WE DIDN'T THINK THEY CARED . . . this much!

Said we recently to Crossley, Inc. . . .

"Please go out and ask women—all kinds of women—in Greater New York something like this:

'WHAT NEW YORK RADIO STATION HAS PROGRAMS THAT YOU FEEL GIVE YOU THE MOST HELP IN YOUR HOUSEHOLD WORK?'

"Why?" asked Crossley, Inc.

"Must we be just obvious?", we replied. "Please,"

we urged. "Just ask, and if maybe everything's all right, we can tell people what we found."

So, Crossley interviewers asked 6,420 women personally.

In came the answers; came sorting, came compiling, came the following interesting result:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>WOR</td>
<td>14.1%</td>
</tr>
<tr>
<td>Station B</td>
<td>12.4%</td>
</tr>
<tr>
<td>Station R</td>
<td>9.3%</td>
</tr>
<tr>
<td>Station X</td>
<td>2.4%</td>
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</tbody>
</table>

Q.E.D. — IF YOU MAKE SOMETHING THAT WOMEN BUY, OR HAVE A SAY IN THE BUYING OF—and what haven't they?—WOR IS WORTH CALLING FOR FURTHER, AND IMPRESSIVE FACTS. Our telephone rings if you dial PE 6-8600, in New York. Our address is

WOR

that power-full station

at 1440 Broadway, New York
In Tucson

It's KTUC That DOES Things

We're busy at KTUC! We're doing two special broadcasts each week for the Air Corps' Marana Basic Training School, two for the Pima County Agricultural Department, one for the Pima County Schools and one for the Tucson City Schools. We're doing six programs weekly for the Pima County War Savings Committee—one a quiz program so popular it tied up the Tucson telephone system and forced us to ask listeners to mail their answers! Each noon KTUC broadcasts a recording of Tucson school children's pledge of allegiance to the Flag.

These are regularly scheduled programs of intense local interest. There are the special events, too; every time anything of local interest happens around Tucson, KTUC microphones are there, broadcasting on the spot. These are the things that make friends of listeners—catering to their local interests, serving local needs. They are the things that have built for KTUC a loyal and responsive audience—the reason why KTUC Gets Results!
MEMORANDUM
DUNN SHOE STORES
OFFICE OF THE PRESIDENT

TO: Advertising Dept.: FROM: Max J. Schwartz,

As you know our "Lucky Shoe Box" Program over WPEN comes up for renewal next week.

I have decided to renew our contract for another year to continue our quarter-hour 6-times weekly program.

I am happy to report that in spite of Shoe Rationing, which went into effect early last month, our sales have a 22 per cent increase over the preceding 30 days.

Attributing our continued sales upswing directly to our WPEN Radio Advertising, I have decided to double our air-time budget and decrease our newspaper expenditure accordingly.

Watch this space each month for another.

Philadelphia SELLING Story

AFFILIATED STATION OF THE ATLANTIC COAST NETWORK


PROPERTY U.S. AIR FORCE
The MOST ECONOMICAL BUY in OMAHA KOIL

THE GREATEST CONVENTION IN HISTORY

1,125,000 "buying folks" in Metropolitan Washington today . . . and they'll stay for the duration.

REACH THEM ALL ON Washington's best 24 hour-a-day radio buy.

Get the Facts from WOL—Washington, D.C.—Affiliated with MUTUAL BROADCASTING SYSTEM

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Get the Facts from WOL—Washington, D.C.—Affiliated with MUTUAL BROADCASTING SYSTEM
WTOP is the new name of Washington's most powerful station

For over 14 years the station bore the name WJSV.

During those 14 years it climbed to beat the band to a top position in the nation's capital—top in programs, top in power—at the top of the dial.

As a notable CBS station, it became about as easy to listen to as anything you can imagine. Only one thing promised to make it even easier to dial to. That one thing was a new name, but above all, a precisely appropriate name, easy to remember.

Obviously, it had to be WTOP.

So—now it is WTOP.

Same place on the dial—1500. Same flawless signal.

Same superb programs. Same times of day and night—day in, day out.

Same service to advertisers in a great market, a great market growing daily to beat the band, just like WTOP.

P.S. We have already printed the new letters WTOP on our contract forms.

WTOP Washington • 50,000 watts

Owned and operated by CBS. Represented nationally by Radio Sales with offices in New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte
Each "Mike" WNEW

Take your choice of surveys for a picture of New York radio

No matter what brand of impartiality you use—Hooper or The Pulse of New York—WNEW is the most solid buy, hour-by-hour, available in New York radio today.

This comparison is made by quartet hours from 8:00 A.M. to 8:00 P.M., Monday through Friday. Each column compares the size of the WNEW audience with that of another leading New York station.

Source: C. E. Hooper Jan.-Feb. '43
Means... leads!

for the quarter hour indicated at the left.

Wherever a microphone appears, WNEW holds a greater audience for the quarter hour. The half-microphone indicates that the audiences of the two stations are equal for the quarter hour period.

**FOOTNOTE:** WNEW likes the impartiality of *The Pulse of New York* even better than the impartiality of Hooper. (We show up better.) A more impersonal reason is that *The Pulse of New York* survey includes both telephone and non-telephone homes... Hooper only telephone homes. And in New York only 39.7% of homes have telephones—60.3% do not.

**WNEW** SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
10,000 WATTS DAY AND NIGHT—1130 KILOCYCLES
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

**SOURCE:**
The _Pulse_ of New York, March, 1943
Everybody knows the value of the efficient organizer who avoids fanfare and trumpets, but who gets his work done just the same—somebody who prefers to be on the winning team rather than to shine as an individual star. In short, somebody like modest, capable Ed Hamlin of KSD!

And that brings up another thing that we, being not quite so modest, would like to tell you about our work here at F&P. That's the matter of how carefully we try to keep informed as to the radio situation in all important markets, whether or not they are served by any of "our" stations. . . . F&P men are constantly traveling all over the U. S. on one radio errand or another. And in our files at our various offices we have both general and intimate data and information on almost every station and every market in America.

Anything we know or any help we can give you is freely available to you, even if you are not a customer. This is offered sincerely, and not merely as a wedge to penetrate into your friendship. It is part of the "back-up work" which we have assumed as one of our responsibilities of leadership, here in this pioneer group of radio-station representatives.
Cox Probers Conduct 3-Way Inquiry

Minute Data Asked From Members Of FCC

ALTHOUGH it has not yet set a date for commencement of formal hearings, the Cox Select Committee of the House to investigate the FCC last week had underway three separate preliminary probes—in Washington, New York and Charleston, W. Va.—and had subpoenaed records, minutes and other data at the Commission.

Evidently getting into high gear, Chairman E. E. Cox (D-Ga.), of the Committee, also announced appointment of several additional attorneys and investigators to the staff of Eugene L. Garey, chief counsel.

Probing Commissioners

At the FCC it was learned each Commissioner last Thursday had been served with a detailed questionnaire for an accounting of stewardship, and touching practically all phases of the activities of individual Commissioners. It also was learned that considerable data relating largely to broadcasting procedures, operations, decisions and minutes had been subpoenaed, though the precise material sought was not stated. The Commission itself was represented as devoting much of its time to the gathering of the material.

Chairman Cox said the Committee had appointed Edward G. Griffin, New York attorney who served as counsel both for Gov. Al Smith and President Roosevelt when they were Governors of New York, and Martin F. O'Donoghue, professor of law at Georgetown U., Washington, as members of the Washington legal staff. M. I. Hauser, partner in Mr. Garey's New York law firm of Garey, Desvernine & Garey, has been designated to handle certain aspects of the New York preliminary inquiries at a dollar a year.

Mr. Garey's chief assistant is Fred L. Walker of Detroit, who with Mr. Griffin, was in Charleston last week. The investigating staff includes James Dunn, of Philadelphia, former U. S. Secret Service official, and Robert B. Barker, for many years a senior investigator for the Dies Committee. Mr. Dunn was the chief Government investigator into the so-called leak of Supreme Court decisions several years ago.

The seven members of the FCC, it was ascertained at the Commission, initially received identical letters from Chief Counsel Garey last Wednesday, which posed a half-dozen questions both regarding their functions. This letter, however, was superseded the following day by a more detailed one enumerating about a dozen questions.

Commissioners were asked questions regarding precise duties, office hours, attendance at meetings, hearings and oral arguments, absence from the Commission and the reasons, specialization work of the FCC, such as designations on particular committees, subcommittees or delegations, specific hearing cases assigned and actions thereon, procedure regarding voting on cases, whether evidence in every case requiring Commission action is read.

It was understood at the Commission that information regarding travel of Commissioners at Government expense also was requested. Presumably the data is for the pleasure of each member of the Commission, rather than for the past year or any other specified time.

No comment was forthcoming either from the FCC or the Committee regarding the preliminary inquiries now being conducted. Mention was made, however, that the New York probe covered such matters as the WMCA sales transaction of last year by Donald Flamm to Edward J. Noble. In Charleston, there are only two broadcast stations—WCHS, regional, and WGKV, local. Presumably the Washington inquiries related entirely to the FCC subpoenas and data.

Fly Sees President

FCC Chairman James Lawrence Fly, repeatedly at loggerheads with Chairman Cox of the Committee, called at the White House last Monday and spent about three-quarters of an hour with the President. It was reported that the major topic was the international communications merger and that the Cox Committee probe probably was not discussed.

There were new developments on other fronts regarding the FCC, which has figured prominently in Washington affairs dur- (Continued on page 44)

WMC Specifies 48-Hour Procedure

Policies for Guidance Of Area Directors Are Drafted

CLEAR-CUT interpretation of the applicability of the 48-hour work week to the broadcasting industry was obtained last week from War Manpower Commission following studies initiated by the NAB Labor Committee.

In a memorandum to stations in the critical labor shortage areas, cleared last Thursday at WMC, stations are advised of procedure to be followed in complying with the new employment regulations. The detailed memorandum, covering every aspect of station operation, will be sent to stations by NAB, and, it is understood, by WMC to its field staff, with a statement of policy to guide area directors in applying the regulations to the broadcasting industry.

Survey Made

The memorandum, constituting the first detailed interpretation of the regulations as applied to a particular industry, was developed following a survey undertaken by Joseph L. Miller, NAB Labor Director, and Kenneth Youd, assistant Washington director and counselor for CBS. The memorandum was prepared by Mr. Youd following conversations with WMC officials, who cleared the final draft for release to stations.

WMC's formal statement of policy, which would embrace the NAB memorandum, shortly is expected to clear through WMC channels. It then will be sent to area directors as a formal opinion guiding application of the regulations to the broadcasting industry.

Following is the full text of the memorandum:

As you undoubtedly are aware, the National Assn. of Broadcasters has conducted a survey of representative radio stations to determine the feasibility of a 48-hour week for radio stations and to determine whether or not the various stations can increase the productivity of their staffs and more fully utilize manpower by the adoption of a longer week. The results of this survey have been made available to the national headquarters of War Manpower Commission.

