian daily life in support of the war effort.

Admitting, however, that the choice would be a difficult one, they emphasized that as time went on, it was not unlikely that local boards might come to feel that areas with several stations might be maintaining broadcast facilities not essential to the war.

NLRA SPEEDS CASES OF SMALL EMPLOYER

A SHORTENED procedure to be applied by National Labor Relations Board regional offices in passing on requests for wage and salary changes is expected to facilitate the handling of hundreds of cases a week. Complicated statutory wage analyses will be eliminated to effect a saving.

New procedure is expected to lighten the burden on small employers and to speed upward wage adjustments necessary to eliminate cases of substandard living.

The shortened procedure will be used to correct interplant inequities, substantial wages and inequalities for individuals and small groups. Considerable new authority has been given to the local boards, for example, they may now use the shortened procedure in passing on adjustments affecting employers of 200 persons or less if the adjustments affect no more than 10 employees of them and do not exceed 5 cents an hour.

PORTER TWICE FOR FORD

WITH SPRING and the planting season hard by, Earl Godwin, BLUE commentator and general farmer, originally heard seven times weekly on Watch the World Go By, has reduced his broadcasts to five times weekly. Godwin will, however, continue through Friday. Roy Porter, BLUE commentator, who took over one of the broadcasts only a few weeks before the war ended, is now heard Saturdays. Ford Motor Co. sponsors the entire series. Agency is Maxon Inc., Detroit.

CENSORSHIP AS APPLIED to Voz Pop was discussed by this quartet in the studios of WJSV, Washington, during a special Voz Pop preceding the CBS broadcast, sponsored by Bromo Seltzer, originating March 15 from Walter Reade's Eye-Royal, Harold Ryan (r), assistant Director of Censorship in charge of radio are (l to r): Parks Johnson, originator of the program; F. Bourne Ruthrauff, vice-president of Ruthrauff & Ryan, and Warren Hull, Mr. Johnson's partner.

24 NOW USE NBC ALL-STATION HOOKUP

Average Up 49 to 70 Stations

Daytime, 76 to 99 at Night

SINCE the inauguration of NBC's full network plan in August, 1943, 24 advertisers sponsoring 38 programs have taken advantage of the plan and are using the total list of 125 NBC stations. Computed on the basis of additional network time created by the plan, statistics show that operation of the plan has added 922 station hours a week since its initial announcement.

In a comparison of figures compiled as of March 1, 1942, and March 1, 1943, the average NBC network increased during the year's period from 49 to 70 stations during the daytime hours and from 76 to 99 stations for programs broadcast between 6 and 11 p.m.

According to NBC, many top-ranking network features previously unavailable to station audiences in numerous localities are now being enjoyed in the nation's less populated areas as a result of the full network plan, at a small extra added cost, have materially increased their coverage through effective facilities supplied by the added outlets.

Sponsors benefitting from NBC's full network plan and their programs are:

SENATOR WHEELER IN HOSPITAL, ACTION ON FCC BILL DELAYED

House Communications Subcommittee May Consider New Legislation Similar to Holmes Bill

DELA Y in Senate action on the White-Wheeler Bill (S-814) was seen with the hospitalization last week of Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Commerce Committee, which contemplates hearings on the measure to reconvene Wednesday.

Senator Wheeler was admitted to the Naval Hospital in Washington for observation and treatment of an ear infection which resulted from a heavy snowfall. Office said he probably would take no action on the communications measure until his return. How long he will be hospitalized is uncertain.

Two Autonomous Divisions

Meanwhile, appointment of a communications subcommittee of the House Interstate & Foreign Commerce Committee is expected shortly, to consider new communications legislation along the lines of the pending Holmes Bill (HR-1490), which in many respects parallels the White-Wheeler Bill by reorganizing the FCC into two autonomous divisions, one to handle broadcasting and the other the common carrier field. Rigid limitations on the scope of the FCC's authority, notably in broadcasting, would be imposed on the new agencies.

It was expected that Rep. Bulwinkle (D-N.C.) would be named chairman of the House subcommittee. Whether the Committee will hold further hearings, supplementing those on the Sanders Bill (on which the Holmes measure is based) will depend upon the outcome of the Cox Select Committee inquiry into the FCC, slated to get under way next month.

Eugene L. Garey, New York attorney, general counsel of the Committee, and his chief assistant, Fred B. Walker, were in Washington again last week preparing the case and selecting personnel. No formal announcements have been made, however, as to the start of the inquiry, which will cover the operations of the FCC from its creation in 1934 and will delve deeply into activities of Commission members and personnel.

Little official reaction has been forthcoming to the White-Wheeler bill, which in addition to the provisions covering reorganization of the FCC containing up of a separate and procedural phases would introduce a new broad policy governing equal time for discussion of controversial issues. Senator Wheeler particularly has advocated such provisions.

FCC Chairman James Lawrence Fly, at his news conference last Monday, said he had not seriously studied the White-Wheeler measure, but that if it followed the pattern of the Sanders or Holmes bills his comments roughly would be the same. He opposed the Sanders measure at the hearings last year.

FLY Favors Code

Apropos the controversial issue, Chairman Fly said he was inclined to follow the policy of the broadcasting industry code promulgated several years ago through the NAB. The FCC, he asserted, encourages the idea of giving both sides of controversial issues equal time. In one or two decisions in the past, he recalled, the Commission had criticized editorial policies of stations on the theory that a station should be a free speech mechanism giving both sides in public debates.

Weekly Radio Salary Up Again

In 1942, Average Now Is $52.32

MAINTAINING its level as one of the highest-paid—if not the highest—industries, the average weekly compensation for the broadcasting industry in 1942 was $52.32, an increase of approximately 7% over 1941. Functional employee data released last Friday by the FCC, covering the typical work week which began Oct. 11, showed an aggregate of 22,954 employees for the 1942 week, as against 23,666 for the corresponding week (Oct. 12) of 1941. The 1942 figures, however, covered only 781 stations and nine networks (national and regional), whereas those of the preceding year were for 917 stations, three major network and five regional networks.

The average weekly payroll for 1942 was $1,200,864, as against $1,135,249. The per capita increase, therefore, was found to be 6.85%.

Of the total number of station and network employees last year, 2,462 were listed as members of all departments. The average weekly compensation was $100.09. The average for general managerial posts was $140.32, while commercial managers drew an average of $104.77.

Station Average

For individual stations, the average general manager's pay was $133.11, and that of commercial managers $100.94. Chief engineers averaged $65.55, program managers $62.50, and publicity directors $75.60. The average pay of the network executive was $337.73, but only 30 such general managers were tabulated.

Of the total of 29,954 executives and employees for networks and stations, 8,890 were employed by the 791 standard broadcast stations. The average pay was $50.16. A year ago station employees drew an average of $45.15.

District Data

By districts, the FCC breakdown revealed that in the northern district of the country 12,383 employees drew an average wage of $63.28 weekly. Of the total, 1,452 executives averaged $105.56. In the southern district 3,555 employees averaged $40.11 weekly. Of this total, 697 executives averaged $74.14. In the western district there were 2,652 employees averaging $50.17 weekly. The executives averaged $96.16 weekly.

Summary of data for full-time employees of 9 networks and 791 standard broadcast stations as reported to the FCC for the week beginning Oct. 11, 1942 follows:

<table>
<thead>
<tr>
<th>Particular</th>
<th>Total 9 Networks</th>
<th>Total 791 Stations</th>
<th>Total 9 Networks</th>
<th>Total 791 Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Stations</td>
<td>2,635</td>
<td>68,275</td>
<td>100.09</td>
<td>56,900</td>
</tr>
<tr>
<td>Executive</td>
<td>955</td>
<td>$131,201</td>
<td>$149.82</td>
<td>30</td>
</tr>
<tr>
<td>General managerial</td>
<td>252</td>
<td>$34,762</td>
<td>66.59</td>
<td>7</td>
</tr>
<tr>
<td>Program</td>
<td>497</td>
<td>$32,085</td>
<td>64.67</td>
<td>18</td>
</tr>
<tr>
<td>Commercial</td>
<td>417</td>
<td>$40,689</td>
<td>104.77</td>
<td>17</td>
</tr>
<tr>
<td>Publicity</td>
<td>1,09</td>
<td>$8,219</td>
<td>74.60</td>
<td>18</td>
</tr>
<tr>
<td>Other</td>
<td>35</td>
<td>$12,767</td>
<td>36.27</td>
<td>1</td>
</tr>
<tr>
<td>Total, executive</td>
<td>2,283</td>
<td>$225,740</td>
<td>99.83</td>
<td>56,900</td>
</tr>
<tr>
<td>Employees (Other than executive)</td>
<td>106</td>
<td>$7,201</td>
<td>68.58</td>
<td>44</td>
</tr>
<tr>
<td>Total</td>
<td>2,390</td>
<td>$233,342</td>
<td>100.00</td>
<td>61,600</td>
</tr>
<tr>
<td>Executive</td>
<td>955</td>
<td>$131,201</td>
<td>$149.82</td>
<td>30</td>
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<tr>
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<td>417</td>
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</tr>
<tr>
<td>Total, executive</td>
<td>2,283</td>
<td>$225,740</td>
<td>99.83</td>
<td>56,900</td>
</tr>
<tr>
<td>Salary</td>
<td>3,181</td>
<td>$100,942</td>
<td>$32.08</td>
<td>300</td>
</tr>
<tr>
<td>Total Compensation</td>
<td>2,390</td>
<td>$233,342</td>
<td>100.00</td>
<td>61,600</td>
</tr>
<tr>
<td>Total Compensation</td>
<td>2,390</td>
<td>$233,342</td>
<td>100.00</td>
<td>61,600</td>
</tr>
</tbody>
</table>
This is the last advertisement of a series describing the Plusses that Station WHO offers advertisers. Naturally it deals with the final purpose for which every advertiser spends his money—results.

WHO produces better results for advertisers than any other station in Iowa. There are many reasons for this. They begin with the fact that WHO is 50,000 watts—also include the facts that WHO has greatest primary coverage, greatest secondary coverage, best program service, largest staff, greatest popularity. But perhaps all reasons are most easily summed up in this one statement:

WHO takes in more money for time and talent than all other stations in Iowa combined!

That's plus No. 6 for WHO. You want most results per radio dollar in Iowa. You get them with WHO, and only WHO! . . . Write for complete details, proof. Or ask Free & Peters!

WHO
+
for IOWA PLUS!
+

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
Watch Firm Sets Contest by Radio

Nationwide Schedule Planned In War Essay Competition

KEY STATIONS throughout the country will be a major means of promotion for the nationwide "Time For Victory" contest which Helbros Watch Co., New York, plans to conduct from about April 1 through Oct. 31, as an intensive campaign to sell War Savings Stamps totaling $50,000,000 through retail jewelers.

The contest, based on the question "What will be the War End?" will be open to anyone purchasing a War Stamp and submitting the official entry blank obtainable through retail jewelers. At the end of the contest, Helbros will present $26,500 in War Bonds to the person answering that question best in 25 words or less, together with the closest estimate of the day, hour and minute of Victory.

Helbros watches, retailing at $57.50, also will be awarded to the 101 persons with the next most successful entries. Each watch has not yet been announced, and plans call for a prize of $50,000 to be added. The Helbros watch slogan is "Give Your Time to Victory."

Huge Television Volume After War Is Foreseen

PREDICTING that television will be one of the most important assets of all post-war industries, reaching a volume of a billion dollars a year, Harry Berenson, a Pennsylvania State College audience last week that addition of sight to sound in radio will be of significant character. The effect sound had on sight in the moving picture industry television will add sight to sound — it adds the motion picture to the radio voice and certainly that is a far more vital contribution to radio than the addition of sound was to the motion picture," Mr. Brown said. He add that soon after the war the Federal Communications Commission will be set up with relays 40 to 50 miles apart.

Kellogg on 'Breakfast'

KELLOGG Co., Battle Creek, Mich, (Pep), on a 52-week contract starting April 5 will sponsor a daily 15-minute participation in Breakfast at Stadi's on 133 BLUE stations, Monday through Friday, 7-11:15 a.m. (EST). Placement is through Kenyon & Eckhardt, New York.

OKLA. STORE CHAIN USING 21 STATIONS

AS THE RESULT of a plan worked out by the Oklahoma Network for a "network of radio stations for network retail department store promotion," the Anthony Co., department store chain with headquarters in Oklahoma City, has signed from daily announcement to the Oklahoma Network, plus five independent outlets in the state, and nine stations in Texas and Kansas.

The Oklahoma Network stations provide the basic coverage pattern, supplemented by the five independent outlets to complete the primary coverage of all Anthony store trade territories in the state. Stations in market areas outside the State are KGNC, KRGW, JHL, KWPR KIUL, KPDN, KWBB. Supplementary Oklahoma stations include KWN, KSWO, WBIZ KKBG, KASA.

Contract for the package deal on a total of 21 stations is for 52 weeks.

WKNY Changes

STAFF CHANGES at WKNY, Kingston, N. Y., include appointment of George McInley as general manager and Martin Weldon, program director. Mr. McInley is former newsman on the staff of WTTM, Trenton, and during the last nine years he has been with WBA and WPG, Oklahoma City. Mr. Weldon had been with WINS, New York, as continuity director and member of the announcing staff.

Lt. James L. Carroll Jr., 24, former soldier and special events announcer of WCSC, Charleston, S. C., was killed March 12 when the Army plane he was piloting crashed at Orlando, Fla.

Lt. Carroll was assigned toactivated the Army's radio division in France January 1942 and enlisted in the Army Air Corps. Although announcing was his business, music was Lt. Carroll's hobby and at one time he composed a Mass. He was active in Charles- ton's St. Patrick's Catholic stained glass, and was also an accomplished violinist.

Mr. Fleming, a 10-year veteran of news and dramatic writing, is member of the KLZ news staff, with whom Mr. and Mrs. Fleming were having dinner.

A veteran of the First World War in which he served in the Navy, Mr. Fleming was for several years a well-known newspaperman in the West. He once served as city editor of a Denver newspaper and as bureau chief of the Associated Press, Denver.

In 1938 he joined KLZ, organizing what has become one of the country's outstanding radio newsrooms. Mr. Fleming enjoys one of the widest acquaintances of any newsman in the Rocky Mountain area, not only in radio and newspaper circles but with public officials and the general public. He was prominently identified with sports and figure in many of the fish and game circles adopted by the State of Colorado.

A native of Imperial, Neb., Mr. Fleming had spent the major part of his life in the Rocky Mountain region. He is survived by his wife and son, Fred Jr., student at the U. of Colorado.

POT 'O' GOLD WORKS

WPRA Broadcasts Aids Labor

FACED with the job of locating thousands of transient Puerto Rican laborers who were entitled to wages totaling about $800,000, the U. S. Dept. of Labor Wage & Hour Administration in the Caribbean area found a solution by adopting the "Pot 'O' Gold" formula.

Literally hundreds of workers responded on WPRA, Mayaguez, listing names of laborers entitled to back wage restitutions totaling $50 to $100, according to Russell Sturgis, Wage & Hour Administration territorial representative.

GAG WRITER RULE PROBED BY ARMY

REPORTS from the West Coast last week that the Army had issued a directive permitting service men to write for commercial radio, pictures or the press on their own time drew a denial from the War Dept., Washington, that any such move had been taken. It was learned that the New York Army Public Relations were conducting an investigation into a single incident in which one former radio writer was given permission by his commanding officer to do a commercial script during his "off duty" time.

Although the War Dept. declined comment pending a complete inquiry, one report pointed out that policy has forbidden soldiers to participate in outside business, once they put on the uniform. A directive prohibiting such extra activities was issued by the Adjutant General's Office last year after an announcement had been made that Sgt. Ezra Stone, former star of the Henry Aldrich program, had signed a contract to continue his radio work after he entered the Army.

With many of radio's top gag and dramatic scriptwriters in the service, the Army has been faced with the problem of finding new talent. That talent is available in the press, theatre and radio industry, however, it was learned that high-ranking Army officials look with disfavor on permitting soldiers to carry on outside work. They explained that when a man goes into uniform he is in uniform 24 hours a day and therefore has no "off duty" time in which to write.

Spanish Discs

TRANSCRIPTIONS of the three weekly quarter-hour Spanish lessons which the radio programs department of WPAB, Inc. has been conducting on WQXR, New York, since January, are available to stations on a sustaining or local-sponsor basis. WPAB has already signed—KARM, Fresno; KTXA and KMC, San Antonio; KAMO, Oklahoma City; KMEX, St. Louis. Series, titled Let's Learn Spanish, runs for a 13-week period, and is transcribed by General Sound Studios, New York.
Coyotes...and Concertos

We are 21 miles from the nearest movie theatre and 50 miles from nearest town (San Bernardino) where we may hear real classical programs and see artists in person, or attend lectures, etc. Thus radio is doubly precious to us, and we are most thankful to the National Broadcasting Company and all the artists and fine announcers and commentators.

These services are among the benefits of the American system of free radio...

Question: How does one assay the many, many such letters received by the National Broadcasting Company in appreciation of its programs of public service?

Answer: As the pure gold of friendship. Of value to this country at war. Of value in creating cultural unity for a brighter future. Of value, also, in establishing network audiences for the 60 advertisers now using NBC as their advertising medium.

Listen for the NBC chimes

This is the NATIONAL BROADCASTING COMPANY
Big War Bond Drive Planned in April

Treasury to Mobilize All Stations for Campaign

AROUND-THE-CLOCK War Bond programs on all four major networks, with similar programs scheduled on hundreds of independent stations, will open the Treasury's War Loan Drive April 12, Secretary Morgenthau announced last week.

The Treasury mobilized radio behind its greatest financing effort through combined planning of the OWI, the NAB, the networks. All promotional activities in connection with the drive are under Stuart Peabody, advertising director of the Borden Co., on leave for the campaign [BROADCASTING, March 15].

Morgenthau's Wire

First indication of the Treasury's plan to make an all-out radio appeal occurred when Secretary Morgenthau telegraphed all station managers that the networks had already promised an entire day of Bond selling April 12 on all sustaining and commercial programs.

He pointed out that individual stations in the past have cooperated, and asked the aid of both network affiliates and independents.

600 Already

Other messages were sent to OWI Chief Elmer DeWitt, FCC Chairman James L. Fly, and NAB President Neville Miller. As BROADCASTING went to press, the Treasury reported almost 600 stations had telegraphed their intention to cooperate with Radio Day.

Altogether the radio drive for the Second War Loan will run approximately 3,000 stations, the Treasury said, but plans for programming following the opening day are not complete. On the day preceding the drive, Sunday, April 11, however, the Treasury plans a special live show. During the remainder of the drive, special events, including film stars, special Treasury Star Parade transcriptions and announcements will be offered. Mr. Morgenthau asked stations to submit plans and suggestions.

The radio drive will be directly under Vincent F. Callahan, Treasury Dept. Director of Radio, Press and Advertising, with details in the hands of Marjorie L. Spriggs, Treasury radio chief.

Miss Spriggs said the networks and cooperating stations will blanket their day with Bond programs, and that one or two stars will spearhead the drive on each network.

In addition, all stations will receive live copy to be substituted in the OWI Announcement Plan package in place of other OWI messages. Treasury is also distributing a special half-hour Treasury Star Parade transcription.

Other programming ideas will be supplied by NAB, which will issue a special bulletin, an OWI fact sheet, and a special edition of the War Finance Committee News with suggestions for local promotion.

Secretary Morgenthau emphasized that quotas and amounts raised by stations would not be published, as "this is a cooperative, not a competitive effort". Regional OWI and Treasury Field Officers will work directly with stations.

The committee planning the campaign includes: Mr. Peabody, Mr. Callahan, Miss Spriggs, C. E. Arney, NAB secretary-treasurer and Art Stringer, NAB director of promotion; Douglas Meservey, OWI Deputy Chief of Radio Bureau; Merrill (Fete) Barnum, deputy chief, OWI New York Radio Bureau; Eugene W. Sloan, executive director, War Savings Staff; Don Stauffer, chief of Radio Bureau, OWI; Nat Wolff, deputy chief, OWI Hollywood Radio Bureau; James Ro'ers, OWI liaison with the Treasury.

BATTERIES AWAIT WPB ZINC STUDY

WPB ACTION to eliminate the shortage of farm radio batteries is expected shortly, with at least two agencies ready to advise the powerful Requirements Committee that immediate production is necessary and possible.

The Office of Civilian Supply last week completed a program designed to put rural radio on a basis of reasonable operating efficiency. At the same time, Consumer's Durable Goods Division, which must authorize minerals and materials necessary for production, is surveying commodities competing for the nation's limited time supply.

It is understood that zinc allocations in the past, with vastly curtailed civilians use of the metal, have met military schedules, and there is an indication that sufficient zinc may soon be available to allow replenishment of dry cell battery stocks.

MONEY, MONEY, MONEY! The Oklahoma Publishing Co., owner of WKY, Oklahoma City, offered prizes to employees who turned in winning ideas on saving vital materials, bettering working conditions and economy of operation without loss of quality throughout the organization. First week of the contest found WKY's George M. Hamaker and Daryl McAllister among the winners. Gazers at money are (1 to r): Engineer Jack Lovell, WKY's representative on the suggestion committee; Hamaker; Gayle V. Grubb, WKY manager, and McAllister.
This little budget went to WORL, Boston
Harvard U. To Conduct Survey Of Radio as Retailer Medium

Prof. C. H. Sandage, Who Directed Broadcasting Census of Dept. of Commerce, to Head Study

A DETAILED study of radio as an advertising medium for retailers, service establishments and manufacturers with local distribution has been authorized by Harvard U.’s Graduate School of Business Administration, with Prof. C. H. Sandage, of Miami U., Oxford, Ohio, retained as visiting professor of business research.

Prof. Sandage, while with the Department of Commerce in 1935-37, conducted the original special census of broadcasting for the Bureau of Foreign & Domestic Commerce. This became the forerunner of the FCC’s annual analysis of broadcast station and network operations. He plans to use Miami to undertake the Harvard study for a year.

In a letter accompanying questionnaires sent to retail establishments and to broadcast stations, Prof. Sandage said the purpose was in line with the school’s effort toward increasing efficiency of various business tools and practices. The retail advertising study is to analyze use of the medium in the hope that the results will be helpful “as a guide to present and future users of radio.”

Will Publish Result

The firm questionnaire was sent to retail establishments which have used radio. Results of the study will be made available to the entire retail field and to the broadcasting industry. The questionnaires are confidential.

Cooperating firms are asked to supply data covering the length of their use of radio advertising, over-all participation for advertising of all types, percentage spent for radio, and percentage of current advertising budgets earmarked for radio.

With respect to 1942, stores are asked the specific purpose of the radio campaign—whether it was for goodwill, to promote a particular department, or to sell specific merchandise or service.

Types of radio time used (spot announcements, programs of ten minutes or more, or other) are sought in a breakdown, along with the percentages of the budget so spent. Also sought is the type of program material used and the appeals used in the commercials, such as style, service, price, etc.

Organization Studied

Stores are asked to specify the economic group they reach (low, medium or high). Opinions are sought on whether the results were successful and the degree of success. The manner in which programs were organized and prepared (advertising departments, station personnel, agency, or combination) is asked. Final questions cover sales volume in 1942, stations used, type of business, statistical evidence of results.

The station questionnaire elicits information on total number of accounts, number of local accounts, volume of local business, percentage of local revenue from various types of accounts, rate differentials between national and local, percentage of local business through advertising agencies, and related data.

New Enso Series

J. C. ENO (U. S.) Ltd., Bloomfield, N.J., on April 15 will start a campaign for its “effervescent sparkling saline” on WJZ, New York, using a half-hour recorded program titled Hollywood Radio Theatre. Aired Thursday, 10:30-11 p.m., the series will present well-known stars in dramatizations of stories by Mary Roberts Rinehart, Damon Runyon and other writers. Music will be provided by a 27-piece orchestra conducted by Mahlon Merrick. Radio advertising will be confined to WJZ for the present. Etherton & Currier, New York, is the agency.

Agency-WOR Billings

FOR THE second successive year, Ruthrauff & Ryan and Young & Rubicam hold first and second place, respectively, in the list of 10 advertising agencies placing the most business on WOR, New York, during 1942. According to the WOR list, the remaining eight agencies in order are: Erwin, Wasey & Co.; Neff-Rogow; J. Walter Thompson Co.; BBDO; Newell - Emmett Co.; Compton Adv.; Franklin Bruck Adv. Agency, and Arthur Rosenberg Co.

In Room 102

FOR A WEEK WGL Fort Wayne, had been announcing Room 102, Court House, as the place to send entries in the Allen County Salvation Army "Slogan Contest"—but all of a sudden it was changed. It was learned that Room 102 was the ladies’ rest room. The correct number is Room 100!

Dif Cleaners

STARTING OFF just as housewives are beginning to plan their spring cleaning, Dif Corp., Garwood, N. J., begins a schedule of participations on women’s programs around the first of April for Household Cleaner and Hand Cleaner. Dif will use Market Basset on WGY, Schenectady, Ruth Well’s program on KYW, Philadelphia, and Mary Margaret McBride’s five-weekly series on WEAF, New York. Contracts are for 52 weeks. Grey Adv., New York, handles the account.

Post-War Planning Is Urged by Hooper

‘Father’ of Navy Radio Retires

After Brilliant Career

POST-WAR planning in electronics must be given serious consideration now or there will be chaos in the industry when the armistice finally comes.

With that warning Rear Adm. Frank Hooper, USN, retired last Monday from active duty after completing a distinguished career in the Navy, which had included leading posts in radio and communications. His last post was General Consultant for Radio, Radar and Underwater Sound Equipment in the Office of Inspector of Naval Material, New York.

In World War I Admiral Hooper directed and built radio communications for the Navy from an infant industry. Long known as the “father” of Navy radio, the admiral had served as Director of Naval Communications, chief of radio liaison for the Chief of Naval Operations and chief of the radio division of the Bureau of Engineering. His career began in 1907, upon his commission at graduation from the Naval Academy at Annapolis.

Radio Achievements

In his retiring statement Admiral Hooper declared: “The electronics industry as a whole and the individuals contributing in a thousand ways to the improvement and production of electronics for the armed services are earning the right to great pride for their war record. American ingenuity in new developments, as well as our superior mass production, is already having a telling effect on our enemies. We lead the world in this branch. Such ingenuity will give more and more the edge necessary for victory in the end.”

Although cautioning that it “would be dangerous to the present war effort to think too much about the post-war situation in the electronics field,” he asserted “we must be planning nevertheless.

“As the industry has done so much for the Navy and for me personally,” he said, “I plan to devote the immediate future to assisting it in every way possible, not only in the present war effort, but in preparing for post-war conditions.”

Lit Bros. on WFIL

LIT BROS., Philadelphia department store, has started a 10-minute nightly series on WFIL, Philadelphia, called “Spot on the Map,” explaining cities and countries involved in the war. Program is promoted in newspaper, poster and on-store ads. It is written by Jane Richter of the store staff, and handled by Edward Fielding, free-lance announcer.

REPORTERS OF GROAN and grunt have taken the count themselves—in the interests of blood donation to the Red Cross. It happened in connection with a mass contribution by these members of the Sports Broadcasters Assn. (1 to r): Ted Husing, Nurse H. Schutt, Red Barber (holding a Mutual mike as the event was broadcast), Tom Slater, and on the table, Dave Driscoll. Broadcast encouraged radio listeners to give a pint of blood to save the life of a soldier, who is wounded in action.
This simple monogram of the letters "YD" is a poignant symbol to the people of New England for it is the emblem of the Yankee Division—their own group of fighting men—which won fame and glory on the battlefields of France in 1918. The Yankee Division took part in many important engagements, foremost among which were the Chemin-des-Dames action; the Marne counter-offensive; the attack which succeeded in pushing in the west side of the St. Mihiel salient; and the routing of the Germans in the Argonne. For their bravery, daring and devotion to duty, 239 members of this famous unit were honored with the Distinguished Service Cross. And today, the young men of New England are capably upholding the glorious traditions which their fathers in the Yankee Division established twenty-five years ago.

*   *   *

For more than eighteen years, the letters WTIC have been a symbol of service and integrity. That is why the people of Southern New England turn to WTIC when they desire entertainment or information of a high standard. That is why national advertisers have found it profitable to use WTIC to cover this lucrative market. And that is why we can proudly say

There's Not Another LIKE IT!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
BMi Cites Figures in Reply to Bratton

INASMUCH as Verl Bratton's communication in the March 15 issue of Broadcasting concerns itself chiefly with the quality of BMI music, for which I am primarily responsible, I am undertaking an answer which I hope may justify your editorial consideration. We are indebted to Mr. Bratton for giving to BMI's problems objective, critical thought, and, with him, we urge that all station and program managers should give thought to our mutual problems.

The major part of Mr. Bratton's article centers itself with the quality of much of the material which is being shipped to stations, as an example of which he sets forth the lyric of a composition entitled "Sweat Shop Blues". This is not published by BMI, but by an affiliate.

Mr. Bratton truthfully says, "It is broadcast by BMI which did musical directors have need of such large waste baskets". I personally share Mr. Bratton's adverse opinion of the song to which he refers.

I deplore the use of such material which is written for reasons more unsuitable than much of the music published by ASCAP publishers. One of the differences between ASCAP and BMI, as licensor, is that BMI distributes music rights to its licensees while ASCAP does not. No music distributed by BMI, other than that bearing the BMI imprints, is broadcast by the broadcaster or BMI one cent.

Gratis Distribution

We have established the policy of sending out, on behalf of BMI affiliated publishers, any music which is published at their expense, upon which these affiliates are willing to furnish free copies provided only that the music is not, in our opinion, a copyright infringement, or indecent in character. For us, such music had to go because we assumed the role of a censor of taste. We feel that we should not presume to direct what an affiliated publisher shall offer for broadcast so long as it may be performed without risk of law suit.

Therefore, included in every bundle of music that broadcasters receive from BMI is some material which is excellent in quality, some of which is border-line, and some of which is bad. Occasionally a song which might to us seem quite useless for broadcast purposes, will fill the needs of some stations. In some cases, indeed, a song which many program directors would consider useless achieves hit proportions. It is also possible that some program directors would not have recognized, from an initial review of the manuscript, that the "Hut Hut Song" was destined to be a hit.

In any event, any music which the program director decides to discard can be tossed into that "waste basket" without any more expense than the time consumed in glanced at it. I doubt if it would be wise for us to refuse to send out music in which some affiliated publisher has enough confidence to invest money in its publication and to send out free copies.

Best Sellers in England

What we must not lose sight of is that in the bundle which contains the useless composition are also contained a good quantity of hit tunes. The very bundle which contained "Sweat Shop Blues" also contained several compositions which have reached hit proportions. Among them is a number which has been published, and in the lists of "most performed compositions" included in the so-called "sheets" because I am aware of the fact that some music was of the inherent merit of the music, involved in winning a place on these "sheets". However, within the last few weeks the following compositions, exclusively licensed by BMI, have appeared conspicuously and regularly on the sheets—"Brazil", "I Don't Believe in Rumours", "When the Lights Go On Again", "I Wish, I Wish, I Wish", "There's an F.D.R. in Freedom", "Canteen Bounce", "It Started All Over Again", "I Heard You Cried Last Night", "That Soldier of Mine", "Do I Know What I'm Doing", and "Don't Cry". For a better proof of quality, may I call Mr. Bratton's attention to the fact that during the last few weeks five numbers, licensed by BMI, including one published by BMI, have appeared at the top of the list of best sellers among sheet music.

With one statement that Mr. Bratton makes I must differ sharply. Mr. Bratton writes: "The fact remains that as a source of new music, BMI is, in my opinion, a complete washout."

Fortunately, we have factual information with respect to the extent to which BMI music is used. This is because of our very complete and accurate logging of the performances of our affiliated stations. Mr. Bratton's station, for instance, logged its programs for the month of December 1941 and December 1942. His log reveals an increased use of BMI music. In December 1941 30% of the musical performances on WREN were of BMI material. In December 1942, 58% of these performances were of BMI material. A more conclusive example may be drawn from the statistics of the entire industry.

BMI Shows Increase

BMI's highest quarter in number of performances was that which ended Sept. 30, 1941. During this quarter we had air and BMI had a virtual monopoly. This quarter, therefore, shows the maximum possible number of BMI performances, the fullest use made of BMI music during a time when broadcasters had no other major reservoir of music available to them. Our checks are now going out to affiliated publishers and to composers for the quarter ending Dec. 31, 1942, a period when ASCAP had been back on the air for more than one year. The number of performances in this period for stations and networks combined is 40% as great as during our highest quarter when ASCAP music was unavailable.