Radio stations located in the "critical areas" are not exempt from the 48-hour Order and each station must make a sincere attempt to comply with it by instituting a Minimum Wartime Workweek which makes the fullest utilization of existing manpower.

It is proposed that each station should submit to the local area director, for approval, a schedule showing its proposed "Minimum Wartime Workweek", indicating whether or not any employees can be released.

After a review of the results of the survey with WMC, NAB suggests that the following guidelines be used in preparing the workweek schedule for your station:

1. Executive (station manager, sales manager, program director, chief engineer, etc.) These persons, who work unlimited hours, both inside and outside of the office, and have management responsibilities, are not regarded as capable of being placed upon a fixed hourly schedule.

2. Performers, singers, musicians and other creative artists (including writers and news commentators). Indications are, because of the nature of their work, are not subject to scheduling on a 48-hour basis.

3. Salesmen, in many instances work unlimited hours outside and, in many cases on a commission, or salary and commission basis. Salesmen of this type, who are not subject to the Fair Labor Standards Act, do not have their hours of work subject to computation.

4. Announcers and news men should be placed upon a schedule which makes the fullest possible utilization of their services consistent with the peak load.

(Continued on page 44)
Walter J. Brown is Appointed Assistant to James F. Byrnes

ANOTHER practical broadcaster was drafted for important service in Washington's wartime Government last week with the appointment of Walter J. Brown, vice-president and general manager of WSPA and WORD, Spartanburg, S. C., as an assistant to James F. Byrnes, Director of Economic Stabilization. Offices of the organization of the highest place in the wartime Government, are at the White House.

Mr. Brown assumed his new duties April 1, and has been given leave by the Spartanburg Advertiser Co., presumably for the duration. He returns to Washington where for nearly a decade he was a top-flight newspaperman, serving as correspondent for a number of metropolitan dailies in the South. He was also Congressional correspondent for BROADCASTING.

Broadcasters in Government

Mr. Brown's precise duties are not outlined, since the Byrnes organization is a small, compact unit advisory to the President, but he is expected to be an assistant to Director Byrnes, who resigned from the Supreme Court last year to assume the new post, Mr. Brown will serve with Ben Cohen, of the former Corcoran-Cohen legal team; Donald Russell, prominent Administration attorney; and Edward F. Pritchard, former law clerk to Associate Justice Felix Frankfurter.

Among others broadcasters drafted for duty in Washington are such figures as Gardner Cowles Jr., Assistant Director of OWI; J. Harold Ryan, Assistant Director of Censorship; W. B. Lewis, former CBS vice-president, initially chief of the Radio Bureau of OWI and now Mr. Cowles' assistant, as well as several score of variegated branches of the military services.

With Mr. Brown's departure, Roger Shaffer, assistant general manager, has been designated to take over duties as general manager.

BROADCASTS of the home games of the Chicago Cubs and White Sox will be carried by three Chicago stations this season, when the major leagues lead off on April 21, WGN with Jack Brickhouse, WJJD with Pat Flanagan, and WFL with Hal Totten.

P. Lorillard Co., New York (Old Gold Cigarettes), through J. Walter Thompson Co., New York, is again sponsoring the games on WGN, Walgreen Co., Chicago (drugstore chain), in Chicago. Under contract with Schimmer & Scott, Chicago, has signed for the broadcasts on WJJD. On WGN, a ten-minute commentary before and after-game review program will be sponsored by Chicago Motor Club through Aubrey, Moore & Wallace.

Swing it, a quarter-hour program of recordings and baseball scores immediately following the games has been purchased on alternate days by Thomas J. Webb Co., Chicago (coffee), and Peter Fox Brewing Co., Chicago, (beer). Both accounts are handled by Schimmer & Scott, Chicago.

BORDEN BUYS TIME TO SELL ICE CREAM

H. V. KALtenborn's NBC commentaries, heard Monday thru Friday, 7:45-8 p.m., will be sponsored locally on WEF, New York, by the Borden Co. of New York, which has purchased a three-weekly period on the local outlet since the formation of the networks.

Pure Oil Co. sponsors Kalténborn on 33 NBC stations, excluding WEF, Monday through Friday in the 7:45-8 p.m. period.

These commentaries will be aired on behalf of Reid's Ice Cream. Borden's has used WEF news programs for the past several years for its products. Pure Oil & Ryan, New York, handles Reid's.

For Borden's Ice Cream, a product of Borden's Pioneer Ice Cream Bureau, the account is handled by Van-Weight, New York, agency in charge, has purchased a three-weekly news period by Quinn-Howe & Co. commentator on WABC, New York, 6-6:10 p.m. This series started March 31.

BERT LEHRHAR Jr., sales director of WCH, New York, on April 5 returns to his desk after recovering from a tonsillectomy.

3 CHICAGO FIRMS SPONSOR BASEBALL

Absen T

WHEN AN ABSENT "t'' in a recent news release of WGN, Chicago, changed the title of Dr. Preston Bradley's Sunday morning sermon on behalf of "Immeasurable Love" to "Immoral Love", both Dr. Bradley and WJJD were flooded with telephone queries from interested, shocked and perturbed radio fans. The next week Dr. Bradley silenced the entire issue by announcing as his subject, "Answered Prayer".
TODAY the spot radio advertiser is taking a real beating. A beating which, in my opinion, is going to eventually hurt the beater more than the beatee.

TOMORROW's big network advertisers are today's spot advertisers, important in their own right today—important as a source of new network business tomorrow.

Two Proposals

The spot advertiser and the local advertiser are not being well treated. The purpose of this article is to:

1. Discuss the violations of good business principles to which the spot advertiser must now submit.

2. Ask these station managers who are genuinely interested in radio's future, "What are you going to do about it?"

Our office is one of the major buyers of spot radio, and when we say spot buying today is a headache, we know whereof we speak. The spot advertiser is one competitive with the network advertiser with all of the chips in the network buyer's possession. The radio station, which should impartially protect the interests of both of its customers, seldom unbends even to the extent of feeling sorry for the plight of the advertiser whose built-up equity in the favor of a large listening audience is swept away by a preemption.

Client Unhappy

Let me illustrate my meaning. One of our clients has a nighttime program on a large midwestern radio station. That radio program represents 100% of our client's advertising appropriation. This program succeeded in building a rating of 16.5, and has done a magnificent sales job. Whack, just like that—two weeks' notice, a few mumbled apologies to the president of the company (a very important personage in his community, by the way), and the program is out of its grand spot. But this is only the beginning.

We move to another night on the same station. Two weeks later. So sorry. Now we move to a third spot on the same station. Now we are opposite bad news itself. We preclude nothing and follow nothing. We have not sent out our laundry on this third spot—I have a hunch we are just dropping in for a moment on our way to spot number four.

The client is unhappy. This moving around has cost, and will cost, him a great deal of money. The trade is confused, his salesmen are upset, his hold on the customer has been shaken—it's a mess. This advertiser is now reflectively studying Standard Rate and Data—newspaper edition.

Another case history. In this instance five stations were affected. The program was also a highly successful one, rating well up in the top 20 in each market. What followed the preemption was ludicrous—except to the guy who pays the bills. One station offered a time one hour later. The agency placed an option, decided to buy, but the network stepped in—no soap. The next offer was opposite B. A., a well-known comedian. We switched to the competition, which necessitated much replacing of ads, loss of audience, etc., etc.

Of another station (same program), after the preemption, the agency signed up for a new time—it was sold network two days later; another spot was selected, same thing. Another selection, another disappointment, and so on. In the 28 days' notice period we were preempted four times before we even got on the air.

Shifted About

Of 16 radio accounts in our office, I do not know of one which has not gone through the routine at least once. None of the clients has learned to like it.

Before going further, may I hasten to add—not all radio stations have been guilty of such inhospitality. Some have guaranteed the time, our clients pay hard earned cash for. Some have, believe it or not, refused the network program and kept the spot program. The amazing fellows who manage these stations say they believe the spot buyers' money is as good as the network's—and good customers may come in handy again some day.

In most of the cases where the spot program was preempted the ratings slipped. In the case of the 15.5 show, the network super-duper produced a mild 8.6. The other stations' spot network programs are necessarily inferior in audience appeal to the network offerings is bunk.

Station Loses

So the public's interest is not served in all cases by discarding the spot program for the network commercial.

The station loses in many ways to most preemptions. It often loses listeners when the local favorite is "bumped." The preemption weakens the confidence of the spot radio buyer, often damages him irrationally and, worst of all, impedes his program as a successful radio advertiser.

Any station operator who will bother to study a sponsor's problem even slightly must realize the hardship often worked by the "bump." Spot advertising is definitely risky, and getting riskier every day. Telling the spot buyer to pick up the network stations and be content with the number three and four stations is not the answer.

The advertiser whose product belongs in a slick publication is not going to do a job in the pulp. He is under no more obligation to build a station's audience than network buyer is.

To sum up—as long as a local or spot radio buyer pays the same rates as makes the same contribution to the station's program quality, he should receive the same protection, the exact treatment the network buyer receives.

How this is to be accomplished I do not know. The fact that something must be done seems obvious to me. Radio cannot do without new customers, any more than other businesses. The spot radio advertiser must be encouraged, not penalized, if radio is to thrive.

It seems to me these problems have been generally ignored on the theory—"Don't notice it and perhaps it will go away." Right—it will go away, but we will not like it.

May I respectfully suggest that the radio station managers who have arrived at a solution of the problem tell the others how they do it—or come up with an industry-wide answer to the question—"What are you going to do about it?"

NORTHWEST PLACES

BLUE RIBBON BOOK SERIES

BROADCASTING • Broadcast Advertising

April 5, 1943 • Page 11
Small Attendance Urged At Chicago Event

OCTOBER 20th and NAB suggest only essential personnel.

FOLLOWING a meeting of officials of the National Broadcasting Co. (NBC), the network announced that small newspapers were requested to display any. Associate members were instructed to order newspapers in order not to save transportation of personnel but also express and mail space.

RCA's Advertising Given 4 Agencies

FOUR New York advertising agencies were appointed to handle various advertising activities for RCA's Metropolitan Division of Radio Corp. of America were announced last week by Henry C. Bonfigli, sales manager.

The agencies selected were:

1. Glen M. Rupe.
2. J. Walter Thompson Co.
3. Foote, Cone & Belding.
4. Albert Frank-Guenter Law.

Small Newspapers Urge Bill For U. S. Advertising Fund

SHROUDED in the utmost secrecy, a move is afoot in Congress to subsidize small newspapers by authorizing the Treasury to appropriate $25,000,000 or more annually to be used for newspaper advertising.

At the same time the second discrimination against radio made itself evident when the House Committee on Post Offices and Post Roads reported favorably on a bill introduced by Rep. Hagen (P-Minn.) to permit newspapers and periodical publications, forced to suspend because of wartime conditions, to resume publication within six months after the war without payment of an additional second-class mailing privilege fee (HR-1004).

Quite the contrary happened to small stations last month when the FCC denied local outlets permission to suspend without prejudice for the duration, regardless of their financial status as a result of the war [BROADCASTING, March 15].