This percentage, moreover, excludes the works which BMI has under the blanket type of license which does not require logging, that is, the works contained in the catalogues of E. B. Marks, G. Ricordi, E. C. Schirmer, M. M. Cole and Jewish Society. While we are far from satisfied with this ratio, we feel that if someone had told a broadcast before BMI was formed that stations would still be relying on BMI for more than 40% of their performances after ASCAP was back on the air, he would have been called over-optimistic.

It is true that this use results not only from the currently published numbers but from BMI's large backlog. I assume that all of our licensees are aware of the fact that BMI has sharply curtailing the output of music published by it (as distinguished from that merely licensed by it) since the return of ASCAP to the air. During 1941 BMI published an average of 75 popular titles per month in both sheet music and orchestration form.

We have now reduced our output to the normal basis maintained by other publishers. Our more than 400 affiliated publishers have always maintained a normal schedule of production. Our backlog of standard, salon and classical music has been steadily increased. Our first single, published in 1941, contained approximately 35,000, and the index now in the process of printing, which will be distributed in April, contains approximately 100,000 titles.

No Relaxation

Having answered the points in Mr. Bratton's letter on which I feel that he is misinformed, I now want to come to the portions of his communication which seem to me to be thoroughly constructive. First, however, I would like to clear up one additional misconception. No one at BMI is self satisfied or has relaxed his efforts. We all feel that the industry has engaged entirely dissatisfied with BMI's accomplishments and continually to strive for the betterment of BMI's all-over service to its licensees. We are constantly studying, planning and working to that end. We all desire that BMI's music be improved in quality, and we have already obtained the approval of our Board of plans for expansion which will, we think, definitely improve the output of our material.

We have instituted program managers' meetings which have been mutually profitable to broadcasters and BMI, and which will be continued. We have engaged Mr. Roy Harlow, a man thoroughly experienced in program building, to bring to the attention of our licensees the music of good quality distributed by BMI, and to maintain constant and direct contact with program managers.

ANSWERING VERL BRATTON, general manager of WREN, Lawrence, Kan., whose article criticizing BMI appeared in the March 15 Broadcasting, M. E. Tompkins, vice-president and manager of BMI, explains some of the functions of his organization. He takes issue with Mr. Bratton on several points and agrees with him on others. Like Mr. Bratton, Mr. Tompkins is a musician. He also has wide experience in the music publishing and advertising agency fields.
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE

NORTH CAROLINA

$221,768,000

AVERAGE OF NINE OTHER SOUTHERN STATES

$133,256,000

Source: Department of Agriculture, 1940

IN INDUSTRY

NORTH CAROLINA

 VALUE OF MANUFACTURED PRODUCTS

$1,420.6 MILLIONS

AVERAGE OF NINE OTHER SOUTHERN STATES

$530.5 MILLIONS

Source: Census of Manufacturers, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives
Managers. To date over fifty program managers have attended our meetings, and these program managers are convinced that BMI is sending out music which is thoroughly usable by broadcasting stations. The letters now going out over Mr. Harlow’s signature, at the time when our sheet music distribution takes place, are simplifying the task of program managers in selecting the music which is usable, and in culling out that which shows the least promise of usefulness. The plans which we have presently underway, therefore, address themselves to the very problems to which Mr. Bratton refers.

On one point in Mr. Bratton’s letter all of us at BMI are heartened and this is a point on which I believe he would join with me in placing special emphasis. That constructive point is that BMI cannot operate successfully without the cooperation of the broadcasters. The public decides what will become hits but it selects from what it hears on the air. Therefore, it can safely be said that it is broadcasters who create the popular tunes. We at BMI will do our utmost to find new music of quality for broadcasters. At that point we must at least in part rely upon the efforts of broadcasters to make that music popular.

Economical Source

Mr. Bratton’s letter does not relate to the cost of BMI and yet this is so important that I cannot refrain from at least a brief mention of it. Up to this point in the broadcasting industry has paid to BMI almost 1/4 million dollars less than the industry would have paid to ASCAP in 1941, had ASCAP been on the air. I point out, in addition, that at the present time, stations are paying to BMI only about 25% as much per dollar of revenue earned over the first contracts. BMI is today the most economical source per use which broadcasting stations have of music. This should be borne in mind, however, in the face of a steady increase in the rates paid to affiliated publishers and composers—payments today are being made at the highest rate in BMI’s history.

Again may I say that this statement of BMI’s accomplishments should not be taken as an indication that BMI executive are satis
cfied with what we have accomplished. We recognize that there is great room for improvement. We are genuinely grateful to Mr. Bratton for having indicated how strongly he desires that improvement to take place. Some of the matters to which he refers, such as more aid to program managers in the use of the music, have already been mentioned.

Basically the problem is, as Mr. Bratton so correctly points out, a mutual problem. The joint effort of BMI and of stations will make BMI better. But don’t hold a wake over us now. We are, as the facts and figures show, very much alive today.


Because he became incensed over Axis tactics, Joe tossed over the 15% business some months ago to take a flying at Army life. He is stationed at Trux Field, Madison, Wis., and is engaged in technical training for the Army Air Forces, preparatory to O.C.S. training.

“Little Rough”

Want to know a little about Army life for a radio man? Here’s what Joe has to say:

“Have been transferred up here to radio school for a little mechanical training. The work is a little rough but am enjoying it very much.

“For instance, we have to fall out of bed every a.m. at 5, do our barracks chores, eat and be ready for the first class at 7 a.m. We go to school until 5 p.m., with an hour break for ‘chow’ at 10 a.m.

“Right after school we hit the dusty roads and snowy pastures for 1 1/2 to 2 hours of calisthenics. This job is a rough one for us young men—older men, but again it’s fun. Have lost my second front and 25 pounds to boot. Feel like 21 all over again.

Hopes to Pass

“We don’t have much time to fool around. We study very much after calisthenics up until 9 p.m.—at 9:30 lights are out and we’re in bed at that time. They insist on all students getting at least 7 hours’ sleep. Next Tuesday we start on the swing shift from 11 p.m. to 6 a.m. and they (former students) say it’s a tough racket. “So far have shown up on my work and expect to pass with good grades.

“We get one day a week off and spend that time at the A. F. Wis
conin library trying to keep ahead of our instructor. The old Army game of outfoxing the teacher.

“After my 2 weeks, I’ll be shipped back to Patterson Field, Dayton, O., where I’ll appear before the board for my O.C.S. training in the Air Forces.

“This Army life isn’t as bad as some people think. It’s really fun if one makes up his mind to like it and to get whatever good he can out of it. Had I known the Army was so much fun before, I would have been in it long before this.

“You know, there are a lot of friends I’d like to write in the broadcasting business, but time does not permit me to do so. Your publication is the only way I could possibly say hello to them and to let them know what I’m doing. If you have a few inches of space, you would appreciate your looking over the enclosed item for a possible release.”

PFC. JOSEPH SPADEA

It’s Tough, But Fun, Writes Joseph R. Spadea;

He’s Slated for OCS

Newest Champ

WOODY WOODS, war program manager of WHO, Des Moines, disputes claim of Jim Cooper, WBNS, Columbus, that he is world’s champion bond seller of the broadcasting industry. Record of the week’s results in New York, Chicago, St. Louis, $2,203,050. Bob Burlingham, managing editor of the WHO Evening News and Herb Planbeck, WHO farm news editor, are chief bond sellers. Cooper claimed to have sold over $2,000,000 as of late February.

GREAT LIFE, THIS ARMY

Tom Clark Named Arnold’s Successor

Dallas Attorney Experienced In Anti-Trust Litigation

LITTLE change in the overall anti-trust policies of the Dept. of Justice is foreseen with the designation of Mr. Clark, of Dallas, as Assistant Attorney General, succeeding Thurman Arnold, now on the Court of Appeals for the District of Columbia.

Mr. Clark was nominated last Tuesday by President Roosevelt for the Assistant Attorney Generalship, and the appointment awaits Senate confirmation, expected Monday. He has been with the Department since 1937 and has served under Mr. Arnold.

Await Supreme Court

The new appointment is not expected to have any direct bearing on pending anti-trust suits involving broadcasting operations. These include anti-trust proceedings against the American Federation of Musicians and against NBC and CBS, alleging violation of the statutes because of exclusive contracts, that are under suit by music

P & G Serial Plans

NATIONAL Serials

PROCTOR & GAMBLE Co., Cincinnati (Ivy soap), on March 22 starts for 12 weeks sponsoring the five weekly hour dramatic series, I Love A Mystery, on CBS Monday through Friday, 7:30-8:30 p.m. (EWT), with West Coast repeats 7:30-8:30 p.m. (PDT). Built around the fictional A-1 Detective Agency, series is written and produced by Carleton E. Morse. Ernie Martin has been assigned CBS production contact on the show. Regular cast includes Mike Raffetto, Barton Yarborough and Gloria Blondell. Series takes over time formerly utilised by Amos ‘n Andy when sponsored by Campbell Soup Co. Agency is Ward Wheelock Co., New York.

Page 22 • March 22, 1943

BROADCASTING • Broadcast Advertising
As simple as Push-Button Control...

SPOT BROADCASTING GIVES YOU WHAT YOU NEED!

...exactly When and Where you need it!

Spot Broadcasting gives you all the power of radio on a sensible market-by-market basis. Instead of a pre-determined group, you pick each market by size, by condition or by location to fit your selling needs... and you get the best station everywhere because you select each one regardless of network affiliation. And you pick the broadcast time to reach ready-made audiences of your kind of customers with announcements or programs of any type. That way budgets are fitted to sales volume or potential in this flexible market-wise advertising!

Should you know more about Spot Radio... more about what it can do for the efficiency and effectiveness of your advertising now, whatever your budget? Then talk to your John Blair man about it. He has plenty of marketing and merchandising facts... plenty of facts on many of the nation's leading radio stations that you can most profitably use.

*An interesting, informative booklet, "Spot Broadcasting," will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.

BROADCASTING • Broadcast Advertising

March 22, 1943 • Page 23
PHILADELPHIA’S air raid wardens and associated groups selling War Bonds and civilian defense posts are featured in a Sunday half-hour series, The CD Block Busters, on WFIL, Philadelphia. Guests of honor are prominent officials and air raid wardens who have had interesting experiences selling War Bonds. Written and produced by Don Martin, production manager of WFIL, and m.c’d by Harold Goodwin, these programs are presented with the cooperation of Lit Bros. department store.

- Food Dehydration INTERVIEWS with Mrs. Elba Bo-hannon, noted food authority, and series of daily announcements on WCDI, Columbus, Miss., brought rural listeners to remote school houses to hear about food dehy-

- Service Stars FIRST HOUSE displaying a service flag on a street picked at random is where Ty Tyson, of WWJ, Detroit, stops for a story. If he finds one, the engineer re-

- News Angles COMBINING spot news, features and editorials, a morning quarter-

- Nostalgia ENTERTAINMENT by recalling “the old days” through turn-

- For Farmers WGN, Chicago, and the Farm Credit Association is present-

- WOY’S NOMINEE for “Miss United Nations” is Laine Solg (7) who was introduced to the radio audience by Alan Courtney, m.c. of the New York station’s 1950 Club. Selected by the station from 1,000 candidates and screened in a con-

- NEW TYPE OF MAP FOR MAIL COVERAGE A MAIL MAP based on an analy-

- Mystery for Williams J. B. WILLIAMS Co., Glaston-

- WASH Signal Deleted THE FCC last week granted the request of the King-Trendle Broad-

- Page 24 • March 22, 1943
There are new riches in the Northwestern Ohio and Southern Michigan area. Everyday, more and more workers are added to the payrolls of this industrial center. The rising buying power of these new workers assures you the full measure from your advertising dollar when you use WSPD —The FIRST STATION in this vital market.

Just Ask Katz

WSPD
TOLEDO, OHIO
5000 Watts Basic NBC
A FORT INDUSTRY STATION
YOU CAN BANK ON IT
WBAL DEDICATES SATURDAY, OCT. 26 TO
"WOMEN AT WAR"

WBAL DEDICATES SATURDAY, MARCH 13th, TO
CIVILIAN DEFENSE

WBAL DEDICATES SATURDAY, NOVEMBER 14th TO
THE UNITED STATES NAVY

WBAL DEDICATES SATURDAY, JANUARY 23rd TO
THE AMERICAN RED CROSS

WBAL DEDICATES SATURDAY, FEBRUARY 13th TO
INDUSTRY AT WORK
SPOTLIGHTING EACH PHASE OF THE WAR EFFORT

“I am a woman. Two of my brothers are in the service. I want to help the war effort in every way possible. What fields of activity are open to me?”

“My boy is in the Navy. What kind of a life is he leading?”

“I expect to be in the service soon. What is army life like?”

“How about the Red Cross? Is there any work I can do to help the Red Cross in its wonderful war work?”

“Perhaps I should take a job in a war industry. But is there any place for my particular skills? And how do I go about getting a job?”

“Is there an opportunity for me to serve in Civilian Defense? What should I do?”

WBAL has set out to answer these questions and to give listeners the facts about every phase of the War Effort by frequently dedicating an ENTIRE DAY to some specific war activity.

These “days” are publicized in full page ads in the Baltimore News-Post.

We, of WBAL, know that the people in our area want to do everything possible to bring about victory, and we are using all our facilities enthusiastically to help them participate fully.

Represented Nationally by EDWARD PETRY & CO., Inc.

WBAL 50,000 WATTS BOSTON
ONE OF AMERICA'S GREAT RADIO STATIONS
Barrel Bottom

NEXT MONTH—April 27-29—the industry gathers in Chicago for its first War Conference, under NAB auspices. Nearly a year ago, the NAB held its last annual convention, after the nation had been in this global war six months.

At that meeting uncertainty and confusion were rampant. Radio had undertaken a difficult and culean task as a war arm. It was breaking new ground daily, almost hourly. The job was being done, haphazardly perhaps in the eyes of broadcasters, but it won the acclaim of Government and public alike.

In the months that have elapsed, many elements of doubt have been resolved. But there are others still with us that will remain until the war is won. A year ago, business was uncertain. There were the early war problems of censorship, Government programming, the equipment shortage, manpower, Interceptor Command (now Fighter Command) differences over "radio silence", along with the perennial peacetime headaches of radio.

In retrospect, remarkable things have been accomplished. Censorship has been invoked under a voluntary code with hardly a ripple of controversy; OWI has done a respectable job of channelling Government programs, though through some spots; the equipment shortage, which threatened closure of many stations, has been alleviated through the highly efficient work of WPB and its radio heads, Ray E. Ellis and Frank H. McIntosh. And the threatened business upheaval, thanks to judicious industry management, failed to materialize.

The problem that looms largest now is manpower. Despite classification of broadcasting as an essential industry, the drain on personnel has continued more or less unabated. Daily, key men are being pulled from important posts on stations and networks. Replacements are well-nigh impossible all down the line. The larger operations, by virtue of more attractive "big league" offers, find it possible to wean away members of smaller station staffs. And the little fellows, in no few instances, are operating with less than skeleton staffs and with makeshift organizations.

There can be no question of radio's status as an essential industry. But there is serious question about the ability of all elements in the industry continuing their efficient peak wartime operation without adequate personnel. It isn't a problem peculiar to radio—practically all of the 30-odd industries classified as essential are experiencing similar difficulties.

At the Chicago War Conference, the keynote will be radio's wartime functions. Government officials have been asked to attend and counsel with industry spokesmen on means of improving radio's war effort contribution and of coping with the myriad questions constantly arising in a war economy. Nonessential projects—those that are not in the war's operations—have no place at this important session, which is justified only because the broadcasting industry is geared so closely to the war, as a sort of deputy of Government maintaining swift, intimate and human contact with the people.

Everything possible is being done in Washington by industry spokesmen to cope with the manpower problem. Radio, with an overall personnel of some 20,000, is but an infinitesimal factor in the quest for an armed force of 12,000,000. There is no disposition to claim that radio's present personnel roster constitutes an indispensable minimum. But at the pace men are being withdrawn, not only for armed services but for civilian Government work, the bottom of the barrel soon will be reached.

Manpower, we think, is the No. 1 problem at the War Conference.