Senator Bankhead (D-Ala.) told BROADCASTING last Friday he is preparing a bill to provide Government paid advertising for newspapers. Asked point blank if his measure would allow for radio advertising, too, the Senator said:

"I have nothing to say at this time. I am working on a bill and I have not even talked to my colleagues on the next week, but until then I have no comment."

It was learned, however, that the Bankhead measure as now drafted would channel the Government's advertising to newspapers with no provision for radio. In view of the millions of dollars in time and talent donated to the Government by the industry [BROADCASTING, March 29], it was considered likely that the bill would meet strong opposition in both Houses of Congress.

Senator Willis (R-Ind.), himself a weekly publisher, said Friday he was seeking some means by which the Government could pay newspapers—especially small dailies and weeklies—to "channel information to the people without compromising the editorial policy of the newspapers or establishing the embarrassing influence of a subsidy."

Opponents of such a move were quick to emphasize that newspapers already are being paid for Government advertising, having given permission to sell to advertisers page spreads on War Bonds, food rationing and other elements necessary to the war effort, while radio is freely giving talent, effort and without a cent of remuneration.

Kellogg Placing

KELLOGG Co., Battle Creek (Michigan), is planning to transcribed morning musical programs, The Rose Room, five times a week on approximately 30 stations including a group of 18 Don Lee stations on the West Coast.

Essential’ Policy Not Yet Explained

Fly Awaits McNutt Answer To Request for Clarification

BWC-FCC Chairman James Lawrence Fly is awaiting an answer to his request, made last week, that WNCB Commission Chief Paul V. McNutt, seeking clarification of an apparent conflict of Selective Service opinions with the function of BWC. Mr. Fly is seeking to resolve a situation in which Selective Service holds that under the law its local boards are free to determine where competing radio stations are essential to the war [BROADCASTING, March 25].

Although stressing that there is no real conflict or controversy at this time, Chairman Fly is said to be drafting an explanation of the letter written by Selective Service to a radio station in the New York metropolitan area, asserting that although "radio communication is an essential industry, it does not necessarily follow that every unit of such an industry is essential.

Boards Autonomous

Mr. McNutt said draft boards have been doing a fine job under great pressure. "I won't for a moment do anything except to uphold their work," he said.

Fly likewise said he had enjoyed cooperative relations with WMC. Mr. McNutt explained that the WMC could give a man essential rating at the local board. "I really had the local draft board to plead his case, but the board had to decide on the merits. Meanwhile, Mr. Fly said Monday that he had sent a second letter to the WMC, amending his previous inquiry as to the "satisfactory correspondence in the case of WOLF, Syracuse, last summer.

Although the industry generally was experiencing the prevailing difficulties in getting deferments, at least relief was seen to be in prospect last week from its essential rating. With the administration increasingly putting work-or-fight pressure on over-age and physically handicapped men subject to Selective Service, it would appear that some relief would be available through the favorable position essential industries will have in drawing on that manpower.

Illustrative of the trend was the following example of the work-or-fight order for men with dependents who have been shut out of 35 "nonessential" occupations and industries would undoubtedly follow, but it is unlikely that essential industries such as radio, will be denied their employees by such measures as these.

FRANK R. STEEL, president of the Chicago agency bearing his name, has joined the sales staff of WBEM, Chicago. He is a former vice-president in charge of radio at McJunkin Adv. Co., and Critchfield & Co., Chicago.
M-G-M Signs On WWJ: Follows Period On WGN

After experimenting successfully with a program three times a week over WGN, Chicago, M-G-M has contracted for a similar period on WWJ, Detroit, in the interest of the film “Stand By for Action,” “Keeper of the Flame,” and “White Carps.” Donahue & Coe, Inc., is the agency handling the business.

Whether you are testing a program, product or premium, WGN is the ideal station for your purpose.

First because WGN occupies a dominant position in the Chicago and mid-western market, assuring you of sufficient data to make the test a dependable guide for future advertising plans.

Secondly because WGN’s program department gives individual attention to the production of every program originating from the station.

We believe no other radio station is so well equipped to do this job for advertisers. There is no substitute for WGN’s record of successes.

A Clear Channel Station

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.  
PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.
Cohen Succeeds Meservey at OWI

Assistant Radio Chief Resigns; Other Changes

RESIGNATION of Douglas Wyman Meservey as assistant chief of the Office of War Information Radio Bureau, announced by Donald D. Stauffer, chief, has resulted in a general reorganization of the Bureau.

Mr. Meservey tendered his resignation last week, to become effective April 17, just 17 months after he entered Government service. He will be succeeded by Philip H. Cohen, chief of the Bureau's Government Liaison section.

Connor Moves Up

Two other key men move into bigger jobs. Richard F. Connor, chief of the industry relations section, becomes head of the Station Relations Division, a step upward for the former OWI Radio Bureau broadcasting executive. In his new capacity Mr. Connor will be charged with liaison with the nation's broadcasting industry.

William M. Spire, recently named chief of the Allocation Division (BROADCASTING, March 22), becomes head of the newly-created Government Liaison and Allocations Division, established on the following recommendations of Mr. Connor for more strict enforcement of OWI Regulation No. 2, relating to Federal agencies. Mr. Spire will coordinate all Government requests for time and direct the scheduling of war messages and programs.

Serving under Mr. Spire will be four other persons, including Charles Harrell, formerly of WBEN, Buffalo, who joined the OWI early in March as assistant to Mr. Cohen, and Lee House, former continuity chief with WARD, Denver, who originally was with the Office of the Coordinator of Information. George Zachary, who has been chief of the program service section, becomes head of the newly-created Production and Editorial Division. Mr. Zachary, before joining the OWI, was for several years writer-producer of several network programs. He became affiliated with CBS New York in 1936 as writer and producer of musical and dramatic shows. He still directs the Coca-Cola Pause That Refreshes. He will supervise production of all programs originating with the OWI.

Meserve Plans Rest

It was on Nov. 17, 1941 that Mr. Meservey took leave of absence from NBC New York, of which he was then assistant to Bertha Brainard, manager of the network's program and talent sales department, to become assistant to William B. Lewis, who left CBS to become chief of the Radio Branch of the Office of Facts and Figures. Mr. Meservey has not announced his future plans although after a two months' rest

Cohen Would Protect Radio By Enforcement of OWI Rule

Station Relations Chief Says Strict Adherence To Regulation 2 Would Avoid Duplication

STRICter enforcement of Regulation No. 2, issued Oct. 1, 1942, by Elmer Davis, Director of the Office of War Information, was recommended last week by Richard F. Connor, chief of the OWI Radio Bureau Station Relations Division, upon his return to Washington from a nationwide tour during which he worked closely with broadcasters and OWI consultants.

Although it was pointed out that virtually every Federal agency is adhering to Regulation No. 2, which provides for the channeling of all radio time requests through the OWI, broadcasters have voiced objections to the surfeit of information they are requested to carry.

Refer to OWI

In some instances field representatives of Government agencies have requested time for material which had not been cleared by the OWI and scheduled under its Allocation Plan. When those instances arise, however, OWI officials pointed out, broadcasters should immediately refer the requests to the OWI.

"Stations can help, when any Government agency requests time, byerrings the queries to the OWI, either in Washington or to field representatives," said Mr. Connor. "For their own protection broadcasters should refer all requests from Government agencies to the OWI unless they know that the requests come from our office through the established Allocation Plan."

The problem of excess Government messages on the air as well as others gleaned by Mr. Connor and various OWI consultants at the series of meetings were to be held during April (see Page 22) continues, it was pointed out, by attending of consultants at the Medinah Club, Chicago. Attending the conference, besides Mr. Connor, were to be Donald D. Stauffer, chief of the Radio Bureau; his new assistant, Philip H. Cohen (see this page) and Mrs. Elaine Ewing, assistant chief of station relations.

Duplication Can Be Avoided

Brokers generally feel there is too much war information on the air, both from the Federal Government and State and local viewpoints. It was pointed out, however, that OWI Regulation No. 2 covers only Federal agencies, but what duplication of effort is taking place in the Government agencies can be eliminated by strict enforcement of the Regulation.

Duplication of OWI messages can be avoided, Mr. Connor explained, if broadcasters will follow schedules suggested under the Allocation Plan. Each broadcaster is given a complete summary of what the OWI is doing, nationally, regionally, and locally with a view to avoiding duplication. Generally where duplication occurs it is due to a breach of OWI original suggestions or to requests from individual Government agencies.

OWI regional offices will, in the near future, issue a monthly priority list of forthcoming activities so as to give all campaigners as they apply to certain regions.

OWI has had under consideration the question of one-minute transcripts and within a short time expects to make an announcement of policy. Broadcasters generally feel that the OWI could accomplish much with peak announcements by adopting the chain-break announcement, which has been used effectively by national advertisers. They point out that because the transcribed announcements run a minute in length, it often is necessary to schedule them at the beginning or end of programs which do not reach the maximum audiences.

Improvements Made

Consultants who have fortified themselves with questions from broadcasters throughout the country will leave Chicago with definite answers to many problems, covering various OWI programs, annoucements to the overall war effort as it relates to radio.

Several improvements have been made in the Uncle Sam transcribed series, which is approved for sponsorships. Opening and closing announcements have been reduced in length and some changes have been made in characterizations.

A few broadcasters questioned the series because no big-name talent is used. OWI contends that name talent is only a part of America's vast entertainment personality. Top-notch actors and announcers of national repute but leaders in their fields, have volunteered their services along with the better-known personalities, and notes that they will be stars of tomorrow, should be given an opportunity to serve as well as others.

The Uncle Sam series was never intended to be entertaining, such as the Treasury Star Parade, but at the same time it is not intended as a purveyor of propaganda, according to the OWI.

Elmer Davis has instructed members of his staff to report facts truthfully," said Mr. Connor. "This we are trying to do. The fact that almost no complaints on Uncle Sam have come from the public indicates that we are coming close to the job. The program can be, and increasingly is, entertaining."

Several other questions were to be ironed out at the meeting in Chicago, although generally the industry feels that the OWI Allocation Plan is the solution to the flood of Government requests with which radio has had to cope.

Mr. Connor's itinerary took him to Atlanta, Detroit, Butte, Mont.; Seattle, Portland, and into California; on his return trip he conferred with consultants and broadcasters of Kansas, Oklahoma, Arkansas, Louisiana and New England.

Page 14 • April 5, 1943
Number Sixteen goes up the Mast

People are not in the habit of trusting someone else with a highly prized possession unless they have faith in that someone else.

That is why we are proud of the fact that practically every organization in this area which has won the Army-Navy Production Award has bought time on WGAR exclusively to broadcast the ceremonies.

Recently, upon helping employees of The Bryant Heater Company (and the famed Bryant pup) raise the "E" flag on their mast, we chalked up the sixteenth such ceremony which WGAR has been chosen to air.

All of these broadcasts are pointed to aid the war effort...to turn workers from nonessential labor toward the war plants, to encourage war bond purchases by the public through demonstrating how invested dollars are being turned into arms.

These WGAR programs may not win the war, but they will help.

P.S.—Six other Cleveland industrial firms are sponsoring regular broadcasts over WGAR to recruit man power, aid in employee and public relations, keep alive product names.
North Dakota Bolts War Time; WPB Scouts Farm Aid Angle

Radio Bears Brunt of Existing Confusion As Minnesota, Other States Consider Change

LOSS of considerable audience in North Dakota and a similar threat throughout the entire Midwest, as a result of a move to abolish Federal Time, which is sweeping the nation, faces sponsors whose programs originate under Eastern War Time.

North Dakota last Thursday began operating under Mountain War Time which, in effect, placed that State under Central Standard Time. It had been under Central War Time, in keeping with the Congressional Time Act of Jan. 20, 1942.

Governor Opposes Change

Passed in the North Dakota House 102-5 and in the Senate with only seven dissenting votes, the bill, signed March 18 by Gov. John Moses, places North Dakota on Mountain War Time for the duration. As he affixed his signature to the measure Gov. Moses declared he was "personally opposed to time change." He added "difficulties are obvious. There will be no end of confusion. It will lead to waste of time, waste of effort, and inconvenience." He vetoed a bill yesterday, however, because only a dozen opposition votes were cast in both Houses of the State Legislature and his veto would have been overruled.

North Dakota had been functioning under two time zones, divided by the Missouri river which runs through the central part of the State. East of the river the State had been under Central Wartime and on the west Mountain Wartime. Since the Congressional Federal Time Act was passed, there is one State where every part goes under Mountain Wartime.

Unlike Ohio, Michigan and Georgia, individual cities apparently do not have authority to remain on War Time through action of city Governments although prominent attorneys believe that mayors of large cities would issue proclamations retaining fast time.

At Valley City, N. D., the Chamber of Commerce voted Wednesday night to remain on Central War Time because it gives "more time at the day's end for townpeople and school children to go into the fields and help farmers." Thursday, however, the action was rescinded in face of stormy opposition. In Fargo, WDAY and the railroads continued to function under Central War Time, but if Minnesota abolishes such time (an attempt in that direction is gaining a foothold) WDAY will be forced to revamp its schedule and go on Mountain War Time, according to Barbara Lavin, station general manager.

"It will be the same headache we always had when the East went to daylight saving time before the war," said Mr. Lavin. "It will mean a two-hour spread between Eastern shows and here. That two-hour spread is enough to deprive many national advertisers of audiences already built to say nothing of the loss of time which will be incurred by North Dakota stations."

In Minnesota the House has passed a bill to return the State to slow time and favorable action in the Senate is expected.

Meantime the Military Affairs Committee of the Wisconsin State Legislature has petitioned Congress to repeal Federal Time for the entire midwestern area. (R-Wis.) last Wednesday read into the Congressional Record a communication from the Committee, in which it copies a joint resolution adopted by both Senate and Assembly of Wisconsin, memorializing Congress to restore Standard Time to that State.

The Committee went a step further, however, and advised Rep. Keefe that "it is the feeling of the Military Affairs Committee that the restoration of Central Standard Time in Wisconsin and the midwestern States will greatly benefit the farmers in this area and will be a distinct aid to the farmers in equalizing or speeding the 1942 farm production which is so vital to our war effort."

War Time Essential

Wisconsin's bill to restore Standard Time is being held in the Senate Military Affairs Committee pending advice from Rep. Keefe and possible action by Congress. It is definitely known, however, that the House Interstate & Foreign Commerce Committee, to which the question has been referred, is opposed to any change until after the war.

War Production Board has issued a statement (BROADCASTING, March 29), in which it asserted: "The observance of War Time throughout the U.S. is essential if this country is to meet its obligations in the fields of production and defense. A failure to observe War Time will result in severe strains upon power resources and in a diversion of essential materials which will seriously hamper the production of ships, tanks, planes, ammunition, synthetic rubber and aviation gasoline."

Failure of a state to observe War Time becomes "very serious in times of war," the statement said. "With transportation facilities of the country already taxed to capacity, a lack of uniformity in the use of War Time throughout the 48 States impairs the efficient operation of these facilities and results in public confusion, causing delays and waste of manpower in the shipment of war materials," WPB continued.

The great advantages of War Time have obviously not been entirely realized and WPB is now calling for the observance of War Time by all the States.

AIRPLANE ACRABOTICS are explained to Cadet Neal Byrd by Bob Wilbur, former manager of WTSP, St. Louis. A Dow flight instructor at the Lockhead School of Aeronautics, Lakeland, Fla. In radio since the early 1930's, he has been official announcer for NBC and director of radio publicity for the Florida Citrus Commission.

To test offset these inferences, WPB explained, the "possible readjustment of time schedules in the picking up and delivery of dairy products is a matter which should be carefully explored . . . Although in England one of their most serious problems is the transportation of food, they have found that the saving resulting from the adoption of two-hour War Time in the summer months and one-hour War Time the rest of the year was more than justified its adoption."

Georgia, Ohio and Michigan, first of the States to bolt the national policy and restore slow time, continue in a state of confusion, with radio carrying the brunt of the headlines. The Office of War Information has scheduled vital messages and information necessary to keep the public informed throughout the country to reach peak audiences. With individual States adopting Standard Time, millions of listeners have been lost in the shuffle and the problem of reaching the most people at any one time has become perplexing in the States which are attempting to function under universal time but under split time within their own boundaries.

WTAG joins CBS

RELINQUISHING its NBC affiliation, WTAG, Worcester, Mass., on April 5 joins CBS as a basic outlet for the network. Owned, and operated by the Worcester Telegram Publishing Co., the station climbed from a power of 250 w. in its pioneering days to its present 5,000 w. day and night. WTAG was the first Worcester station to present the network program, before NBC's Red Network in 1926. Managing director is E. E. Hill, with David H. Harris program-production manager and Herbert L. Krueger commercial manager.

FORMULA FOR NETWORK

Mosby Suggests Solution for Option Privileges

A "SIMPLE, constructive and systematic method" of solving the option time enigma so objectionable to a number of network affiliated stations to guarantee time to non-network advertisers is proposed by Art J. Mosby, general manager of KGVO, Missoula, Mont.

In a letter to Broadcasting last week, Mr. Mosby made these suggestions:

"Give the networks preemption privileges for the first 30 minutes of every day, during the hour (2) the first 45 minutes of every night time hour."

He represented that the formula was "both simple and systematic and avoids all the confusion of the proposed 'black system' and is "just and equitable to all persons involved."
Frankly, this illustration is a bit on the fantastic side. It is simply an attempt to fix the WOWO Market in your mind geographically. “Fort Wayne” does not give you the complete picture. It’s a fine city and a prosperous one, but it represents only 5% of the 2,000,000 WOWO Market, and only 8% of retail sales. ★ If you should put one point of your dividers in Fort Wayne and, with the other point, scribe a circle 200 miles in diameter, that would roughly represent WOWO’s 62-county, tri-state Primary Area. It would be like hanging a moon on the tips of Lake Michigan and Lake Erie, with the moon-glow taking in our Secondary Area, in the shape and proportion shown here. ★ The WOWO Market is half urban, half rural. It embraces 21 cities of 10,000 population or more. Two million souls in two hundred miles . . . loyal listeners to WOWO’s fine programs. The “moon” is shining bright upon the Wabash. Let it shower its silver on your dealers’ counters.
Analysts of FBIS Before Group

Investigating Subcommittee To Make an Early Report

A FULL report of a subcommittee investigation into the affiliations of three employees of the FBIS will be laid before the House, Rep. Martin Dies (D-Tex.) chairman of the House Committee Investigating Un-American Activities, said on the floor last Wednesday.

He disclosed that the subcommittee, headed by Rep. Starnes (D-Ala.) had held hearings on the activities of Dr. Goodwin Watson, chief of the analysis section of the FCC Foreign Broadcast Intelligence Service, and Dr. Frederick Schuman, FBIS analyst.

"I venture to say that when the House of Representatives reads the testimony that is now being added before the gentleman from Alabama (Rep. Starnes), and you read the documentary evidence which supports the charges, the overwhelming majority of the Members of this House will agree that the charges are well supported," said Mr. Dies. He charged that three FCC employees are Communists [BROADCASTING, Feb. 6].

Speaking during debate on the War Security Act, the Texan charged that FCC staff members had released a story that he was the most quoted American on the ABC radio. "Dr. Watson and Fred Schuman in the FCC were under investigation, and the FCC, not daring to make this false charge, permitted someone in the organization to give the false information to PM," he asserted.

**Chicago Institute**

ANNOUNCEMENT of the second annual NBC-Northwestern U. Summer Radio Institute was made last week by Harry C. Kopf, vice-presidential representative of NBC Chicago. Convening June 21 and extending through July 31, courses carried full academic credit and are to be confined to 17 participating stations for the summer, will reveal a special aptitude for radio. Instructors are Judith Waller, William Levin of Chicago-KOFT; John Ives and Ronald Ives, New York, and Martin Magner, Chicago." [BROADCASTING, March 24, 1943]

**Bond Bread Expands**

GENERAL BAKING Co., New York, has increased its northeastern radio campaign, which began in January in New York state and New England, as well as in other national markets, for Bond bread. [BROADCASTING, Jan. 15, 1943]

A SWITCH in assignment which brings Captain Joseph R. Redman back to his former post as Director of Naval Communications after a half-year in the war zone, was announced last week by the Navy. He succeeds Captain Carl F. Holden, who replaced him last September and who shortly takes command of a new battleship.

**Promotion in Rank**

Captain Redman, one of the best known figures in Naval communications and largely responsible for the wartime operations structure of the Navy's vast communications system, was nominated March 30 by President Roosevelt for rank of Rear Admiral. It is expected the former Chief of Naval Affairs will promptly will report the nomination favorably and that in resuming his former executive post it will be with "flag" rank. Both Captains Redman and Holden are among the youngest officers to hold this important assignment, particularly in wartime. The post automatically carries with it membership on the Board of Naval Communications, made up of the communications heads of the Army, Navy, State Department, Treasury (Coast Guard) and FCC.

**Also Wears Wings**

Captain Redman, a former room-mate of FCC Commissioner T. A. M. Craven, also a Naval Academy graduate, served as Director of Communications from February to September, 1942, after having been assistant director the preceding year. Last September he was assigned to a sea command in the war zone. He has specialized in communications throughout his Naval career. He also wears wings.

**New CBS Program**

OLD Congressmen will have an opportunity to express their views and explain pertinent issues on the new CBS Congress Speaks, 10:30-10:50 p.m., Tuesdays.

Beginning March 30, the program is a weekly network feature, originating at WTOP, Washington, D.C. (which until recently was WJSV). Spokesmen for both sides on controversial issues will participate, with Al Leitch, CBS newscaster, who will serve as moderator of the WTOP newsroom, as conductor.

On the opening broadcast Senator Joseph H. Ball (R-Minn.) discussed America's post-war position. Scheduled for the April 6 program will be a discussion of proposed tax plans. The CBS program follows suggestion of Rep. F. Edward Hebert (D-La.) that the networks allow Congressmen to discuss vital issues in a weekly program [BROADCASTING, Feb. 22].