Without Malice

JUST A MONTH ago the Cox Select Committee to investigate the FCC announced the appointment of Eugene L. Garey, New York attorney of excellent background and standing, as its chief counsel. The appointment came after the House overwhelmingly had voted for the inquiry and after harsh words had been uttered on the House floor against the FCC's stewardship and particularly its chairman, James Lawrence Fly.

The investigation then had all the earmarks of becoming a knock-down-drag-out fight, largely between two men—Chairman E. E. Cox (D-Ga.) of the Committee and Mr. Fly. Charges of "Gestapo" tactics and of Communism and draft-dodging were hurled by the Georgian against the Commission and its personnel. There were counter-allegations of an impropriety by Judge Cox of representation of a Georgia station before the FCC, with Mr. Fly seeking Dept. of Justice intercession.

Since Mr. Garey's appointment, the deluge of charges and counter-charges has stopped. The Committee counsel hasn't indulged in name-calling. Data is being collected by the Committee without publicity or headline hunting. It is evident that he and his staff, thus far in any event, propose to conduct a thoroughly businesslike, lawyer-like and proper inquiry into the FCC, its personnel and its policies, as the House resolution provides.

There is reason for gratification over the manner in which Cox and his chief aide, Fred L. Walker, of Detroit, have pursued the preliminary study. The broadcasting industry, of course, is vitally interested in the outcome because upon it will depend the type of regulation to which it will be subjected. An investigation which would result only in muddling the already confusing area of name-calling would only bring increasing chaos. One aimed toward ferreting out the facts with a view toward remedial legislation will clarify the position both of the FCC and the industries affected.

We hope the Cox Committee continues its indicated course toward a fact-finding study looking to equitable regulation of communications within the bounds of Congressional intent. There no longer can be any doubt that the present FCC majority has gone far afield.

Reformer Gremlins

A NEW pass at curtailing of advertising, as a war economy measure, is being undertaken on the Washington war front by so-called consumer reform groups. Since the war's advent, these anti-advertising groups have attempted to use a number of devices to force elimination of brand name advertising and now, with civilian supplies of goods diminishing gradually, they apparently are trying for another all-out effort.

In informed Washington circles it is reported that the new campaign, to urge cutting down on, or the complete abandonment of, advertising for the duration, already has been launched by groups following the Consumers Union pattern. The contention is that advertising should be trimmed to the point where companies will limit space and time purchases to just enough to move goods available for sale. It is argued that current advertising is being done largely as a means of tax avoidance.

These reform groups aren't likely to get very far this time. Price Administrator Prentiss Brown, in weeding out OPA, appears to have eliminated a substantial portion of the radical fringe element. Before he took over the OPA helm, grade-labeling of certain commodities had been introduced, but even that now is being resurveyed, with the possibility that it will be revoked.

Advertising already has performed outstanding service in the war interest. The job being done, at practically no government expense for time or space (none whatever for radio time) on bond sales, salvage campaigns, blood plasma, point rationing education and service enlistments, has been such as to head off any summation in responsible quarters. The cost is being absorbed by the advertisers and the media. The Advertising Council, representing all private groups, has cooperated ably down the line.

While it appears, at this writing, that the reformers are being kept at bay, these sporadic forays into the advertising area are a constant state of alert on the Washington regulatory front by the entire advertising fraternity.
JOURNALISM lost a great editorial cartoonist but radio gained a greater promotionist when James Millar LeGate finally gave up an ambition to become an artist to enter the advertising promotion field.

As a result of his change of heart, brought about by disappointments as an editorial cartoonist and layout man, plus the fact that his job folded up beneath him, Jim LeGate today is general manager of WIOD, Miami, and doing a bang-up job for radio.

For 15 years, by his own admission, Jim had the usual trouble in grammar and high school in Elgin, Ill., where he was born Dec. 11, 1901. He felt studying wasn't necessary but somehow managed two years of high school before moving with his parents to South Bend, Ind. in 1916. An auto accident and sickness delayed his studies for five years but he finally was graduated from the South Bend high school.

Displaying some talent for art, Jim decided against college and entered the Chicago Academy of Fine Arts. Finances wouldn't permit a second year so he found a job at Sears, Roebuck & Co., Chicago, and studied art with Myer Both at night. A year later he returned to South Bend and talked himself into a job as layout man and editorial cartoonist on the News-Times.

After three years in that job he was transferred to the advertising department as salesman, at his own request. Five years later the paper changed hands and that's when Jim's job folded up. He connected with the Indianapolis News as promotion manager. He recalls that the heavy schedule of trade journal advertising scared the "daylights" out of him but a cooperative boss with a kind understanding helped him to do a job and gain a world of experience.

Two years later Jim LeGate's boss joined the Dayton (O.) Daily News as advertising director and took Jim along as promotion manager. When ex-Gov. James M. Cox, owner and publisher of the News, the Springfield (O.) News & Sun, and the Miami Daily News, bought a radio station and moved it to Dayton as WHIO in 1935, Jim LeGate was assigned to handle the station promotion.

For a while he divided his time between the Cox newspapers and radio. In 1938 Jim went to Miami to direct promotion for the Daily News and WHIO, which Mr. Cox had acquired. Late in 1940, when Mr. Cox purchased the Atlanta Journal and WSB, J. Leonard Reinhach was transferred as manager of WHIO to manage WSB. Jim LeGate was sent back to Dayton to take over WHIO.

Three years later, almost to the day, Mr. LeGate returned to Miami as manager of WIOD. He has promoted everything from Bible contests to water carnivals. His greatest compliment for promotion work, he considers, came from his boss after a dismal failure of one stunt. Said the boss, "Jim, even in a flop, you're colossal." Mr. LeGate still takes a keen interest in all station promotion and he manages to keep a finger in it from time to time.

He is married and has a 10-year-old son. He has been appointed to virtually every civic committee in town. When time permits he enjoys tennis and swimming and (off-the-record) he still likes to dabble in art. Once he took up boxing but quit because he "got tired of leaning with my schnozzle all the time".

SCUYLER ENSELL, formerly of HBDO, and the Spot Sales Division of CBS, has joined the sales staff of the New York office of John Blair & Co., station representative.

GEORGE L. MOSKOVICS, sales promotion manager of CBS western division, addressed the Seattle Advert. Sales Club March 2 and described conditions in advertising. Ed Backley, station relations manager eastern division, Columbia Pacific Network, and H. J. Guilliam, general manager of KIRO, Seattle, were also present.

CAPT. PAUL R. HETTMeyer, former manager of KJO, Ogden, Utah, is stationed at Fort Francis E. Warren, Cheyenne, Wyo. in the Quartermaster Replacement Training Center. He is in the Art Division teaching Quartermaster Organization.

RALPH G. TUCHMANN, of the Broadcasting editorial staff, was inducted into the Army March 15 at Washington and ordered to report to Camp Lee, Va. He was named acting corporal.

KAY MacEWEN, salesman of WSSR, Stamford, Conn. has been seriously ill with influenza. George Bensus, former salesman, expects to enter the Army in a couple of weeks.

SOCS VRATHIS, sales manager of KGYO, Mount, Mont., is a member of the newly-formed Better Governor Council of Montana. James Alden Barber, assistant manager, has been appointed to the Community Music Council.

KARL SUTPHIN, former associate editor of Golddom magazine, has joined the promotion staff of WLS, Chicago.

MARTIAL S. NEAL, general manager of KWKK, Pasadena, Cal., is taking a three-week vacation trip but will still be on the air.

D. MARSHALL WALLACE, former editor of KFAC, is now active in the promotion staff of WLS, Chicago.

Marshall S. Neal, general manager of KWKK, Pasaden, Cal., has joined the Marines.

RALPH BLOCK has resigned as assistant regional director of the Office of Price Administration, San Francisco, to join the OWI as deputy chief operating in a foreign field.

BEN McGlashan, owner of KGJ, St. Louis, has been transferred to the Coast Patrol station at San Benito, Tex.

Lee Wynne, continuing as Los Angeles station manager of KFAC, and Long Beach, has been appointed commercial manager.

WENDELL B. CAMPBELL, general sales manager, has been named assistant station manager and director of operations of KMKO, St. Louis.

CHARLES C. PALMER, at one time media director of LaVos Co., has joined the BLUES staff.

JESS JONES, sales manager of KOB, Santa Barbara, Cal., has been inducted into the Army.

JOHN McDonald, NBC vice-president in charge of finance, has returned to New York for all hearings. Mr. McDonald has been a director of KMKO, St. Louis. through March.

JOHNNY STEIN, president of Music of America, Beverly Hills, Calif., has returned from a trip to the east.

DAN CABR has joined the sales staff of KFAC, Los Angeles, Calif., after a trip to Australia.

LLOYD MOFFAT, general manager of CKMI, Prince Alberstin School, Sask., is the father of a baby boy.

KMAC License Assigned
To Howard W. Davis
VOLUNTARY assignment of li-
cense of KMAC, San Antonio, from W. W. McAllister and How-
and W. Davis, doing business as
The Walmac Co., to Howard W. Davis, trading as The Walmac Co., was authorized March 16 by the FCC. Total consideration is $35,000, Mr. Davis, who has been general manager of KMAC since 1933, purchased 50% of The Walmac Co. in December, 1942, from Mr. McAllister.

In 1938 Mr. Davis purchased 33 1/3% of KPAB, Laredo, Tex., and became its president. Mr. McAllister was also associated with KPAB as part owner and secre-
tary-treasurer. Mr. Davis owns the Star תיק Co., San Antonio, manu-
facturers of Starkist toothpaste.

Stephen Vincent Benet
Dies of Heart Attack

STEPHEN VINCENT BENET, 44, noted American author and poet, who had been devoting much of his time lately to writing ma-
terial for radio programs, died sud-
ently April 15 in his home in New York after a heart attack. Among broadcasts for which he provided scripts, were the "Your Army" portion of This Is War, Dear Adolf, and others.

Mr. Benet became ill prior to a scheduled appearance March 7 on NBC's Lands of the Free series, and died before he could finish it. He was working on the script when he was working. He is survived by his wife, three children, a brother and a sister.

Owens Heads WRDO

ARTHUR OWENS, chief an-
nouncer of WCSS, Portland, Me., is named manager of WRDO, Augusta, replacing Jack Atwood who was commissioned a first lieutenant in the Marine Corps. Mr. Owen since 1940 had been with WCSS, operated by the same management as WRDO. Al-

HUB Changes

ROGER R. HUNT, formerly of KOIN, Portland, Ore., KROY, Sac-
ramento, and the McClatchy Broadc-
casting, is now manager of KHUB, Waterville, Calif., after a staff reorganization. John Oliveira, formerly with RCAC in Solano, Calif., is chief engineer and Rex S. Bowen of KFBB, Sac-
ramento, program director.

CHARLES DANT, musical director of NBC Hollywood, has been named manager of the "Submarine Base".

LINCOLN SIMMONS of the New York staff of KHUB & Co., St.
oma, has been appointed West Coast Manager of that or-
pany. Mr. Simmons was headquarte-
ed at 1235 Hollywood Blvd., Hollywood. He succeeds Hann J. Tyler who has re-
ently resigned to join KFPE-Keca, Los Angeles as account executive.

SHIADOKO, executive vice-
tary-treasurer, is now going to part-
ing at his home from the grippe. He expects to be back at his desk this week.
The success of this campaign, and similar success with Miller Wheat Flakes later on, certainly proves the selling pull of KSO.

Any food-broker handling a cereal account, knows what competition means. But the intensity of that competition makes sales-gains doubly pleasing.

So Kelsie D. Stone, head of the Des Moines office of Hagen-Stone, has reason to be pleased with the advertising of Miller Cereal Mills on Station KSO. Reports Mr. Stone:

"Miller gave radio a stir test in the Des Moines area. Using radio advertising only, Miller started a campaign to increase sales of Corn Flakes in mid-winter.

"The success of this campaign, and similar success with Miller Wheat Flakes later on, certainly proves the selling pull of KSO."
What to do when your radio department shrinks

When your radio department keeps losing more and more of its best people—writers, engineers, musicians, producers—you can do one of two things:

You can worry along with less manpower, work longer hours, put a part of the burden on other staff members not too familiar with radio problems, avoid seeking new business and do your best to keep present clients satisfied—

Or, you can draw on the experience of one of the most complete, most capable radio staffs in the country: NBC Radio-Recording Division.

Is it dramatic programs you need? Or is it a woman commentator, a musical show, a mystery thriller, a “personality” program? They’re all available here—suited to your needs in length, frequency, subject, and cost. And you have no worries about the time, skill, or talent for their production. The shows are complete—ready for you to broadcast! Or, if you require a “tailor-made” job all the way, our complete facilities are at your disposal, from creating the program idea to recording it perfectly—Orthacoustic.

If your radio department is shrinking these days—you can still expand your service and business—with one of the services of NBC Radio-Recording Division!

WE’VE DONE IT FOR THEM… WE CAN DO IT FOR YOU!

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.
R. C. Gantert Appointed WFBL’s Program Chief

GEORGE PERKINS, program director of WFBL, single-cast network, has been succeeded by Raymond C. Gantert, according to announcement by Samuel Woodworth, general manager. Mr. Perkins has joined the radio division of Allied Advertising, successor to Lord & Thomas.

Mr. Gantert joined the WFBL staff early in 1941 as a musical director. A native of Syracuse, he has been active in civic affairs for several years.

BILL HIGHTOWER, newscaster, has started his daily five-minute news period on WEA, New York.

DAVID F. TUTCH, producer of KFG, San Diego, Calif., has been shifted to KKH, Hollywood.

JOHN (Bud) HISTAND, who has been the announcer of the weekly NBC Westinghouse Program, has succeeded Bill Penwell who has entered war work.

LT. J. M. MAGNIN, formerly known as Peter Grant, WIL, Cincinnati, announcer-newscaster, has been assigned to the Army as public speaker in behalf of the war effort. He spoke for blood donors in the Red Cross drive before 14,000 shipbuilders at Vancouver, Wash., several days ago. He will do similar work in the future.

BIL H. RUBBINS, formerly of KCT, Twin Falls, Idaho, and Frank Mc信息技术, former head of the WYK, Oklahoma City, news department, have joined the news staff of KITA, Salt Lake City.

LEWIS T. PITTEN returns as a regular newscaster of WCTH, Portland, Me., on the editorial staff of the Portland Press Herald for two years.

PILOT OFF. CALVIN PEPPER, formerly of the staff of CKY, Winnipe, is on duty in the Royal Canadian Air Force in North Africa.

FLIGHT LT. D. R. COATS, former public relations director of CKY, Winnipeg, and CKX, Brandon, Man., before joining the ROAF was promoted from rank of Flying Officer and is stationed at No. 2 Command Recruiting Center, Winnipeg.

PARKER SUTTON, announcer of KYC, Prescott, Ariz., has left to join KTRA, Phoenix.

LARRY WORMSER, soundman and producer of NBC Hollywood, before joining the Army, has been a producer in the Army Air Forces. After the war, he plans to continue his career in radio.

ROYAL FOSTER, Hollywood writer, has been signed for the week to provide a night’s program, “Stop and Go,” sponsored by Admiral Standley, of TBS, Pacific Coast stations.

LARRY LESEUR, former CBS correspondent in Russia, doesn’t think his colleagues will ever stop ribbing him about a “fluff.” He made a recent trip to Russia as an visiting reporter during a tour of the Far East and India. He is the author of the book, “Russia, the Unknown.”

LARRY LESEUR was a correspondent for the New York Times during World War I. He has covered the war in Europe and Asia and has written extensively on Russian affairs.

TEAPEST TEMPOT
Correspondent’s ‘Fluff’ Draws
—London Laugh

LARRY LESEUR, former CBS correspondent in Russia, doesn’t think his colleagues will ever stop ribbing him about a “fluff.” He made a recent trip to Russia as an visiting reporter during a tour of the Far East and India. He is the author of the book, “Russia, the Unknown.”

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LARRY LESEUR is now working on a book about his experiences in Russia. He plans to publish it later this year.
**WHKY's** increased power and lower frequency enables advertisers to reach *all* Western North Carolina, at one surprisingly low cost.

What's more, WHKY knows its audience. Programming is carefully keyed to local tastes and interests, to insure maximum listener response for your sales message—in both primary and secondary areas. Extensive newspaper advertising, in over 20 county papers, builds listener loyalty for WHKY and sales for our advertisers.

Write for complete information. When you get the facts, we believe you'll agree WHKY is the station you need to get low-cost, single-coverage of this rich Carolina market.

---

**WHKY**

HICKORY, NORTH CAROLINA

5000 WATTS DAY
1000 WATTS NIGHT
1290 KILOCYCLES—BLUE NETWORK

---

**STATISTICS TAKEN FROM WHKY's NEW MARKET DATA BROCHURE**

- Population: 1,005,212
- Radio listeners: 651,722
- Buying income per family: $1,365
- Spendable income: $444,444,000.00

---

National Representative

HOWARD H. WILSON CO.

Chicago, New York, Kansas City, San Francisco, Hollywood

March 22, 1943 • Page 33
An Interlude of Sparkling Song Including the:

SCANDINAVIAN
RUSSIAN
SPANISH
ITALIAN
POLISH
GERMAN
GREEK
LITHUANIAN
UKRAINIAN
FRENCH
ORIENTAL
CUBAN
SOUTH AMERICAN
HAWAIIAN

A tingling tune-tour of many lands . . . a melange of mellifluous melody with an international flavour . . . garnished with zesty comment (in English) . . . presented, fittingly, by WHOM—the foremost station catering to the seven million internationally minded radio listeners in our metropolitan melting pot.

PRAISE-A-POPPIN!

"Champagne Music is tops . . . I listen regularly." Mr. G. J., Brooklyn.

"Enjoyed the Russian number tonight . . . would love to hear Hungarian music, too." Mrs. D., Bayonne, N. J.

"Find your Champagne Music most enjoyable. Like the Scandinavian numbers." Mr. H. S., New Dorp, S. I.

"Our visiting French sailors enjoyed your program immensely. It takes us back to our beloved Paris. Merci!" M. M., N. Y.

"Champagne Music is sparkling . . . a refreshing change from the eternal noisy jitterbug stuff." A. M., Brooklyn.

( . . . and many many more!)

AGENCIES: Investigate this ideal program for reaching your vast international audience of New York — in English.

$119 weekly buys a 1/4 hr. strip across the board — Mon. thru Fri. $42.50 buys 5 announcements across the board — Mon thru Fri.

WRITE OR PHONE: WHOM — N. Y. Studios & Office 29 W. 57 St. — Plaza 3-4204 — Joseph Lang, Gen. Manager
M. J. Roche Appointed Lever's Radio Manager

A NEW ROLE in Lever Brothers' executive structure has been announced by Grafton B. Perkins, vice-president and advertising manager, in appointment of M. J. Roche as manager of radio.

According to the Lever statement, Mr. Roche's duties "will comprise the general coordination of all Lever radio activities, with special reference to time buying and the development of new shows."

Mr. Roche's new position is "an added recognition of one who was already a member of the advertising management group" of the organization. He will continue with headquarters at Cambridge, Mass.

CAMPANA SALES Co. (Campana Sales), impelled by a shortage of glycerine, with broadcast of April 3, discontinues the weekly NBC program "Toro." Kay Moser, Saleslady Extraordinary at WTRY, has background—she's a graduate of Emma Willard, and she's been teacher, shopowner and buyer, interior decorator and assistant Advertising Manager of Cluett, Peabody. And Kay Moser knows her stuff because of such experience. That's why she can make such swell sales records as Women's Director of WTRY. She goes to town for her products—fashioned a program of charm and wit that's one of the outstanding shows in the Capital Area! Kay Moser is typical of the top-flight talent that makes WTRY such a lively sales station. Carefully balanced programming—offering fine local programs as well as the Blue Network shows—proves that WTRY's variety is the spice of sales in the Tri-City area!
Clevenger to Ayer

RUSSELL CLEVENGER, since last September director of information of the FCC, resigned last week to join the public relations department of N. Y. Ayer & Son, New York. The FCC has designated Edgar M. Jones, assistant to Mr. Clevenger, as acting director. Before joining the FCC, Mr. Clevenger had served as director of public relations of Broadcast Music Inc. Prior to that he was with the Albert Frank-Guenter Law advertising agency.

Knight Stays at Biow

VICK NIGHT, executive producer of the Biow Co., has turned down a bid from Columbia Pictures Corp., Hollywood, to join that organization in a similar capacity. Continuing to handle the weekly NBC Gimmie Simms Show sponsored by Philip Morris & Co. (cigarettes, tobacco), he currently is also auditioning two more programs for accounts serviced by that agency.

GOOD NEIGHBOR GUEST on Dinner in Habana (6:15 p.m., Monday, Wednesday, Friday) on WHO, Des Moines, was Sr. Guiller-ermo Naranjo (c), former announcer of HOQ, Panama. Of Jack Kerrigan (1), WHO production manager who conducts the program, Sr. Naranjo said: “He is contributing in no small manner to the neighborliness of this great country and our own countries in Latin America. As a visitor I might add that this is one significant aspect of the ‘Good Neighbor’ policy inaugurated by your eminent President Roosevelt.” Harold Fair (v), WHO program director, heartily concurred with Sr. Naranjo’s views.

Available for
Covering
THE NASHVILLE MARKET

IF you are among those who are having to make last-minute shifts in advertising plans and schedules, we are glad to announce that WSIX, offering a thorough coverage of the Nashville market, is still in a position to accept your advertising and provide you satisfactory service.

For complete information, contact either the station or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System
Iowa Legislature, Broadcasters Petition Government to Lift Dry Cell Priorities

A CONCURRENT resolution urging Congress to lift WPB priority restrictions on the manufacture of dry cell batteries for farm radios and telephones was adopted unanimously by the Iowa State Legislature March 13 and copies were sent to high Government officials.

At the same time, the Iowa Assn. of Broadcasters, meeting for the first time since 1937, adopted a petition asking the FCC, WPB and Dept. of Agriculture chiefs to expedite production and distribution of dry cells.

Both resolutions pointed out that radios and telephones are practical necessities on the farm in securing information for farm production, marketing, community affairs and prosecution of the war. They both said Government restrictions on production of dry cells “have resulted in great inconveniences to the farms and residents of rural communities.”

The Legislature’s resolution was addressed to the President of the Senate and the Speaker of the House. Copies were also sent to WPB Chairman Donald Nelson and the Iowa representatives in both Houses of Congress. The Iowa Assn. of Broadcasters addressed its petition to FCC Chairman James L. Fly, WPB Chairman Donald Nelson and Secretary of Agriculture Claude Wickard.

Text of the Iowa Legislature’s resolution (H Con Res-25) follows:

A concurrent resolution memorializing the Congress of the United States to lift the priorities and restrictions on dry cell batteries.

Whereas, Telephones and radios in rural and farm communities are of great convenience and of practical necessity in securing information relative to farm work, livestock marketing and community affairs necessary in the effort of conserving rubber; and,

Whereas, The restrictions and priorities placed on these commodities by the Federal Government have resulted in great inconvenience to farms and residents of rural communities, thereby retarding the war effort; Now, therefore,

Be it resolved by the House of Representatives of the State of Iowa, the Senate Concurring:

Section 1. That we respectfully urge and memorialize Congress to lift the priorities and restrictions on batteries used for farm telephones, radios and electric fences to the end that a sufficient supply of such commodities may be made available to rural communities.

Section 2. That copies of this resolution be transmitted to the President of the Senate and the Speaker of the House of Representatives, the War Production Board, and to the Iowa members of the Senate and House of Representatives in Congress.

GE Dri-Film

GENERAL ELECTRIC has developed a new waterproofed called Dri-Film, an invisible “raincoat” which can be formed on cloth, paper, and other materials. One of its more important uses, according to GE’s marketing department, is treatment of ceramic insulators for radio insulators being about nine times more effective than wax currently used.

Howard Placing

HOWARD CLOTHES, New York, extensive user of radio in the New York area, has started sponsorship of what quarter-hour transmitted series Soldiers of the Press, on WOR, New York, and WHN, New York. Produced by United Press, the weekly program presents eyewitness accounts of front line battles. Howard is also interested in placing the series on stations in towns where it has branch stores, according to Redfield-Johnstone, New York, agency in charge.

RCA Purchase Plan

RCA VICTOR Div. of the Radio Corp. of America has announced a purchase priority plan to meet the post-war demands for theatre sound and projection equipment which gives exhibitors the opportunity to apply now for post-war deliveries of RCA sound and other equipment. The plan provides a preferred position for theatre owners on the “priority purchase” list and a method of building up an interest-bearing cash reserve to apply against post-war purchases.

Mapping Plans for Advertising

Mapping plans for advertising and promotion to celebrate the 40th anniversary of WLIR, Brooklyn, effective May 13, 1943, Elias Godefroy, station general manager (right), had suggested layouts prepared by Joseph Moss (left), president of Mass Associates, New York, agency handling the account. Watching is Louis Berno, WLIR sales promotion manager. After seven months on the air, Mr. Godefroy reported that WLIR's programs of classical music blended with popular tunes and news had pulled 120,000 pieces of mail, and that 16,000 persons requested its Master Program Booklet listing music heard in November, 1942.

Finney's 41 Years

FRANK FINNEY, founder with Julian Street of the New York advertising agency, Street & Finney, last week celebrated 41 years as head of his own advertising business—somewhat of a record in a field which is changing considerably from year to year. Mr. Street left the agency soon after its inception to devote his time to writing, but Mr. Finney has continued as a partner with the company and has become well-known in the industry for several series of advertisements he has written for the agency's drug and cosmetic accounts. Among the Street & Finney accounts using radio are E. Fougere & Co., Foster-Milburn Co., Raladam Co., and United Drug Co.
English Musicians Endorse AFM Ban

Union Members Won't Make Records for Export to U. S.

ENDORSEMENT of the stand against recordings taken by the American Federation of Musicians and a promise of cooperation are expressed by the English Musicians' Union in a letter written Dec. 29, 1942, by the general secretary of that organization to James C. Petrillo, AFM president, which is reproduced in this March issue of the AFM official journal, International Musician.

After pointing out that the matter is of interest to the musician in Great Britain who is also "faced with many difficulties relating to recording and rerecording," the letter states: "Since the decision of the Federal Court in your case (dismission of the Government's first anti-trust suit against the AFM by Federal Judge Barnes in Chicago) [Broadcasting, Oct. 19] has been made known in this country, inquiries have been made as to whether certain well-known combinations of British musicians would accept recording engagements with a view to the records being exported to America.

"So far the musicians concerned have refused. We feel that if they had accepted they would have been "blacklegging" their fellow musicians in the States. My executive will be asked to instruct all members of the Musicians' Union to refuse to give the written consent required by the Dramatic and Musical Performers' Protection Act 1925, unless such consent specifies that any such records will not be used for export to America. We hope thereby to assist you."

Radio Day at Club

WITH John B. Hughes, Mutual commentator, as guest speaker, Los Angeles Advertising Club staged its annual Radio Day on March 16. Topic of his talk was titled How Far Are We Going? Kay Kyser, star of the weekly NBC College of Musical Knowledge, and a radio consultant of the OWI, was second speaker, and urged greater cooperation in the war efforts. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, Hollywood, was chairman, with Fred J. Taber, club president, Charles B. Gannon, sales manager of Don Lee, was committee chairman. Others on that committee included Frank (Bud) Berend, NBC western division sales manager; Tracy Moore, Blue Western division sales manager; Harry Wilt, CBS Southern California sales manager.

Fire Insurance Test

MILLERS MUTUAL Fire Insurance Assn. of Alton, Ill., to test radio for fire insurance sales, has scheduled a series of programs for six months on WGR, Springfield, Ill., and WSOY, Decatur, Ill. Mace Adv. Agency, Peoria, handles the account.

Text of Petrillo Letter

(Continued from page 3)

them Dr. Isador Lubin, U. S. Labor Commissioner, and Prof. Sumner Schchter, of the Harvard School of Public Administration.

"You state that the proposal is unjustified because it 'duplicates Government relief'. The plain fact remains that the many musicians who have been put out of work by canned music are not presently eligible for Government relief, and such relief as is accorded under present Government plans are wholly inadequate.

"You state further that the proposal we have submitted is one that can only properly come from the people of the United States through the people's representatives in the Congress; and then you say that only Congress should answer certain stated questions. We refuse to accept the suggestion that the time has been reached when any constructive advance in our social devices must be initiated by the Government. That suggestion is wholly foreign to our ideals and certainly is completely at odds with history. It is an axiomatic historical principle that legislation is never created in a vacuum but is merely the culmination of the acquired experience of private individuals and private groups, and in labor relations through the process of collective bargaining. It will be a sorry day indeed when and if changes and advances in our social patterns must await Governmental initiative and action.

"We are advised by our counsel that a payment directly to the union would not constitute an evasion of the 'wage freeze' regulations, nor would it constitute a violation of the National Labor Relations Act, whose main objective is the encouragement of collective bargaining.

"We are satisfied that the Treasury would not and could not prevent the diversion of this money to the unemployment relief fund contemplated in our proposal, any more than pensions, insurance, medication or health plans for workers and their families in private industry. The acceptance of our proposal would in no manner contravene the policy of the Manpower Commission. It is unthinkable that anyone of our unemployed members would prefer whatever benefits would flow from the acceptance of our proposal to a job required of him by his Government in times of war. Nor is it thinkable that the union would grant to any such person any of the benefits contemplated by our proposal.

"We are further advised that our proposal does not violate the anti-trust laws. The mere fact that collective bargaining does or may result in an increased price never has
been considered a violation of any law.

"There is ample justification in the practices of business itself for the union proposal. Business men customarily set aside funds for depreciation of machinery and equipment, depletion of natural resources, and for obsolescence. All these funds are considered legal charges against the cost of production. Especially applicable is the obsolescence fund which compensates the business for the untimely displacement of machinery or equipment, as the result of the introduction of new methods, new machinery and new equipment. The philosophy behind insuring the worker against industrial hazards by funds that would be charged against the cost of production is by no means novel. Under the old judicial precepts of "assumption of risk", "fellow servant" and "contributory negligence", the worker used to bear the full cost of industrial accidents. These harsh rules were replaced by more humane doctrines, and now workers are insured against industrial accidents by workers' compensation funds which are added to the cost of production and thus spread among all who benefit from the production.

"Your suggestion that the American Federation of Musicians permit its members to return to work immediately and produce phonograph records and transcriptions, particularly in view of your failure to make or contribute a single constructive suggestion towards a settlement of this dispute, is as arbitrary as it is audacious. If any of your concerns engaged in this industry was producing a product that was slowly but surely putting you out of business, you would not continue to produce that product; and acted by the same motives the members of the American Federation of Musicians will not continue under present conditions to make a product that is slowly and surely putting them out of jobs.

"There is nothing further we can present until you are prepared to submit in good faith constructive proposals for the solution of this tragic problem."

Recorders Invite

(Continued from page 9)

The AFM head revealed that the annual convention of the organization, scheduled for a full week in Columbus, starting June 14, had been cancelled as "a patriotic duty."

Others in Sympathy

He declined to comment on a reported wire sent him by War Manpower Chief Paul V. McNutt, stating that musicians soon will be listed as a non-essential occupation [Broadcasting, March 8]. "As far as we know," he said, "we haven't been classified as either essential or non-essential."

Commenting on the letter received from the British musicians' union informing AFM of British cooperation in prohibiting the recording by union musicians for export to the United States, Mr. Petrillo said he recently had received similar letters from Latin-American musicians' internationals covering all Latin-American countries including Mexico.

The four-page letter rejecting the industry proposal came after a three-day meeting of the full board of nine members. Also present were Joseph A. Padway, AFL and AFM general counsel; Joe Weber, president emeritus of AFM; and Henry Friedman, AFM New York counsel.

Mr. Petrillo advised the companies that they had "failed to consider the AFM proposals of a fixed fee plan in good faith" and that "until they are prepared to submit constructive proposals for the solution of the AFM recording problem there is nothing further the AFM can present." The reply was by way of an academic dissertation drafted by Mr. Padway. The union clearly indicated disappointment over failure of the transcription companies to submit any counter-proposals.

AFM Takes Issue

Characterizing the arguments advanced by the transcription and recording manufacturers as "specious," the AFM categorically replied to the objections, claiming that it is the function of the union to provide its technologically unemployed; that the fixed fee plan does not duplicate Government relief since such relief is wholly inadequate; and that on advice of counsel, payment directly to the union would not constitute an evasion of the wage freeze regulations nor a violation of either the National Labor Relations Act or the antitrust laws.

The AFM took issue with the transcribers' declaration that such proposals be originated in Congress, or that the proposal conveniently defeats the policy of the Manpower Commission.