**Opitz Spring Spots**

JOHN OPITZ Inc., Long Island City, starts a spring campaign for J-O insect powder and paste April 8, using new participations on machine programs on Nancy Booth Craig's Woman of Tomorrow on WJZ, New York, the same program used for the last three years by Opitz. Opitz will also use participations on a women's interest program on WOR, New York. Tracy Kent & Co., New York, handles the account.

**Woodruff New Director Of NAB Fifth District**

JAMES W. WOODRUFF Jr., general manager of WRBL, Columbus, Ga., has been elected Fifth NAB District Director, succeeding Frank King of WMRR, Jacksonville, Fla., who was not a candidate for reelection.

Mr. Woodruff already a NAB Director-at-Large for small stations, will continue in his present term and begin his new duties as District Director at the NAB War Conference in Chicago, April 27-29. He was elected at a meeting of the Fifth District in Jacksonvile.

Mr. Woodruff is vice-president and secretary-treasurer of the Georgia Broadcasting System, entering jointly-owned WRBL; WGPC, Albany, Ga., and WATL, Atlanta. His father J. W. Woodruff is President of the firm, which has headquarters in Columbus.

**Lawrence HasbroUCK, former owner of the New York Herald Tribune and Collins & Holman and has been national spot sales staff of the BLUE, replacing Philip Fuhrmann, transferred to Midwest last Winter. Mr. Fuhrmann will concentrate on sales of Ray 'It With Music, WJZ's all-night, all-music program.**

**George Riley, Hollywood comedian featured on Gilmore Family Farm, sponsored by Gilmore Oil Co. of NBC Pacific, has been signed for a role in the Republic film, "Thumbs Up."**
WSAZ
HUNTINGTON, W. VA.
(West Virginia's Largest City)

Joins
The BLUE Network

AS A BASIC SUPPLEMENTARY STATION
(effective April 1st)

1000 watts on 930 kilocycles

Covers 95,640 Radio Homes
(day primary) in Booming War -
industry areas of West Virginia,
Ohio and Kentucky

It's a $137,000,000 Market
GROWING BIGGER
Army Hour Ends First Year
As No. 1 Government War Show

Sunday Program Rates Impressive Coincidental; Picking Includes 15 Foreign Countries

ACCLAIMED in five listener polls as the outstanding Government war program of the last year, The Army Hour, official radio military mission of the War Department, on April 4 started its second year on the air. Produced and directed by the Radio Branch, Bureau of Public Relations, War Dept., in cooperation with NBC, The Army Hour is heard Sundays, 3:30-4:30 p.m. (EWT), on that network.

Since its inaugural broadcast April 5, 1942, The Army Hour has piled up an impressive record in forwarding its mission "to provide a link between the fighting front and the home front and to interpret Army activities of general interest through the medium of radio to the American people". In its first year, under the personal supervision of Lt. Col. E. M. Kirby, chief of the Radio Branch, The Army Hour has achieved a reputation for accuracy, dependability and timeliness, Within recent months it has been cited as "best Government war program" in polls conducted by the New York World-Telegram, Cleveland Plain Dealer, and Milwaukee Journal as well as in trade journal surveys.

39% of Sets In Use

A coincidental radio study in 31 cities, conducted Feb. 14, 1943, by C. E. Hooper Inc., added program with an audience on that date of more than 3,000,000 radio homes, amounting to approximately 39% of sets in use during the 3:30-4:30 p.m. period.

No respecter of distances, The Army Hour has carried on-the-spot originations from military installations in 35 cities and 15 foreign countries, covering all theaters of military operation. In the 50 1/2 hours aggregate broadcast time for the series through March 28, 1943, were included 301 separate field pickups, 69 (23%) originating in foreign countries and 232 within Continental United States. Foreign pickup sources included England, China, Panama, Hawaii, Puerto Rico, Canada, Newfoundland, India, Dutch East Indies, Australia, British West Indies, Belgian Congo and Africa.

Appearing on The Army Hour during this period were 216 speakers with special messages concerning the military or war situation including Government officials, Army and Navy officers, prominent civilians and representatives of our Allies.

Picks were carried from 65 Army posts or stations, 39 Army Air Forces fields, 7 Army schools and 33 miscellaneous posts and stations. One of the key features of the Army Hour has been the demonstration of 47 weapons with which today's soldier fights.

The program has brought its listeners reports on the training and fighting progress of Uncle Sam's Army, combining studio features with on-the-spot accounts of actual military operations from all over the United States and the world, wherever American troops are stationed. The stars of every Army Hour broadcast are the soldiers themselves.

The program occasionally ties in with rubber, scrap and other metal drives, explaining how the armed forces use such materials and actually demonstrating their use over the air. Each week an official analysis and report on the war situation is presented by Col. R. Ernest Henri of WBYN, chief of the News Division of the Bureau of Public Relations.

Now in its second year on NBC, the program continues to mirror the remarks of Secretary of War Henry L. Stimson as he opened the series a year ago:

We ask you to look upon The Army Hour, not as a radio program, but as a military operation of the Army of the United States; for such it is. The Army Hour is designed and produced by War Dept. personnel, in coordination with our field commanders and those of the other United Nations. It is a weapon of war, and it is being used and felt all over the world: by you at home, by you on our remotest battle-lines; by us, our enemies wherever you may be. This is The Army Hour; let it be a potent weapon!

PROBLEMS OF INTEREST to both CBS and its affiliates were discussed March 25-26 by these CBS executives and members of the Columbia Affiliates Advisory Board at the first meeting of the group since its formation this year. Present were (1 to r): Franklin Doolittle, WDRC, Hartford; John M. Rivers, WCSC, Charleston, S. C.; H. V. Akerberg, CBS vice-president and manager; Joseph H. Reamer, CBS vice-president; Tom Clark, station manager, KLO, Portland, Ore.; Frank White, CBS vice-president and treasurer; Hoyt B. Wooten, WREC, Memphis; L. R. Lounsbury, WKBW, Buffalo; William S. Paisley, president of CBS; Clyde W. Rembert, KRLD, Dallas; Leo Fitzpatrick, WJR, Detroit; Paul W. Kesten, CBS vice-president and manager of WOR, New York; J. G. Ude, CBS vice-president and secretary. Present at the meeting, but not in the picture, were Frank Stanton, CBS vice-president and general manager, and Joseph H. Reamer, CBS vice-president and secretary. Present at the meeting, but not in the picture, were Frank Stanton, CBS vice-president and general manager, and Joseph H. Reamer, CBS vice-president and secretary.

Honor for 'Hour'

APPROVAL of the American people for The Army Hour, official military mission of the War Dept., will be expressed formally Tuesday when Niles Trammell, president of NBC, presents a silver plaque to Maj. Gen. A. D. Surles, director of the Bureau of Public Relations of the War Dept. The plaque, citing The Army Hour as the "Best Government Program", will be handed over to Gen. Surles by Mr. Trammell on behalf of The Army Hour, in which recent listener poll program won this distinction.

Dept. of Justice Drops RCA Suit

Asks Supreme Court to Act

WITHOUT assigning its reason, the Dept. of Justice March 27 asked the Supreme Court to dismiss its appeal from a Federal court decision refusing to disturb the 1932 consent decree which resulted in the establishment of RCA as an independent corporate entity and eliminated General Electric, Westinghouse and several other companies from its ownership.

The suit, originally brought by Assistant Attorney General Thurman Arnold, now an Associate Justice of the U. S. Court of Appeals for the District of Columbia, sought to open the 11-year-old decree on the ground that its terms did not promote the public interest. There was no evidence, however, that broadcasting or equipment manufacturing aspects of the operations of the companies involved would be touched upon.

The inference was that certain principles established in this decade prevented the Government from moving against companies in other fields that must act together. The identity of both NBC and the BLUE Network as subsidiaries of RCA caused considerable interest when the Government undertook the action to vacate the original decree.

The Government suit was dismissed by the Federal District Court in the general action that the decree conferred benefits upon the defendants and could not be vacated without evidence of an agreement to that end. Dismissal of the suit came after Mr. Arnold's resignation from the Department of Justice to accept the judgeship.

Mr. Arnold has been succeeded as Assistant Attorney General by Tom C. Clark, named co-coordinator of the Alien Enemy Control in the Western Defense Command a month after the war began and was called back to Washington last May to direct the War Frauds Unit. Dismissal of the consent decree suit was the first indicated change in policy.

In addition to litigation involving the anti-trust actions against the AFM and James C. Petrillo, its president, on the recording ban, the Anti-Trust Bureau now has pending in the Federal District Court in Chicago suits against RCA-NBC and CBS, alleging violation of the anti-trust laws by virtue of exclusive network affiliation and time option contracts.

Trial, however, has been delayed pending decision in the Supreme Court on the NBC-CBS suits against FOC's network monopoly regulations covering virtually the same ground.

PHIL SPITALNY, music director of the NBC Hour of Charm sponsored by General Electric Co. (Iamps), has signed for appearance of his all-girl orchestra in the MGM film, "Mr. Coed". The film will feature Red Skelton.
WE GREMLINS get blamed for a lot of things. But this . . . taking the rap for a bunch of mountains is too much . . . it's humiliating. All over the Pacific Coast we get the same thing. Radio owners accuse us gremlins of tampering with their sets. They get one network perfectly (Don Lee) and they think there must be other networks (actually there are 3) but they can't hear them.

Now, we're law-abiding union gremlins, we belong to the R.A.F. air corps and we don't fool with radio . . . not even just for fun. What's keeping so many radio owners on the Pacific Coast from hearing any other network, is mountains. Many of the markets on the Coast are fenced in by mountains from 5,000 to 15,000 feet high . . . it's awe inspiring. In order to reach all the markets, you have to broadcast from within the markets, because watts bounce off mountains like hail off a tin roof. Long range broadcasting is unreliable. Don Lee has a radio station in every market (33 stations in all), that's why more than nine out of every ten radio homes can hear them.

Note to Advertisers: If you have a message important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
5515 Melrose Ave., Hollywood, Calif.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
Canada Buys Time For Victory Bonds

Network Shows and Spots Scheduled by Government

TIME has been bought on all Canadian stations by the Canadian Government's Finance Dept. to promote the Fourth Victory Loan drive to raise $1,000,000,000, beginning April 26. The loan will be handled by three English network shows, in addition to spot announcements, will be used.

A new all-star variety show, Victory Loan Hour, with American name stars, will begin April 14 for five weeks on 57 Canadian Broadcasting Corp. stations and in French on April 18 on 14 CBS stations. In addition, the campaign will use the Finance Dept's regular programs, They Tell Me, after noon women's quarter-hour, Monday through Friday, on 70 CBC stations; the French La Metaire Rancour on 13 CBC outlets; the Sunday evening half-hour, Highlights of Today, on 31 stations, and the French Friday evening Notre Canada on 13 CBC stations.

Sustainers To Be Used

Spot announcements will be scheduled 36 times beginning April 26 on 65 Canadian stations for radio listeners. Spots will carry no emotional appeal but will tell farmers how and why they should buy Victory Bonds. Speakers will be well-known Canadian farm commentators.