"It is unthinkable," the AFM conj ected, "that any one of our unemployed members would prefer whatever benefits would flow from acceptance of our proposal to a job required of him by his Government in times of war. Nor is it unthinkable that the union would grant to any such person any of the benefits contemplated by our proposal."

"Your suggestion," the letter concluded, "that the American Federation of Musicians permit its members to return to work immediately and produce phonograph records and transcriptions, particularly in view of your failure to make or contribute a single constructive suggestion towards a settlement of this dispute, is as arbitrary as it is audacious. *** The members of the American Federation of Musicians will not continue under present conditions to make a product that is slowly and surely putting them out of jobs."

Meanwhile, the second Dept. of Justice anti-trust suit against AFM, alleging injury to the war effort and impending silencing of many broadcast stations because of the absence of recorded material, awaits the filing of reply briefs by AFM due March 29. In the original proceeding, Federal Judge John P. Barnes dismissed the Government suit on the grounds that it involved a labor dispute. With the filing of the subsequent suit, however, he entertained jurisdiction. The second bill of complaint was dismissed and a revised one filed.

WAPI non-stop record completes 62ND MONTH

Each and every month since January, 1938, national advertisers have purchased more than twice as much spot time on WAPI as on the two other Birmingham stations combined!

During February, 1943, (the 62nd consecutive month) national spot quarter-hours in Birmingham were distributed like this:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAPI</td>
<td>71.3%</td>
</tr>
<tr>
<td>Station B</td>
<td>14.8%</td>
</tr>
<tr>
<td>Station C</td>
<td>13.9%</td>
</tr>
</tbody>
</table>

Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

WAPI - BIRMINGHAM

CBS NETWORK. Represented nationally by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

Page 40 • March 22, 1943
NEW CAMEL SERIES
STARTS MARCH 26
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), sponsor of the Abbott & Costello Thursday evening show on NBC, last week announced that a variety program starring Garry Moore which the company was preparing for April airwaves would start March 25 in the comedy team’s current NBC spot.

Because of the illness of Lou Costello, Abbott prefers not to continue their show, so the Garry Moore program will continue until Lou is able to return to the air. Jimmy Durante, Xavier Cugat’s orchestra, Vocalist Georgia Gibbs, and Announcer Howard Petrie will aid Moore.

The CBS Camel Comedy Caravan moves March 25 from New York to Hollywood. New m.c. will be Jack Carson. Connie Haines, singer, the Freddie Rich Orchestra, and Ken Niles, all “regulars” on the NBC Abbott & Costello show, will join the Camel Comedy Caravan, and Comedian Herb Shiner will continue with the show on the West Coast. Guest stars will be presented. First star, scheduled for March 26, is Joan Davis of the Rudy Vallee Program. Agency handling the R. J. Reynolds account is Wm. Esty & Co., New York.

Coast Radio Silenced

SOUTHERN CALIFORNIA area stations, in the first radio silence in six months, went off the air at 6:31 p.m. (PWT), March 15 for four minutes. Silence was ordered by Los Angeles Air Defense Wing of the IV Fighter Command, when an unidentified target was reported approaching. When identified as friendly, all clear signal was given.

Avery Heads WLNH

MARTIN AVERY, associated with WLH, Laconia, N. H., for nine years, has been named manager, succeeding Earle Clement, who goes to Fitchburg, Mass., as manager of WEIM.

WANTED

Ace Newscaster

Large clear channel station in midwest with outstanding news facilities seeks top flight newscaster. Must be man with newspaper or press association background who can write and edit copy from full wire reports and broadcast it in fast and pleasing manner. Not interested in commentators, announcers who read news or those who paste, clip or tear news from teleprinters. Liberal salary and fine opportunity for right man. All applications confidential. Give complete details in first letter. Describe news and air experience fully. Also give references, age, military status, etc.

Box 432, BROADCASTING

THE STATE OF THE NATION

EIGHT of the TWENTY-EIGHT metropolitan counties in the ENTIRE United States listed by the Census Bureau as having the most rapid wartime growth and the best postwar prospects of retaining their growth* are in Texas!

All eight of these important centers—AUSTIN, BEAUMONT-PORT ARTHUR, CORPUS CHRISTI, DALLAS, FORT WORTH, GALVESTON, HOUSTON and SAN ANTONIO—are within the primary coverage area of the Texas Quality Network, day and night!

Look to Texas for postwar growth . . . Sell America’s livestock market today . . . Use the first choice of the most listeners!


THE TEXAS QUALITY NETWORK

WOAI San Antonio
WFAA-WBAP Dallas
KPRC Ft. Worth

Represented Nationally by EDWARD PETRY & CO.

BROADCASTING • Broadcast Advertising

March 22, 1943 • Page 41
FOUR SOUTH TEXAS STATIONS IN TIEUP

SOUTH TEXAS Radio Package, consisting of four fulltime 250-watt stations in the South Texas diamond market, has been organized to give advertisers a package rate in the South Texas area. Stations include: KMAC, San Antonio; KPAB, Laredo; KEYS, Corpus Christi, and KGBS, Harlingen, each about 150 miles apart.

KMAC is owned by Howard W. Davis, who also is president of the Laredo Broadcasting Co., which owns and operates KPAB. KEYS is a partnership headed by Bill Hughes of Corpus Christi. KGBS is owned by McHenry Tichenor and managed by Ingham S. Roberta 3rd.

Inquiries and advertising are being directed to Mr. Davis, National Bank of Commerce building, San Antonio. Package rates are being quoted for both period time and announcements for all four stations. Simultaneous clearance will be made and transcription accounting will be carried with a rotation of transcriptions from station to station at the same time of day, according to Mr. Davis.

A national and regional advertising campaign is being used to promote the South Texas Radio Package.

Studio Buys Time

TO PROMOTE the film, "The More the Merrier," Columbia Pictures Corp. has completed negotiations to sponsor 83 radio programs in key cities throughout the country. Programs have been selected on basis of popularity and established audience, with sponsorship to cover an eight-week period. News commentaries as well as other types of programs are on the selected list, it was said. The film, believed by Columbia to be its greatest production, will be released nationally on May 15. Radio campaign will start six weeks prior to that date and continues for two weeks following film release.

FRANKLIN M. DOLLITTLE of WDRC, Hartford, has been appointed a member of the executive board of the Connecticut State Broadcasters Council, representing the State's radio stations, by Gov. Raymond E. Baldwin. Samuel Meek, of Greenwich, Conn., a vice-president of the J. Walter Thomson Co., was also named to the council.

PRE-SEASON BASEBALL games of the Cincinnati Reds will be sponsored for the third successive year by Leo’s Stores Inc., via WSAI. The chain also is regular sponsor of a musical program preceding the Reds games through the baseball season. C. J. Schuck (right), Leo’s sales manager, poises the pen. Watching are W. F. Holland (left), of Holland Advertising Agency, and George Moore, WSAI salesman.

Changes at KGW-KEK

PERSONNEL CHANGES at KGW-KEK were announced this week by Arden X. Pangborn, managing director. Added to the commercial staff are R. Kenneth Evans, former agency man; Walter S. Holmes, former newspaper and J. N. Wassen, former newspaper and outdoor advertising man. Phil Irwin and Johnny Groves, announcers, have left for military service. New to the staff is Mel Bailey, announcer, formerly of Hollywood.

Show in Mexico

FIRST CAMP SHOW by American entertainers for Mexico's armed forces was slated March 21 at Ensenada, Lower Calif., when General Juan Felipes Rio Ilas and his Mexican army, were entertained by Chief Petty Officer Tommy Wall and his orchestra, Ginny Simms and other stars. The show was short-traveled throughout Latin America by the CIAA.

BRIZAL has appointed a special commission to consider establishment of a domestic radio manufacturing industry to produce all types of radio-communication instruments and apparatus, the Dept. of Commerce reports.

- To reach Southern California, most rapidly growing market in the West, use KMPC, most powerful independent in the West. Maximum coverage at lowest cost!

Long-Line Revision Now in Operation

Revised Tariffs Are Filed By 22 Bell Companies

WITH THE FILING of revised tariff schedules by the 22 Bell telephone companies associated and affiliated with AT&T, the FCC last week completed its long-line rate revision program, and the reduced charges went into effect March 15.

The new schedules of the subsidiary firms were virtually identical with that of the AT&T Long Lines, which were reduced last December [BROADCASTING, Feb. 22]. Under the revised arrangement, the nation's stations may derive savings of approximately $2,145,000.

To Small Stations

The reduced long-lines charges have also been heralded in some quarters as potential aid for small stations. Along this line, the national networks have under consideration plans for adding small station in outlying areas, with a portion of the costs absorbed by the rate change.

In addition to reducing costs of the program channel, the rate reduction provides savings for over-time long distance phone calls, and private telephone and telegraph circuits.

CBS BOARD OF NINE MEETS MARCH 25-26

FIRST MEETING of the newly organized Columbia Affiliates Advisory Board [BROADCASTING, March 8] will be held March 25 and 26 at CBS headquarters in New York. Acceptances have been received from all nine board members, and the officers of the board have chosen stations in various geographical districts in which their stations are located to represent the geographical district in which the station is located.

No agenda has been prepared for this first meeting, which will consist of a general discussion among the board members and between them and network officials of the overall problems of network-station relationships. Discussion of specific problems is expected to be postponed until the board's second meeting, which will probably be held in Chicago either before, during or immediately after the NAB Convention, April 27-29.

Members of the board, listed by districts, are:


MERRILL DENISON, author of NBC’s daytime serial A Woman of Affairs, sponsored by Proctor & Gamble Co., has a book coming out March 24 called Aldrik Conference, an adaptation of the original story. The book has been chosen by the Canadian Book of the Month Club. Publisher is William Morrow & Co., New York.
Wine Shortage Series
BISCEGLIA BROS, Philadelphia, distributor of Greystone Wines in Pennsylvania, has begun a new radio series on two stations to explain the wine shortage. Started March 16 for 92 weeks, the fifteen-minute news series weekly with Norman Twigger are scheduled on WCAE, Pittsburgh, and three-minute periods of news analysis by Taylor Grant on WCAU, Philadelphia. Commercial copy emphasizes that 39% of the California grape crop has been converted to raisins for use by the armed forces and asks the public to be patient if unable to procure favorite wines. J. M. Korn Agency, Philadelphia, has the account.

KOCA Loans Recordings
ROY G. TERRY, manager of KOCA, Kilgore, Texas is using Treasury Star Parade recordings to bring closer cooperation between the station and local business leaders, according to Vincent Callahan, Treasury War Savings Staff director of Radio, Press and Advertising. KOCA loans equipment and Star Parade transcriptions for use at civic club luncheons, providing entertainment, and building goodwill with community leaders, Mr. Callahan says.

Frances Muir Back
FRANCES MUIR, NBC correspondent in India for the last two months, has returned to this country. Between broadcasts from India, Miss Muir journeyed over the entire country from the Khyber Pass to Cape Camorin, talking with political leaders, residents of the native states, rajahs, Moelms and others. She covered the Cripps conference and the recent internal crisis, returning to America via Army air transport.

Servel on CBS
NETWORK selected by Servel Inc., New York, for its Saturday morning institutional series is CBS, not NBC, as reported for Broadcasting March 16. Program will start April 3 on a total of 68 stations and will feature Billie Burke giving tips on Fashions in Rations, returning to Cape Camorin, providing entertainment, and building goodwill with community leaders, Mr. Callahan says.

CASS DAILY, vocalist on the NBC Chase & Sanborn Show sponsored by Standard Brands, has been signed for the leading feminine role in the Republic film, “Song of Texas.”

"...very pleased with the program content and listener response."

KGKB

If you are an ASCAP-licensed station you are entitled, without cost, to localize your personal copy of the ASCAP Radio Program Service. Almost five hundred stations are using these programs to help turn music costs into music profits. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

...very pleased with
the program content
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ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

March 22, 1943 • Page 43

Macfadden Cereal
In Spot Campaign
Nationwide Schedule Planned
Following Test on WNBH
AS MEAT rationing goes into effect April 1, Bernarr Macfadden's Cereal Co., New York, will start spot announcements for Mealene, a new meat-stretcher which can also be served as a cereal and as a baking ingredient.

The company will test spot announcements on various stations, starting in New York with Phil Cook's program on WINS. Schedule will be expanded to various regions throughout the country as dealer distribution plans are completed. A group of from 10 to 15 midwestern stations is now being lined up.

Test Successful
Decision to use spot announcements was the result of a successful test started several weeks ago on WNBH, New Bedford, Mass., by a local health store handling Mealene. Six cases of the product were sold after one week of announcements, stressing the points that: the cereals could be doubled; that the cereal required only three minutes preparation; that there were a dozen different uses for the product; and that it was a favorite health food with Mr. Macfadden.

Ingredients of Mealene are soybeans, whole wheat, wheat germ, rye, oats and corn. Jasper, Lynch & Flahel, New York, handles account for the cereal company, organized last December.

TEN stations have been added to the list of subscribers to NBC's Thesaurus library, and 44 renewals have been received since Jan. 1. New subscribers are: KODL WMOH WORD WRLC WLEU W47NY WAGB WAGC KOYX WWAG KLKX.

PPRonal and business telephone calls between the United States and the Bahama Islands and Jamaica are now possible under an amendment adopted March 17 to BWC regulations of Dec. 10, 1941, which termi

nated international radiotelephone communications.

WDBJ for Southwest Virginia
5000 WATTS, DAY AND NIGHT
ROANOKE • CBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

March 22, 1943 • Page 43
Iowa Stations Ask Battery Production

State Broadcasters Discuss Manpower, Other Problems

IOWA broadcasters met at Des Moines March 13 to discuss problems and to reorganize the Iowa Assn. of Broadcasters which had not met since 1937. J. O. Maland, WHO, Des Moines, was elected president and Earl Peak, KFJB, Marshalltown, secretary-treasurer.

Most of the day was devoted to the manpower problem and Selective Service regulations. An advisory board was elected to cooperate with the Selective Service State Hqrs. in determining "necessary men" required by each station to insure continued operation of all stations in the State.

Other committees selected were:

Retail Promotion, D. Dirks, KTRI, Sioux City, chairman; Legislative, Ed Breen, KVFD, Fort Dodge, chairman; Sports Broadcasting Committee, Mr. Peak, chairman.

Resolutions urging immediate relaxation in restrictions on manufacture and distribution of dry batteries for radio sets were adopted and sent to Chairman Fly of the FCC, WPB Chief Donald M. Nelson and Secretary of Agriculture, Claude Wickard.

Iowa broadcasters in attendance were:

G. B. McDermott, KHUR, Burlington; L. B. Quarterm, WMT, Cedar Rapids; Douglas B. Grant, WHO, Des Moines; Harry B. Lott, WOC, Davenport; Craig Lawrence, KRO-KXNT, Des Moines; J. O. Maland, WHO, Des Moines; Paul Loy, WIP, Des Moines; Jack H. Fial, WIP, Des Moines; Robert Evans, WHO, Des Moines; Woody Wood, WHO, Des Moines; Kirby Smith, KHUR, Burlington; K. S. Goguen, KCTH, Des Moines; Edward Breen, KVFD, Fort Dodge; Robert E. Peak, KFMB, Mitchell; J. C. Regel, KMA, Shenandoah; E. T. Fishburn, KCQC, Sioux City; L. H. French, B. Hallagene, Iowa Selective Service Hqrs.; Phil Hoffman, WMNQ, Yankton, S. D.

FCC ABSOLVES WGN.

WUMUR OF CHARGES

The FCC has cleared WUMUR, Manchester, N. H., and WGN, Chicago, of charges of political activity in last fall's elections. Chairman James L. Fly said Monday after investigations failed to uncover factual support for the complaints.

The inquiry into WUMUR operations was undertaken at request of Sen. Styles Bridges, Republican nominee for reelection, who said that his opponent, former Governor Francis P. Murphy, WUMUR chief owner, was using the station "to promote his candidacy." Many of the broadcasts mentioned were in French. [BROADCASTING, Nov. 22.]

WGN had been accused by The Friends of Democracy of mail-in pro-secessionist propaganda. The station is owned by the Tribune Co., publisher of The Chicago Tribune. Col. Robert R. McCormick is WGN president.

WITH USUAL STETSON in the usual place, William B. Way, general manager of KVOO, Tulsa, watches pen glide across bottom of a new contract. Signer is D. C. Sperry, of Oklahoma Tire & Supply Co., Tulsa, who yielded to the final oratory of Commercial Manager Willard D. Egolf (r), before Mr. Egolf left for NAB headquarters. Mr. Egolf signed Mr. Sperry to a similar contract 10 years ago as his first achievement in radio salesmanship. Sperry now is using two daily KVOO news periods. Watching is Gustav Brandborg, new KVOO commercial manager.

WMC Tests Radio For Womanpower

Campaign Tried in Baltimore May Be Expanded to Nation

AN ACID test for radio as a medium in which to encourage women to take essential wartime jobs is being conducted this week in Baltimore by the War Manpower Commission, in cooperation with the Office of War Information.

Baltimore was chosen as the test city because of its proximity to Washington, permitting WMC and other Government officials to make periodic inspection trips to check on the drive. Although newspapers are carrying a few stories about the campaign, the burden of creating interest among women, to encourage them to take essential jobs that have fallen in the main on radio, according to William Spire, chief of the OWI Radio Bureau Allocation Division, who was in Baltimore last week with Lawrence Hammond, WMC radio chief.

The campaign has a three-fold purpose: (1) To encourage women to think about taking essential jobs; (2) To encourage them to take training courses so that when the time comes they will be prepared to step into jobs, relieving men for war duty; (3) To let all women know that they are needed and that they have definite tasks to perform in the drive to victory.

Big-name talent from all parts of the country will be in Baltimore this week to participate in special programs on the five stations there, WBAL WCBS WCMB WBFR WITH. Kate Smith opened the campaign last Friday night with a special program on WBAL.

7 CRITICAL AREAS SPECIFIED BY WMC

SEVEN additional communities have been classified as "areas of critical labor shortages" by the War Manpower Commission, and will probably be put under the 48-hour week by their regional directors. Although the announcement last Thursday said three areas previously considered critical are no longer on the list, it is unlikely they will be exempted from the 48-hour week.

The seven new areas are Portland, Me.; Burlington, N. C.; Evansville, Ind.; Gary-Hammond; South Chicago, Ill., and Ind.; and Savannah, Ga.; Wilmington, N. C. Three areas removed from the list are Akron, O.; Bath, Me., and Portsmouth, N. H.

SUGGESTION for improving radio transmitter production earned $500 for Franklin Myers, General Electric Co. "Five words brought more than $35 each."

24 Hours a Day!

WCL

Washington, D.C.

Washington Only 24 Hour Station 1260 KI

Affiliated with Mutual Broadcasting System

Broadcast Advertising
NEW HIGH of 35.1% of radio families listened to evening programs during March, according to C. E. Hooper, Inc., New York, which stated that this level had never previously been attained in the eight-year continuous report maintained by Hooper. The average evening program rating stands at 12.0, compared with 11.3 for the corresponding report last year, the March 16 Hooper evening ratings report reveals, adding that although this figure of 12.0 was surpassed three times in the entire year of 1943, the 1943 index has stood at 12.0 or above for the five Hooper reports released thus far.

Commenting on the ratings of the “first 15”, C. E. Hooper said: “Bob Hope, who has been in first place in each report except one since November, relinquished his position as a result of being opposite the broadcast of Mme. Chiang Kai-Shek’s Madison Square Garden address. Hope dropped from first to second place, from a rating of 37.4 in the last Hooper report to 35.1 in the current release.” Despite Jack Benny’s illness, his program received a rating of 29.7, up 1.3 points from the previous report. Mr. Hooper stated, adding that Burns and Allen substituted for Benny on the program measured. The March 16 report also shows Red Skelton in the lead for programs broadcast after 10:30 p.m. (EDT), which are not measured in the Eastern Time Zone.

The list of “first 15” programs in order follows: Fibber McGee & Molly, Bob Hope, Charlie McCarthy, the Aldrich Family, Walter Winchell, Frank Morgan-Fanny Brice, Mr. District Attorney, Jack Benny, Lux Radio Theatre, Rudy Vallee, Kay Kyser, Take It Leave It, Abbott & Costello, Eddie Cantor and Bing Crosby.

From Bottom Up

From Bottom Up

437 APPLICANTS said “yes” to a blind teaser ad inserted by WFIL in a Philadelphia newspaper, asking, “Like to Get Into Radio?”. Ad promised successful applicant “would learn the business from the inside out... and get to know what cooks in the industry”. The station needed a porter.

WTSP, St. Petersburg, Sold to Times Pub. Co.

NELSON P. PONYTER in an application filed with the FCC on March 16 seeks transfer of control of WTSP, St. Petersburg, Fla., to the Times Publishing Co., publishers of the St. Petersburg (Fla.) Times. Number of shares involved is 32.1, for which Times Publishing Co. would pay $17,898.01, with $1,000 in cash and the balance to be carried as credit on the books payable on demand. Mr. Poynter stated in his application that he plans to go into Government service.

The Times, of which Mr. Poynter is editor and part owner, is controlled by his father, and the company holds 22½ shares. WTSP went on the air in November, 1939, operating on 1370 kc., 100 w. night, 250 w. day.

CBS Appoints Langham As Douglas Coultier Aide

ROY S. LANGHAM, head of the CBS New York production division, has been appointed assistant to Douglas Coultier, the network’s director of broadcasts, succeeding Gerald F. Maulby, who resigned to join the Office of War Information Overseas Branch.

Mr. Langham left R. H. Macy & Co., New York department store, in 1934 to join CBS. Previously he had been in the production department of Petarlo Inc., theatrical producers. Replacing Mr. Langham as chief of the production division is Horace G. Guillo, a production supervisor who became affiliated with CBS in 1933 as remote operator. Mr. Maulby is expected to be assigned to the London office of OWI.

Ernest Coler

ERNST COLE, publicity director of the Detroit office of Ruthrauff & Ryan, died March 7 at his home in Farmington, Mich., following several months of failing health. Mr. Coler first joined R&R in 1932 as publicity director on the Dodge account.
No Drastic Rules Seen for Ad Copy
Commerce Department Report Lauds Retailers' Campaigns
MANY retailers are now setting a pace in advertising that will preclude the necessity of drastic copy regulations, the Dept. of Commerce said in its regular bulletin last week. The article referred to a new trend in copy, urging people to take care of their purchases to make them last longer.

Pointing to government regulations used in Australia to "de-beautify" advertising in the face of commodity shortages, the Commerce bulletin declared that in the United States "brand names and trade-marks are being kept before the eyes and minds and ears of the public without Governmental restrictions as to 'glamour' copy."

Australians Urge Conservation
"It is safe to say that when Viejo comes and securities disappear, these wartime advertisers can return to their major sales tools - persuasiveness and emotional appeal," the article predicted.

In Australia, the Dept. of Commerce report said, the Government realizes the necessity of keeping brand names alive, but requires advertisers to de-beautify their copy for the duration. In addition to "austerity" messages in commercial copy, Australians are taught conservation by Government-paid ads.

Radio Executives Hear About Audimeter Tests
EASEL presentation of facts about the Nielsen Audimeter with running commentary by James Peckham, executive vice-president of the A.C. Nielsen Co., was shown at the March 17 meeting of the Radio Executives Club of New York. Mr. Peckham traced the history of the Audimeter's development since 1933.

Tests showed a trend towards increased nighttime listening during 1942 with a decline in morning and afternoon listening, he said. This trend is especially marked among lower income groups, he added, probably because of the increased employment among those families.


Skelton Tops Coast
RED SKELTON, in the Hooper Pacific Ratings Report for February, again heads the list of "Top 10" programs, followed by Bob Hope and Fibber McGee & Molly. The remaining programs in order of their rating are: Aldrich Family, Walter Winchell, Charlie McCarthy, Frank Morgan, Frank. Brice, Mr. District Attorney, Great Gildersleeve and March of Time.

IN AND OUT of radio service go these two ladies, with Barbara Smith (!), 24-year-old Skidmore College graduate joining W73PH, FM outlet of WPEN, and Helen Schuyler leaving WOL, Washington, to enlist in the newly-organized women's unit of the Marines. Miss Smith, formerly a dramatic actress with WGY, Schenectady, is now virtually the entire staff of W73PH, serving as announcer, sound effects technician, newscaster and m.c. Miss Schuyler was assistant continuity editor of WOL.

ADVERTISING, RATIONING DISCUSSED BY FOOD MEN
LEADING Midwestern Food Manufacturers and Distributors and their advertising agencies dis- cussed advertising as a medium of educating the public in rationing of meat, cheese, butter, fats and oils at a meeting last Tuesday in Chicago with Government officials. Methods of combatting the black market in foods through advertising also were considered.

Speakers included William B. Lewis, assistant director of the Domestic Branch, Office of War Information; Morse Salisuhy, director of information, Dept. of Agriculture; Norman Draper, public relations counsel, American Meat Institute, and Paul West vice-chairman, Advertising Council. A red advertising guide, Red Stamp Rationing Handbook for Ad vertisers, recently prepared by the Office of Price Administration, was distributed. A similar meeting was conducted by the OPA, OWI and Dept. of Agriculture in New York.

Stovin and Wright
RADIO STATION REPRESENTATIVES
MONTREAL * WINNIPEG * TORONTO

Page 46 • March 22, 1943

BROADCASTING • Broadcast Advertising
Farm Group Asks War Time Repeal

House Committee Reported Unfavorable to Change

FARMERS of Wisconsin have joined the ranks of those urging Congress to repeal the Federal War Time Act of Jan. 20, 1942, and return the country to normal time.

At the annual stockholders' meeting of Consolidated Badger Cooperative in Shawano, Wis., a resolution urging "immediate return to standard time" was adopted. Rep. Reid F. Murray (R-Wis.) last week inserted a copy of the resolution in the Congressional Record.

In a letter to Representative Murray, George W. Rupple, manager of Consolidated Badger Cooperative, said "one of the things which has apparently caused considerable dissatisfaction is the daylight saving program as it affects farms and farm labor."

So far, Georgia, Michigan and Ohio are the only states actually to repeal Federal Time, plunging radio and business generally and inhabitants into confusion. Adding to the chaos was the fact that most of the large cities elected to remain on War Time, adhering to pleadings from Government officials that return to normal time would greatly impede the war job.

Other than the resolution from the Wisconsin Cooperative, the time change movement has been given little consideration on Capitol Hill this past two weeks. Members of the House Interstate Foreign & Commerce Committee, of which Rep. Lea (D-Cal.) is chairman, are inclined to look favorably on repeal of Federal Time, it was learned.

Music-Word Story

A NATIONWIDE survey is being carried out by the Canadian Broadcasting Corp., to ascertain whether there is a demand for programs tailored to meet industrial needs for increased efficiency. It contemplates musical broadcasts which factory workers could listen to through public address systems installed in their plants, to be inaugurated in the near future if the demand warrants. Attached to the questionnaire is an article on "Music for Workers" outlining the experiments and results of the British Broadcasting Corp. with music for factory workers.

PAID RECITALS

OUT-OF-THE-RUN time sale has been made on WQXR, New York, with the purchase of a weekly quarter-hour Sunday Sunday by Vladislav Kolitsch, concert violinist and instructor, to present recitals by his outstanding pupils. Series starts Saturday, March 7, and will continue for 13 weeks in the 5:45 p.m. period. Back in 1938 Kolitsch was voted most popular radio soloist in a national poll conducted by a large newspaper. Account is handled direct.

LARGEST IOWA NETWORK CARRIES FOOD CONFERENCE

LARGEST NETWORK in Iowa State radio history was put together March 15 for a broadcast by Herbert C. Hoover, addressing a conference of midwestern governors and their staffs in Des Moines.

Twelve states were represented at the day's conference called by Gov. Byron B. Hickenlooper of Iowa. Stations carrying the broadcast, originating at WHO, were KBUR, WMT, KROS, KSO, WOC, RDTH, KYFD, KFJD, KBIZ, KMA, KICD.

WHO also originated a roundtable to NBC conducted by Richard Harkness, NBC Washington analyst, with the former President and several governors participating.

Berg Charges Libel

SEPARATE suits charging libel and asking for $500,000 damages have been filed by Dr. Louis Berg, neurologist and psychiatrist, against Max Wylie of the radio department of N. W. Ayer & Son, New York, and Printers Ink as a result of an article titled "Dusting Off Dr. Berg," appearing in the Feb. 12 issue of Printers Ink under Mr. Wylie's by-line. The article took issue with two of Dr. Berg's pamphlets on radio. Plaintiff seeks $250,000 damages for libel per se against Mr. Wylie in his suit filed in New York Supreme Court and a similar amount against the publication, in action pending in the Federal Court of the Southern District of New York.

STAG BEER BUYS TWO

GRIESEDIECK Western Brewing Co., Belleville, Ill. (Stag beer), March 28 starts half-hour variety show, "Funny Money Man," twice a week on KWK, St. Louis, and fed to KWOS, Jefferson City, Mo. Company is also planning spot announcements in approximately 11 markets in Southern Illinois, Missouri and Oklahoma. Agency is Maxon Inc., Chicago.

In cost-per-response, KGO HOME FORUM has OUT-PULLED ALL SAN FRANCISCO STATIONS...year after year, in practically every competitive test. This participation show featuring Ann Holden averages up to 1200 letters a month. 

Ask your Blue Spot representative or write direct for details.

LUDEN'S to 52 Weeks

LUDEN'S Inc., Reading, Pa., which has been conducting its annual winter campaign of spot announcements for Luden's cough drops since last September, using 116 stations, has decided to continue the campaign on a 52-week basis through next fall, according to J. M. Mathes, New York, agency in charge. About 50% of the station list carrying the original 26-week drive will be used late this spring and this summer it was stated.

TIIREE radio directors who handle network programs for clients of Young & Rubicom, New York, will oppose a trio of radio stars on the March 28 broadcast of Peter O'Keefe's "Battle of the Sexes," sponsored by the Molle Co., Rahway, N. J., on NBC. Hiram Brown, Bob Novak and Joe Hill are the directors, while feminine team is comprised of Claudia Morgan, Jean Tennyson and Virginia Gilmore. T&R also handles the Molle account.

Baltimore's Blue Network Outlet

CHNS

The Key Station of the Maritimes

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

Ask JOE WEED

330 Madison Ave.
New York

Wake up... Your Georgia Sales with WRBL Columbus CBS

Represented by SPOT SALES INC.

BROADCASTING • Broadcast Advertising

March 22, 1943 • Page 47
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
MARCH 13 TO MARCH 20

MARCH 16
KXVR, Rock Springs, Wyo.—Grant transfer control R. R. West to Mrs. Marjorie Lamore McCracken for $19,900 for 9,996/10,000 shares issued and outstanding capital stock.

KMAC, San Antonio, Tex.—Grant voluntarily assigned license W 2, McCullum and Howard W. Davis, d/b/a The Wamiec Co., to Howard W. Davis, d/b/a as The Wamiec Co., for $4,000.

WASH, Grand Rapids, Mich.—Grant control license, delete call signal M 115.

W3RB, Boston, Mass.—CP in part FM station.

WFH, Hartford, Conn.—Same.

K4LSA, Las Angeles—CP in part, change location; dismissed application extend completion date.

W4CM, Columbus, O.—CP in part; dismissed application extend completion date.

K4KCC, Kansas City, Mo.—CP in part.

MARCH 17
KFCO, Los Angeles, Cal.—Dismissed without prejudice motion to intervene hearing application KDMT mod. license.

Applications . . .

MARCH 18
WTOC, Savannah, Ga.—Increase power, install DA-N.

K9RO, Redlands, Miss.—Vol. assigned license to Milton J. Hinlein.

That Certain Something

Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while others never make the grade. This is true of the outstanding money-making stations of America—

WAR
Winston-Salem, North Carolina

Want more sales
in Central New York?

The Pre-sold Audience of WFL
Syracuse, New York

Want more sales in
Central New York?

WEBM, Superior, Wis.—CP change transmitter, increase power 100 w. to 250 w.

WTRP, St. Petersburg, Fla.—Transfer control Nelson E. Poynter to Times Publishing Co. (25% shares).

KROH, Rapid City, S. D.—CP change ownership, install DA-N only.

W3XG, New York—License temp. class 2 exp. station 1,000 kw., 1,000 watt, special permit for FM.

KWDY, Richmond. Ind.—Transfer control to O. E. Bennett to Central Broadcasting Corp. (1000 shares).