Added to the Canadian Government's paid campaign will be many sustaining shows, to be presented by the individual stations. All commercial programs in Canada will augment the drive with special plugs for the Fourth Victory Loan.

All Government placements are handled by the War Finance Group of the Advertising Agencies of Canada.

RCA in Columbia

RCA's nightly newscast, Your RCA For Tomorrow, broadcast on leading stations in five South American countries, on April 1 added "La Voz de Colombia," Bogota, Colombia, to the list, with the series sponsored six nights weekly by "The House of Radio," RCA's wholesale distributor in Bogota, and the RCA Victor division of RCA. The series is heard in Buenos Aires, Rio de Janeiro, Mexico City, Santiago, Chile, and Havana, Cuba.

Joins CBS Latin Net

RADIO AMERICA, new station in Lima, Peru, on April 1 became a member of the network of the Americas, bringing the total of Latin American affiliates of the CBS network to 97 in the 20 South American republics. Announce ment of the additional station, key outlet in a new Peruvian network, was made by A. Chester, CBS director of Latin American relations.

PROUDLY HAILED by Army and Navy officials, Winchagger Corp., manufacturers of radio towers, now converted to war production, was recently awarded an Army-Navy E Plaque at the plant in Sioux City. The company, a subsidiary of Zenith Radio Corp., Chicago, is producing dynamos, used in ships, tanks and planes. Holding the coveted pennant are (1 to r): Lt. Col. Edward H. Bowman, USA; Hugh Robertson, executive vice-president of Zenith Radio Corp.; Lt.-Col. George Norwood USN; R. F. Weinig, vice-president, Winchagher Corp.; R. D. Burnet, secretary and controller, Zenith Radio; Com. Dan Shea, USN.

Network Possibilities are being checked by the program The Fast Brother, being aired Saturdays at 7:30 p.m. on WSSR, Stamford, Conn. The program, handled by announcer-m. wanders through the streets of Stamford for one hour late Saturday afternoons. Persons interested in participating invite him to participate in the program that evening in an audience quiz show. The team asks questions and the other answers them. If the show clicks in Stamford it likely will go network, according to WSSR publicity department.

Junior Town Meeting

BACKED BY all the schools in the city of Philadelphia, RCA Victor has started a novel series of broadcasts of Junior Town Meetings. The weekly broadcasts will originate at a different school each week and be relayed to general assemblies in all schools in the district. Educators and civic leaders will participate in each program for the discussion of a topic of interest to parents, faculty and students. The shows are presented live by the players from the school. The meetings are patterned after America's Town Meeting of the Air.

Children's Theatre

DESIGNED as a part of public school classroom instruction, The Little Theatre Of The Air, a children's program, on WJZ, N. Y., dramatizes a different story each Saturday morning, and listening is prescribed homework for the children. The library has a radio to which the children may listen to the program, and books containing the complete stories are available. Talent consists of local children and speech students from Russell Sage College.

The Fleet's In

DRAMATIZING activities of the Navy, Marines and Coast Guard, a new weekly half-hour program, The Fleet's In, on WJZ, N. Y., is heard on Mutual-Don Lee stations Saturdays, 8-8:30 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. The 15-minute program, written and produced by David Frederick Titus, series features a guest film star and a Navy hero of the week. Letter is saluted in a weekly dramatic sketch. Leo Arnaud is musical director. Bill Haworth announces.

National Affairs

FEATURING Will Rogers Jr., California Congressman, weekly quarter-hour transcribed series devoted to national affairs, What's On in Washington, is a new program feature on KFWB, Hollywood. Produced in Washington, the transcriptions are wire-expressed for weekly broadcast.

Our Block' Popular

LISTENER TESTS show that Our Block, civilian defense feature, Monday, 8-8:45 p.m. on WBBM, Chicago, has 360,000 listeners in Chicago alone, WBBM reports. The year-old program was voted the nation's favorite war program by the NAB annual convention.
IN SUPPORTING AN ADVANCE GUARD OF SOLDIERS . . . OR SALESMEN
TEAMWORK GETS THE JOB DONE BETTER

MATCHING THE PRECISION OF AIR-BORNE TROOPS, CAREFUL COORDINATION OF PROGRAM-PRODUCTION, PUBLICITY AND MERCHANDISING IS EMPHASIZED BY EVERY COWLES STATION...
A VITAL FACTOR IN ENABLING ADVERTISERS TO GET MAXIMUM RESULTS AT LOW GROUP RATES*
*As low as $61.50 for daytime quarter-hour on three stations, reaching a ready-money market of over six million.

GEARED FOR RESULTS
THE COWLES STATIONS

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

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

REPRESENTED BY THE KATZ AGENCY
SPARTANBURG?

WHERE'S THAT?

GOSH, mister, you must be kidding! Spartanburg is right in the heart of the great Piedmont industrial section of South Carolina.

What you may not have realized is that Spartanburg is the center of South Carolina's biggest, fastest-growing market. Nearly half a million people (75% white) in Spartanburg and adjoining counties alone; over $100,000,000 in retail sales; 73,670 radio homes!

It's a rich, booming, profitable market. And it's dominated by WSPA—Hooper found that in Spartanburg WSPA had 52.8% of the radio listeners before noon; 59.0% in the afternoon; 63.8% at night! Certified mail counts further prove that WSPA has the big radio audience of the Piedmont. Write for all the facts now!

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station

WSPA 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

GCS Affiliate • 950 KC • Represented by Hollingbery

BROADCASTING • Broadcast Advertising

ONLY FIVE YEARS OLD
Hockey Signed by Chooz for
Net Commercial

A FIVE-YEAR-OLD boy, one of the first of his age to have a quarter-hour commercial network program of his own, will be sponsored on Mutual, Sunday, 10:45-11 p.m., starting April 4, by Pharmaco Co., Newark on behalf of Chooz, chewing gum. Robert, a radio veteran of three years standing, will sing popular songs and mimic well-known adults in a series titled Rocking Horse Rhythms.

The program will be carried commercially on 33 stations and offered as a substitute for other MBS outlets, with Bobby substituting War Bond appeals for commercials. Clements Co., Philadelphia, is the agency for Chooz.

The boy is known to network listeners as a guest on the NBC programs of Olivio Santoro, 11-year-old yodeller sponsored by Modern Food Process Co., also a Clements account. Alice V. Clements, wife of the agency's president, and radio director of the firm, has been instrumental in developing a number of juvenile artists.

BLUE Will Broadcast Indiana Bond Ceremony

BLUE NETWORK will carry an unusual War Bond promotion on April 9, the anniversary of the fall of Bataan. Nearly $400,000,000, donated by the American Retailers, was acquired by State Bond Chairman Eugene C. Pulliam, president of WIRE, Indianapolis, will be presented to the Navy by the State of Indiana. The money will pay for a new cruiser, the Vincennes, named for Vincennes, Ind.

Featuring an address by Secretary of the Navy Frank Knox, the event will be broadcast from Indianapolis, 9:30-9:35 p.m. Mr. Knox and Governor Schricker of Indiana will also speak. Coca Cola, through its agency, D'Arcy, has donated the best radio time on the BLUE for the broadcast.

WEAF Business Up

COMMERCIAL business on WEAF, New York, for the first quarter of 1943 showed a 48% increase over the same period last year, according to Sherman D. Gregory, WEAF general manager. The first quarter report, which covers the first three months of WEAF operation as separate from NBC, lists 13 new accounts which were not on WEAF during the same period last year: Curtis Publishing Co., General Baking Co., Quaker Oats, Benson & Hedges, Flag pet dog food, Fanny Farmer candy, Continental Baking Co., Dry Goods Retailers, P. Lorillard & Co., RKO, Bond Clothes, Knox Gelatine and Allen V. Smith.

Non-Commercial Day

WLH, Brooklyn, will cancel all commercial commitments scheduled for April 12, or the day of the Second War Loan Drive, and will devote 12 hours of broadcasting time to the sale of war bonds.

BMI PROGRAM MEN DISCUSS WAR JOB

IMPORTANCE of the program manager's position in the radio industry in wartime was the keynote of the fourth program managers' meeting held last Monday and Tuesday in New York by BMI, with representatives from 21 stations present.

M. E. Tompkins, vice-president and general manager of BMI, and Neville Miller, president of the NAB and BMI, welcomed the visiting station men, who were addressed by Sydney Kaye, executive vice-president; Carl Haverlin, station relations director; Roy L. Harlow, program director, and Robert Burton, staff counsel. Plans for extending use of BMI music as a contribution to public morale were discussed. Next BMI conference for program managers was set for April 19 and 20.

Program managers attending last week's meeting included:


Oxydol Drops Discs

PROCTOR & GAMBLE Co., Cincinnati (Oxydol), on March 26, has continued transcribed broadcasts of the quarter-hour program Monday through Friday daytime serial, Ma Perkins, on 65 stations. The program will continue to be broadcast on the full NBC network Monday through Friday 3:15-3:30 p.m. and 60 CBS stations 1:15-1:30 p.m. Decision to discontinue transcriptions, placed on a spot basis for nine years, was made after the company expanded the live broadcasts on NBC to the full network of 150 stations. Starting with script of April 9, the program will be written by Henry Selinger and Leston Huntley, who succeed Orin Tovrov, commissioned a lieutenant (j.g.) in the Navy. Blackett-Sample-Hummert, Chicago, is agency.

Big Velva-Leg Drive

TO PROMOTE a liquid substitute for stockings, known as Velva-Leg Film, Elizabeth Arden, New York, has started a spot campaign which will be extended to 75-100 stations throughout the country by summer. Already using six southern outlets—KTKA, KFSD, WFLA, WIOD, WSMB, WKOY—the cosmetic firm will add other stations farther north as the weather becomes warmer. Transcribed announcements are used in a minimum frequency of six times a week. Elizabeth Arden has appointed Duane Jones Inc., New York, to handle the product.
Studebaker Gets New Jersey Post
U. S. Education Commissioner Promoted Learning By Air

DR. JOHN W. STUDEBAKER, U. S. Commissioner of Education since 1934, last week was nomi-
nated by Governor Charles Edison to be New Jersey’s educational commissioner. The appoint-
ment is subject to confirmation by the Republican-controlled Senate of the State. The posi-
tion pays $15,000 a year and the term is five years, as against $10,000 a year for the Federal
post.

Dr. Studebaker, who took his Federal office in the heat of the controversy over demands of educational institutions for a fixed percentage of radio fac-
cilities, was a strong factor in com-
posing these differences. He urged use of time on established stations as a means of promoting education by radio, and was instrumen-
tal in the establishment of the Federal Radio Education Commit-
tee, evolved jointly by the Office of Education, the FCC under the di-
rection of the late Anning S. Prall, and the NAB.

Prior to accepting the Washing-
ton appointment, Dr. Studebaker was State Superintendent of Iowa and accepted the Federal post on a leave of absence basis. He re-
signed the latter post, however, in 1937.