W3WY, The Crawford Corp., Mason, O.—CP new interstate broadcast station, various frequencies. 50 kw., excision AS, share all studios with WLWO, WLW, WLWE.

K4RC, Kansas City, Mo.—CP in part.

K13F, Los Angeles, Cal.—Dismiss without prejudice motion to intervene hearing application KDMT mod. license.

New Business

SPERRY FLOUR Co., San Francisco (Jenice), on March 18, to the Date of Publication, a leading manufacturer of Sperry Flour; and a leading manufacturer of Sperry Flour, Milling, Milling, and Milling, by Sperry Flour Milling Co., Inc., New York, for $18,500.

DALLISIOM ONTD, Toronto (Jenice) on March 22, $25,000 to the Date of Publication, a leading manufacturer of Sperry Flour; and a leading manufacturer of Sperry Flour, Milling, Milling, and Milling, by DALLISIOM ONTD, Toronto, for $18,500.

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SCHUTTER CANDY Co., Chicago, on March 22, $25,000 to the Date of Publication, a leading manufacturer of Sperry Flour; and a leading manufacturer of Sperry Flour, Milling, Milling, and Milling, by DALLISIOM ONTD, Toronto, for $18,500.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ending March 17, according to an opportunistic Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

That Old Black Magic
For Her That Song Before
They Came Home To
For Me and My Gal
As Time Goes By
Don't Get Around Much Anymore
Moonlight Becomes You
Having Myself a Good Time
Weep No More My Lady

NAB Sets Session
For Program Men

MORE active participation in the field of radio programs is planned by the NAB with the first meeting of a newly-formed Program Directors Executive Committee set for March 24-25. Program activity is expected to parallel that of the sales managers now carried on by the network broadcast advertising department.

Committee, as named by Neville Miller, NAB president, consists of 14 members: CHRS, Charles- ton, Va.; J. Robert DeHaven, WTCN, Minneapolis; Harold Fair, WHO, Des Moines; Robert L. Kent, WHAS, Louisville; Robert J. McAllister and Howard M. Davis, d/b/a The Wamiec Co., to Howard W. Davis, d/b/a as The Wamiec Co., for $4,000.

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Situation Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. Bold face caps, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send return to Broadcasting Magazine, National Press Building, Washington, D. C.

Help Wanted

Announcer-Announcer—Permanent position for draft exempt man who can handle outside work. Salary $42 for 43 1/2 hour week to start. Future increases. Write full details, references, and willingness to supply references to manager, WFD, Flint, Michigan.


CONTINUITY WRITER—That can read volumes of copy. Announcing voice desirable, but not necessary. Box 438, BROADCASTING.

WANTED—First or Second Class Operator with transmitter experience for new directional 5 kW station. Rapid advance likely. Box 437, BROADCASTING.

COMMERCIAL MANAGER WANTED—Midwest local, Salary and commission. Box 417, BROADCASTING.

TIME SALESMAN—Texas station. Sell yourself in application letter. Box 419, BROADCASTING.

BROADCASTING STATION BOOKKEEPER—Wanted experienced man or woman bookkeeper who can take full charge of local midwest, network affiliated station. Give experience in first letter. Paying $25 to $40 for 44 hours for good work. Write Box 410, BROADCASTING.

TRAFFIC MANAGER—Experienced. Must be efficient stenographer, and capable of handling important traffic network station. Detail previous experience, attach snapshot, and state salary expected. Box 418, BROADCASTING.

COMBINATION—Good commercial announcer and studio technician for remote studios of a low net station. State experience and draft status. Box 427, BROADCASTING.

ENGINEER—Two, chief and first assistant. Ideal working conditions. Local independent. Box 429, BROADCASTING.

ENGINEER—For 5 kW CBS affiliate. Experience desirable. will draft or assist if possible. Write Chief Engineer, WKZQ, Kalamazoo.

ENGINEER—For midwest 5 kW station. must hold 2nd class license or higher. In reply state education, experience, salary, and enclose photograph. Box 418, BROADCASTING.

Radio Operator Wanted—With first-class ticket. Prefer, position, local Southern station, good salary, congenial personnel. Give all details. Box 412, BROADCASTING.

ANNOUNCERS—Wanted two experienced announcers by local network, Michigan station. Will pay $45 weekly for 48 hours, and $50 weekly if you have operator’s license. Will take good men draft exempt, up to 2000 psi. Box 416, BROADCASTING.

ANNOUNCER Capable handling amateur sports events, must have clock work programs. Illinois. Box 428, BROADCASTING.


Situation Wanted

Announcer Versatile—Network caliber, proven sales producer, Conscientious. Seeks responsible position in Chicago. miles within hundred miles. 4F. Available immediately. Box 431, BROADCASTING.

Versatile Newscaster—Can also newscast. Five years experience in news program. Will go anywhere... 4F in draft. Telephone Broad Station, 1605. Box 421, BROADCASTING.


Experienced Operator—15 years experience. Draft examination and permanent position in west or midwest. Now at kilowatt network station. Box 422, BROADCASTING.

COLLEGE PROFESSOR—Wishes to make profession of radio. Six years’ experience teaching, directing, speech, drama, radio studies, and music. Will go anywhere, etc. 4F in draft. Telephone Broad Station, 1605. Box 421, BROADCASTING.

ANNOUNCER, NEWSCASTER, WRITER—Now employed. Married, 4F, Prefer New York area. Box 453, BROADCASTING.

SECRETARY-ANNOUNCER—Anxious to break into radio. Willing to start at bottom. Good voice. Secretarial experience. Will also consider college professor. Will submit qualifications upon request. Box 458, BROADCASTING.

CHIEF ENGINEER—Fifteen years experience, five years present employment, desires permanent, forty years old. 4F draft. Box 411, BROADCASTING.

NEWS WRITER-COMMENTATOR—English box voice, background in world events, fairs. Plesant voice. Transmission on request. Box 414, BROADCASTING.

WANTED TO BUY

BROADCAST STATION—Reliable and financially qualified party, give full particulars. Box 419, BROADCASTING.

Two New or Good Used Torn-Table or Wave Electric power or RCA 5-BB or similar with pickups. Station KLJ, Ogden, Utah.

PLAYBACK EQUIPMENT, STATIONARY—New or used for agency auditions. 33 1/3 required. Send preferred. Axen- ger Advertising Agency, 1706 Olive, St. Louis, Mo.

For Sale

175 Ft. Trucon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape, immediately available. WHKY, Hickory, North Carolina.

One kilowatt—Western Electric Co. D. system. Has life, and transmits to service plate with high voltage rectifier unit to match, all accessories including tubes. Available immediately. Chas. H. J. Jacker, care of WAIT, Chicago.

‘Shadow’ Disc on 28

FOLLOWING the completion of the 10th consecutive season of a live network show, March 21, The Shadow has been discontinued on Mutual, but will continue as a transcribed series on a number of stations, locally sponsored or sustaining. A total of 25 outlets will carry the series, including KFEL, KFRE KGUI KYOC KVO KSIK WCSI WCLY WBGJ WABC WCBS WGN WJZ WOR WLOL WMBI WPRO WTVN WUAB WJZ WJUL WRQX.

Series has been sponsored on Mutual for the past season by Lurie, Lackawanna & Western Coal Co., New York, for which the series was handled by Ruthrauff & Dreyer, New York. Charles Michelson, New York, handles the transcriptions.

NO RATIONING OF MONTANA SALES

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Consulting Radio Engineer

Munsy Bidg., District 8456

Washington, D. C.

March 22, 1943 • Page 49
Taft Assails Davis Program; Political Issue Is Foreseen

WOI Chief Denies He Commandeered Networks Senator from Ohio

THAT THE new Elmer Davis series of broadcasts on all networks is destined to become a partisan issue was apparent after his initial broadcast March 12, which drew from Senator Robert A. Taft (R-O.) the charge that the WOI chief was "commandeering" all the stations of the country for "propaganda broadcasts". Mr. Davis, former CBS analyst, began the 15-minute commentary on NBC, CBS and ABC, hooked in tandem, with Mutual carrying it on Saturdays by transcription.

Senator Taft, prominent in Republican circles and often mentioned as a Presidential timber, said it was "both an abuse of power and an insult to the intelligence of the American people and to the abilities of our free press and radio workers" for Mr. Davis to "commandeer" the air.

"No Compulsion" Davis

He said he would be interested "in discovering by what authority or pressure Mr. Davis is able to command time on the four radio networks simultaneously and virtually say to the people that they must listen to him or turn off their radios. There was not one word said by Mr. Davis in his first broadcast that he could not have depended on the regular radio newscaster, the commentators and the newspaper writers to explain adequately to the country."

Mr. Davis responded that he had neither commandeered stations nor broadcast propaganda. Moreover, he said there was no compulsion for stations or networks to carry his talks.

The Davis series occasioned considerable conversation in radio and press circles in Washington, but drew no announced criticism other than the Taft statement. Observers generally felt that his comments did not in any wise "scoop" radio or the press and that he kept within the limits he had set regarding the scope of his commentaries.

At a National Press Club luncheon March 18 at which he was guest of honor, Mr. Davis was asked to comment on Senator Taft's criticism. He replied in a single word: "Bunk!"

Taft Opposes Hookup

At his news conference last Wednesday Mr. Davis said he had invited Mr. Taft to show where he had propaganda on my broadcast but so far he hasn't replied. The WOI chief admitted: "My broadcast did not have four networks. We told them it was open to any that wanted it. Mutual carried it the last six days."

Queried by Broadcasting, Senator Taft said he did not plan to reply to Mr. Davis, but added:

"Either Mr. Davis' broadcast is propaganda or it is unnecessary. As a whole, the main theme of my statement was that the broadcast is unnecessary." The Senator asserted, however, that he is vigorously opposed to any network hookup except for the President.

Mr. Davis disclosed Wednesday that he had issued a memorandum to all WOI staff members, in which he cautioned that the "WOI can no more be concerned with politics than can the Army or the Navy." The memorandum said, in part:

LAIDLY this Office ... has been accused of partisan political activity. For this accusation no evidence has been adduced except one article in one issue of one periodical, intended for distribution only to foreign peoples. However, such attacks may be expected to continue until the election of 1944. (He pointed out that the duty of all staff members to continue to conduct themselves that there shall never be any basis for such criticisms, in the judgment of fair and intelligent observers'.) Sole function of the WOI the memorandum explained, is to contribute to the winning of the war. We must take care that the utility of this office as an instrument to that end is not impaired."

Keppler With OWI

LOU KEPLINGER, formerly manager of KVOD, Denver, KARM, Fresno, Cal., and KSAN, San Francisco, has been appointed radio director of the WOI domestic branch on the Pacific Coast, covering California, Nevada, Oregon and Arizona. His headquarters will be at 1335 Market St., San Francisco.

Sherwood Overseas

TO INSPECT operations of the WOI Overseas Branch, Robert Sherwood, editor, and Murray Brophy, director of communications, have been in London and the Africa, Elmer Davis, WOI director, disclosed last week Wednesday at his news conference. The WOI already is beaming propaganda to occupy European countries from England and plans for similar service from North Africa are being completed by Mr. Sherwood, his chief said.

ALLOCATION POST AT OWI TO SPIRE

IN FURTHER reorganization within the Domestic Branch of the Office of War Information announced last week, William M. Spire, former radio campaigns coordinator of the Radio Bureau, was appointed chief of the Allocation Division. He replaces Seymour Morris, who became special assistant to H. Andrew Dudley, director of the newly-created Program Coordination Bureau [Broadcasting, March 18]. At the same time it was announced that Charles Harrell, war program director of WOR, New York, and Elmer Schoenfeld, chief of the Radio Branch, Office for Emergency Management [Broadcasting, Aug. 17, 1942], will be transferred to the OWI as coordinator of campaigns in the Radio Bureau.

The Labor Problem ...

Drawing for Broadcasting by Sid Hix

"Shut Up, You Brats, Till Mama Reads Another Newscast!"

BROADCASTING • Broadcast Advertising

OWI Broadcasts Reach the Enemy

More Stations Into Service Shortly, Says Elmer Davis

OPERATIONS of the Office of War Information provide "one of the instruments" by which we are winning this war, said Mr. Davis, director of WOI and former radio news analyst, told a National Press Club audience last Tuesday in New York.

While WOI does not constitute a "principal" war implement, it nevertheless may bring the end of the war somewhat sooner, Mr. Davis declared. He emphasized the part radio is playing, particularly in the overseas field. In addition to the shortwave service, Mr. Davis revealed that WOI now is getting in by medium wave, part from London, part from Africa and with soon reach Asia from Australia.

Reaching Enemy

He foresaw the day when Japan and Japanese-held possessions will be fed medium wave or standard broadcast service from the United States. A number of broadcast transmitters already have been shipped abroad, and are in service both in England and North Africa.

Clearcut evidence that our broadcasts are getting into enemy and occupied countries has been received by WOI, according to Mr. Davis. This is reflected in the utterances of Axis leaders and in newspaper and radio reports seeking to offset this information.

In the nine months of WOI's operation, Mr. Davis declared, there has developed a great deal less of conflict and contradiction in Government information. WOI isn't always able to clear information as speedily as radio and news men want, but he asserted the information is accurate and uncolored.

WOI is not charged with the maintenance of national morale, Mr. Davis asserted. Its job is to get out the news, good or bad, as fast as possible. For reasons of military secrecy, he said, some information is withheld.

AUDIENCE FOR ELMER

Friday Night Promotion

Prepared by CBS

SPECIAL FRIDAY NIGHT promotion of CBS programs to build up a listening audience for Elmer Davis' weekly talk, heard on CBS, the Blue and NBC that evening, has been compiled for CBS affiliates so they can kill three birds with one stone". The package of promotion material, including suggested announcements, newspaper ads and backcountry material for station use, points out that the Director of the WOI, speaking as the official with "eyes to the sky," from 10-45 to 11 p.m., follows the Camel Caravan on CBS, and urges affiliates to "promote Friday evening right across the board".
In the face of the manpower shortage, WLW’s comprehensive merchandising activities take on greater importance than ever. As always, they encompass long-range plans which cover every phase of distribution, from manufacturer’s representative to consumer.

Now, the personal dealer contact in 12 major markets is almost wholly dedicated to the wartime problems of the men who move your merchandise. Dealer calls are supplemented with BUY WAY, our radio merchandising newspaper with a circulation of more than 50,000 twice monthly, and with constant direct mail contact that totals 360,000 mailing pieces annually.

This merchandising program costs advertisers nothing, helps to make your WLW dollar the most effective advertising dollar you can spend.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 44.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

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

No news analyst, no commentator is needed to interpret what this kind of news from KLZ really means:

AudiencE—KLZ's is getting bigger and bigger, so says Mr. Hooper and Company. KLZ is away out in FIRST place in the morning and never less than second in the afternoon and evening. KLZ's morning index in the January '43 report was up 6.0% over a year ago, 4.8% up in the afternoon, and 3.2% up in the evening. That's showing audience increases morning, afternoon, and evening!

Local Business—Colorado's biggest food chain, Safeway, just signed for three-a-week on KLZ. The second big grocery outlet, Miller Super Markets, is already using four quarter-hours a week. Merchants Biscuit has just signed for a KLZ series while National Biscuit is nearing its third straight year on this station. That makes sense to any food advertiser!

The May Company (department store) has three KLZ programs a week . . . Daniels and Fisher (deluxe department store) uses KLZ four times a day . . . Dave Cook is in his third uninterrupted year on KLZ promoting Denver's largest sporting goods store . . . the largest jewelry stores in the state are all regular KLZ advertisers. The biggest local sale in years was when Falsey-Brockman (men's clothing) bought an evening quarter-hour on KLZ across the board. These are just a few of the many, many local advertisers . . . the men who know local radio best . . . who together buy more programs and/or announcements on KLZ than on any other Denver station.

Network Business—On the upgrade, too! New audience-appealers beginning in March were Crummit and Sanderson for Wesson Oil, Milton Berle for Campbell Soup, Ransom Sherman for Roma, John B. Kennedy for Pabst, "I Love a Mystery" for P & G, and "The Man Behind the Gun" for Elgin Watch. All of which, incidentally, provide more and better announcement availabilities!

Local Productions—KLZ is turning them out . . . and good, too! Two musicals a week are being originated for CBS. Two big half-hour locally sponsored evening shows are now under way in great shape, in addition to which seven evening shows and 35 daytime productions roll off the KLZ line weekly.