Kerr Series Scheduled On Blue Coast Network

KERR GLASS Mfg. Co., Los An-
geles, which last fall sponsored an eight-weeks’ campaign of participa-
tions on the West Coast BLUE program “Broadcast at Sardi’s,” re-
turned to the program April 3 with a quarter-hour Saturday mornings at 10.

Since the entire Saturday morning air-
ing of the half-hour show already had been taken over by two sponsors, Chlorine Solutions Inc. (Hy-pro), and Stokely Bros.
& Co. (Van Camp’s Tenderoni), the program was extended for an extra quarter-hour for Kerr Glass to promote its Mason jars and caps.
Company is using four Arizona sta-
tions in addition to the 13 Pacific Coast BLUE stations. Raymond R.
Morgan Co., Hollywood, is agency.

Curtiss-Wright on MBS

TO BRING to the attention of its employees, and the general public, the need for “backing up the battle lines,” Curtiss-Wright Corp., air-
craft division, Buffalo, has pur-
chased an hour on seven Mutual stations for a broadcast Sunday, April 11, titled He Does Not Fly Alone. Agency is Landsheft Inc., Buffalo.

Bob Hope Tour

BOB HOPE embarks on a cross-
country tour of service camps fol-
loving the April 6 broadcast of his
NBC program at the San Diego
Naval Hospital. In addition to con-
ducting his weekly broadcasts for
Pepsodent Co., from the camps, the
comedian and his cast will stage
non-broadcast performances for the
armed forces. Subject to approval of
the War Dept., the cast will
broadcast the last two programs
of the season from London, Foote,
Cone & Belding, Chicago, handles
the account.

WEAF Garden

THE LAWN of the New York
mansion of the late Charles M.
Schwab has been turned into a
Victory Garden, sponsored by
WEAF, New York, in cooperation
with the Greater New York Civilian
Defense Organization. Merton Em-
mert, WEAF farm director, super-
vises the project. Sherman Gregory,
WEAF general manager, has
marked off his own plot.

SETTLED for his seventh year as
“Uncle Normie” on the 400 Hour,
Norman Ross (1) receives his con-
tract from R. L. Williams of the
Chicago & North Western Railway
Co., the feature’s sponsor. Ross
plays recorded music and gives
weather data on the program,
which is aired on WMAQ, Chicago,
7-7:55 a.m. every day but Sunday.

Pan-American Uses Spot
In Anti-Substitute Drive

CONSUMERS will be discouraged from using “coffee stretchers” in the Pan-American Coffee Bureau’s spot campaign, renewed recently on 29 stations for another 25-week period [BROADCASTING, March 16].

“You can’t stretch coffee with adulterants,” listeners will be told, in a drive to protect the public against adulteration for coffee through the use of cereals or other foreign substances. Listeners will be urged to read labels on coffee packages. Agency is J. M. Mathes

Borden News on WABC

BORDEN Co., New York, has
started sponsorship of Quincy
Hove and the News on WABC,
New York, Monday, Wednesday and
Friday, 8-6:10 p.m., for ice
Young & Rubicam, New York,
handles the account.

BROADCASTING • Broadcast Advertising
April 5, 1943 • Page 25
The Service Aire of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

gives you

MORE

RADIO HOMES

than

LOUISVILLE (127,000 against 79,000)
or

ATLANTA (127,000 against 63,000)
or

MEMPHIS (127,000 against 61,000)
or

BIRMINGHAM (127,000 against 58,000)
or

RICHMOND (127,000 against 43,000)
or

NEW ORLEANS (127,000 against 103,000)
—or than Rochester (88,000)
or Denver (91,000),
so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK FREE & PETERS, INC.
Exclusive National Representatives

ARNOUX SAYS WPID,
WTAR NOT LINKED

THE PETERSBURG Progress Index, licensee of WPID, which suspended operation April 1 due to wartime difficulties, is not, as reported in the March 29 issue of BROADCASTING, associated with the Norfolk Virginian Pilot or with WTAR at Norfolk, nor with any of the Richmond newspapers or radio interests.

The Lewis-Huber Newspaper Corp. owns the controlling interest in the Petersburg Newspaper Corp. which operates the Progress Index and WPID, but holds no interest of any kind in any other Virginia newspaper or radio corporation, according to Campbell Arnoux, general manager of WTAR.

Frederick Lewis Jr. has no connection with the Petersburg newspaper and radio interests and has been in England for more than a year engaged in war work, Mr. Arnoux said. Frederick Lewis Sr. is not vice-president of the Richmond Times Dispatch Publishing Co. This company was consolidated sometime ago, along with the Richmond News Leader, into Richmond Newspapers Inc., and Mr. Lewis holds no office and is not a member of the board of directors of that corporation.

Norfolk Newspapers Inc., which publishes the Virginian Pilot and the Ledger Dispatch, and owns all the stock of WTAR Radio Corp. in Norfolk, has no stock or corporate interest whatever in the Petersburg properties or any other Virginia newspaper or radio property.

Neal Takes Army Course
MARSHALL NEAL, owner and general manager of KKKW, Pasadena, Cal., is among 85 leaders of business and professional work attending the fourth Army Orientation Course at the Command and General Staff School, Fort Leavenworth, Kan. Members of the group are civilians who may be called on by the Army for assistance in their particular fields. The course includes 146 hours of instruction, with the students living in quarters provided by the Army and eating at officers mess.

Bond Goal Passed
OVER THE TOP, with the concerted support of Chicago's radio stations and Chicago's drive to sell $40,000,000 of War Bonds in 40 days to replace the USS Chicago sunk Jan. 30. The campaign wound up Sunday March 28 with $2,000,000 over the goal. Chicago stations actively supported the drive, broadcasting announcements, turning over sustaining programs and dance remotes to the drive, and setting up special events.

Von Co. on 3
TO PROMOTE Von's Pink Tablets, the N. Y. Von Co., New York, has started a spot campaign on three stations in New York state and will expand to about 15 stations throughout the country about June 1. Spot announcements and half-hour dreams are used at varying frequencies. Newly appointed agency is Roy S. Durstine Inc., New York.

ANNOUNCER and script writer for Camp Robinson, Ark., is Corp. Bob Buice, who left KARK, Little Rock, for the Army last fall. Assigned to the public relations office, Corp. Buice is in charge of all radio productions, including 15 weekly broadcasts on the three Little Rock stations, direct from the camp.

Fisher Flouring Mills
Sponsors Third Program
FISHER FLOURING MILLS Co., Seattle, utilizing a heavy West Coast radio schedule to promote Zoom, a new hot cereal, on March 29 started sponsoring a five-week, quarter-hour news commentary, James Abbe Observes, on 11 BLUE Pacific stations (KCA KJR KPC KEX KGO KBK KWG KERN KTKC KTMS KFS), plus four Arizona stations (KTAR KVOA KGLU KYUM), Monday through Friday, 7:30-7:45 p.m. (PWT). With broadcast of April 26 KECA and KOH will be added to the list. Contract is for 52 weeks.

Firm on March 31 also started for 13 weeks the thrice-weekly quarter-hour commentary, By-the-Way, with Bill Henry, on 6 NBC Pacific stations (KFI KPO KGW KHQ KJM KOMO), Wednesday, Thursday, Friday, 5:45-6 p.m. (PWT). Flour company in addition sponsors twice-weekly five-minute participation in Breakfast at Sardi's on 13 BLUE Pacific stations, Monday, Thursday, 9:30-10 a.m. (PWT). Regional National Adv. Agency, Seattle, has the account.

'Superman' Extended
LARGEST NETWORK for any cereal account will be lined up by June 21 when Kellogg Co., Battle Creek, Mich., completes final steps in placing its five-weekly program Superman on 211 Mutual stations. Starting April 13, the sponsor will gradually expand the series from the current list of 39 MBS outlets west of Denver, to the larger hook-up, adding a total of 172 stations. Kellogg took over the sponsorship of the series for Pep Jan. 4, starting with 33 Don Lee stations. Agency is Kenyon & Eckhardt, New York.

Fox Fur on 12
L. J. FOX, New York fur company, last week started a six-week campaign on 12 stations in the New York area to promote fur storage facilities.狐狸 using approximately 500 transcribed announcements weekly. Account is handled direct.
NAB WAR CONFERENCE ISSUE

RADIO'S WARTIME ROLE

A LOOK AT POST-WAR RADIO

RADIO ADVERTISING AT WAR

AMONG THE CONTRIBUTORS:
CHESTER LaROCHE • O. H. CALDWELL • E. K. JET
MAJ. E. H. ARMSTRONG • FRANK H. McINTOSH
CAPT. JENNINGS DOW, USN • T. A. M. CRAVEN
MAJ. GEN. DAWSON OLMSTEAD • NEVILLE MILLE

PLUS FULL NEWS ROUNDUP

ADVERTISING DEADLINE APRIL 15

$230 PAGE • $130 HALF • $72 QUARTER
FREQUENCY DISCOUNTS APPLY

BROADCASTING
The Weekly Newsmagazine of Radio Advertising

April 26
NATIONAL PRESS BLDG., WASHINGTON, D.C.
Received 53,000 pieces of mail. • Addressed in person nearly 500,000 persons, including 56,000 persons within 3 days, and a single audience of 18,000. • Public appearances booked as far in advance as Christmas week of 1943. • Receives mail every week from an average of 21 states. • Trained more than 100,000 persons for stage and radio. • Called by "Billboard", "The most remarkable woman in America in her line of work". • Rates Who's Who, Women of the Nation, and the International Blue Book.
ACKLEY

NCKY WOMEN'S PROGRAM DIRECTOR

3 YEARS - 6 DAYS WEEKLY

50,000 WATTS

CBS
Petrillo Piddles

JIMMY PETRILLO is up to his old tricks again. Displaying a brand of arrogance probably unequalled in modern labor bargaining, he now has blithely postponed further conversations with recording industry interests until April 15, to suit his own convenience. He’s missed over the refusal of the record and transcription manufacturers to accept, evidently without further discussion, his “private WPA” proposal whereby a fixed fee per record would be paid into union funds for unemployment relief, as the deal upon which he will lift his recording strike.

The utter inequity of his plan, particularly in these times, is too readily apparent to be belabored again. The unemployment relief aspect, in these days of the worst manpower shortage in history, could be answered by any grammar school student. Besides, simple arithmetic scuttles any such notion for this new type of technological relief. AFM, by Jimmy’s own admission, has a reserve surplus fund of $2,500,000. If a cent-per-record were charged as royalty, it would add $1,500,000 annually to that fund, based on phonograph record sales of last year. That’s aside from library transcription, “juke-box” royalties, and other sources Joiting Jimmy would tap.

Meanwhile, not a record or transcription has been made by a member of Jimmy’s AFM (totaling 46,000) since he “pulled the plug” last Aug. 1. Demands from Elmer Davis, OWI director; James Lawrence Fly, FCC chairman, the Dept. of Justice (which has filed two separate suits to break the log-jam), and from a Senate subcommittee, have failed to move Jimmy. He blandly brushes aside pleadings that the war interest and wartime morale are being impeded. He insists that recordings are being made for the military services (though in the case of Command Performance, it’s at regular rates).

We think it high time for action. The War Labor Board was created by President Roosevelt to prevent ruptures in industry-labor relations that interfere with the prosecution of the war. One court already has held that this controversy is a “labor dispute”—a rule that to which the Supreme Court subsequently subscribed.

Then why not go to the labor board? It sits in Washington to handle precisely this sort of dispute. It is the duty of the transcribers and the record manufacturers, it seems obvious, to submit the whole matter to the appropriately designated government authority. It isn’t a gamble; it’s the only legal recourse open, unless these vital industries, now at a standstill except for a rapidly twirlless the strike was broken. That was last January. Senator Clark was impelled entirely by his desire to see justice done, and to avert an indescribable strike impeding the war interest. He abruptly stopped the hearings to allow for negotiations. That also was last January.

We think enough has transpired to show that Jimmy is playing a piddling, delaying game, to strike his best bargain. And we believe it’s time that the matter be brought to the attention of the Chief Executive and that he be asked to invoke his broad wartime powers to end this mockery.

Tower of Babel

SOME WEEKS AGO in these columns we called attention to duplication of effort by Government agencies on foreign language programs and control in the war effort. The Office of Censorship, one of the most efficiently operated of the war-born agencies, by Executive Order handles script clearance and is charged with functions guarding against sedition, espionage and enemy aid. This work ably is carried on by J. Harold Ryan, assistant director of censorship for radio, himself a practical broadcaster, and his chief aide, Robert K. Richards, also from station ranks.

But the FCC, through its Law Dept., and the OWI have undertaken somewhat parallel, or at least, related operations. Precisely how these duties are separated, and why they are carried on without coordination, we can’tathom.

We do know, however, that in recent weeks many station managers have been wondering what Government agency proposes to take over when, because of the steady stream of Government attorneys, investigators and factotums ringing their door-bells. They have the Washington jitters as never before, we’re told.

It’s an open secret, for example, that youthful attorneys of one of these agencies (censorship has none) have told certain station operators that unless this or that foreign language announcer was fired, the station license would be set for hearing. It’s just as common knowledge that another Government foreign language official (censorship still excluded) has used a foreign language eligibility list and “suggested” that this or that man be retained by a station as a replacement presumably because he has passed muster with the particular Government official.

A few days ago the FCC announced the abolition of its War Problems Division, a branch of its Law Dept., because the House Appropriations Committee frowned on a request for an appropriation of $506,000 for this work, and said it looked with “skepticism” on its operations. The Foreign Language function was carried on by this Division. Although abolished, all of its personnel was absorbed within the Law Dept.—to some extent to fill vacancies.

It would be interesting to ascertain whether, in fact, the FCC’s War Problems functions—whatever they are supposed to embrace—actually have been terminated, or whether the work is to be carried on without formal division status. And while about it, we think this whole question of overlapping and of bow- arrowing and intimidating those harried broadcasters who are only trying to do their best under dire wartime conditions, should be scrutinized.

Powerful Pedagogue

HIDDEN AWAY in the welter of news about the war, taxes and rationing the other day was an item of more than current interest to radio, notably the oldtimers. It related that Dr. John W. Studebaker, U. S. Commissioner of Education since 1934, might pass from the Federal scene to take over as New Jersey’s Commissioner of Education, having been nominated by Gov. Edison. He has to hurdle New Jersey’s Republican Senate, that’s sure.

Studebaker, and an accomplished orator, “Doc” Studebaker packed a dynamite wallop in those earlier warning days of radio and education. An organized educational group sought a “fixed-percentge” of broadcasting facilities, by Federal allocation, with 25% talked about for “non-profit” institutions. He, alone with Phil Loucks, then NAB managing director, and the late Anning S. Prall, chairman of the FCC, brought harmony into industrial, educational and Congressional ranks on that burning issue.

Dr. Studebaker, over the years, has proved himself an able and resourceful administrator. He saw the prospects for FM early in the introduction of that medium and was instrumental in getting an allotment of those frequencies for furtherance of education by radio. He has pioneered in broadening education’s function, and employed class-room radio skillfully in that direction.

Dr. Studebaker’s departure from the Washington scene will leave a vacancy difficult to fill, as far as radio is concerned. All in radio who have known and worked with him wish him well in his new undertaking.
NOT EVEN war service can interrupt the journalistic career of Martin Codel, on leave as publisher of Broadcasting and now serving as director of public information for the American Red Cross, African combat area.

Since his first assignment on the Duluth News Tribune during the last war, he has had nothing interfere with his reportorial career.

When the United States entered World War II back in 1941, Martin’s first desire to take an active part in the nation’s fight for survival was born while he was a patient in a Washington hospital recuperating from a major operation. All through 1942 as he regained his health that desire remained uppermost in his mind, finally leading to his Red Cross affiliation in January.

As director of information in Africa he is responsible for all Red Cross information activities in that large and important battle area. Announcement of his safe arrival in Africa was received March 25.

Between the two world conflicts Martin covered just about the whole range of journalistic activities from reporter to publisher. On that first Duluth job he was a cub reporter while attending Central High School, Duluth (he was born in that city, May 18, 1902).

Moving to Hibbing in 1919, he got his second reportorial job on the Hibbing Tribune while winding up his secondary education at Hibbing High School.

Always a reporter, he lined up a job with the Detroit News as university correspondent while he attended the University of Michigan, where he graduated in the class of 1924 and took postgraduate work in 1925, continuing his News assignment—later joining the paper’s news staff in Detroit. In the summer of 1924 he had covered the Olympic games in Paris for the News, traveling in England and on the Continent after the Olympic assignment had been completed.

In 1925 Martin joined the Associated Press in New York as a reporter. He stayed there until David Lawrence in 1926 founded the United States Daily, a newspaper based entirely on news from Government departments.

As a reporter for Lawrence’s Daily he got his first taste of radio in covering the Dept. of Commerce. At that time the department regulated broadcasting activities. Martin in addition wrote a daily radio column under the name of “Robert Mack” for the then active Consolidated Press Assn. run by Lawrence. This column was widely printed over the country.

Two years later Martin left the Daily to become a writer for North American Newspaper Alliance.

Meanwhile the Radio Act of 1927 had been passed, placing regulation of broadcasting in the Federal Radio Commission. When Martin left the Daily the assignment was turned over to another member of the staff, Sol Taishoff, who also became CPA’s “Robert Mack”.

While these two reporters were covering Washington radio activities they crossed paths many times every day. The broadcasting industry was growing and Federal regulation was assuming many of the characteristics now so familiar to broadcasters.

Their similar reportorial assignments naturally led to the realization that broadcasting as an industry should be served by a trade magazine. This same idea had long been an active topic of discussion among leaders of the industry.

Finally, in 1931, the late Harry Shaw, Iowa newspaper publisher and subsequently president of the National Association of Broadcasters, became interested with Martin and Sol in the founding of Broadcasting Magazine and on Oct. 15 of that year the first issue of the then semi-monthly magazine came off the presses. Martin became editor and Sol managing editor.

Subsequently, Mr. Shaw retired from the enterprise and Martin assumed the role of publisher and Sol took over the duties of editor. Martin continued in this capacity until last January, when he went on his Red Cross assignment. At that time Sol took over executive direction of the magazine.

During his years as publisher, Martin never lost his interest in active reporting. Hardly a day passed that didn’t find him hot on the trail of a story or diligently hunting all the angles of a new broadcasting development. He developed a wide acquaintance among Government officials and broadcasters and frequently was consulted on industry problems.

More than a decade ago Martin compiled the views of broadcasting industry Government leaders on radio and on prospects for radio’s development. The book, Radio and Its Future, was published in 1930 by Harper & Brothers, New York.

He visited England in 1936 to acquire material about television, and looked over broadcast facilities in Continental countries. He visited Parnell, Costa Rica and other Central American countries in 1936 as a tourist.

Martin’s first war assignment was a trip to England in September of last year with the British Broadcasting Corp. He went over by bomber and spent five weeks there writing on radio under wartime conditions, serving as consultant for the BBC.

That five-week sample of wartime journalism led inevitably to his present Red Cross affiliation.

Martin is a family man, and as much time as he could spend away from the office was devoted to romping with four youngsters—three girls and one boy. He married Miss Helen M. Sawyer in 1929. Both are members of Sigma Delta Chi, Phi Sigma Delta, Overseas Writers of Washington, White House Correspondents Assn., and Institute of Radio Engineers.

HELEN SHERVEY, business manager of the program department, NBC New York, has returned to her desk after a leave of absence from the network.

MAURICE McMURRAY, on leave from the sales department of WHO, Des Moines, is now liaison officer for the Air Forces at Washington.

G. RUSSELL, Jr., assistant United Press correspondent in Washington, has been appointed by the President to the Mexican diplomatic service.

MAURICE WRIGHT, Chicago Correspondent of the Washington Star, has been transferred to New York as the Star’s new Washington correspondent.

JON HALL, San Francisco Chronicle newspaper correspondent, has been named to the supervisory staff of the sales department of KECA, San Francisco.

WALTER RUSSELL, however, has joined the sales staff of WATT, San Francisco.

MARTIN CODEL

April 5, 1943 • Page 31
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the national president of the Associated Actors & Artists of America.
Surviving are his wife, two daughters, Margalo Gillmore, noted
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Frank Gillmore

WHO SAYS IT'S a young man's game! George Abbe (seated), 60-year-
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GEORGE LOWTHER has resigned as an NBC writer-director, to join the
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DAN CAWKINS, announcer of
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BETH BARNES, director of produc
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THE INDUSTRIAL GATEWAY
to the rich Tennesse

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account; Ken Fisher, advertising manager of Fisher Flouring Mills Co.;
Tracy Moore, BLUE Western division sales manager, and Arden X.
JOSEPH CORR, news announcer of WDAK, Philadelphia, has joined the Navy.

PETER ARNELL, former program manager of WHON, Meridian, Miss., has joined the staff of WVNO, Philadelphia, as announcer. He succeeds Carl Goodwin, who left to freelance in New York.

STRAWEN ROBERTSON and Edith Sharp, both new to radio, have joined CKMO, Vancouver, as announcer and continuity writer.

DON MacKIM, former publicity director of CKXV, Vancouver, is taking a radio television course in the Royal Canadian Air Force at Montreal.

CAIO MAHIOCK, in the continuity department of WOWO-WGL, Fort Wayne, Ind., before joining the Army, and Mary Stone, secretary in the traffic department, are engaged to be married.

CHARLES HANIN, assistant director of war activities of WHOM, Jersey City, has taken on additional duties as program director. He will be assisted in his work by Samuel Vigman, who has been in the bond sales department. Baltin replaces Jack Kelsey, now program director of WOIK Radio Broadcasting Inc.

NORMAN BRADLEY, scriptwriter and producer of programs on WNYC, New York, has joined the announcing staff of WLJ, Brooklyn.

RALPH CHRISTIAN, until recently an announcer at WRBC, Birmingham, has joined WSM, Nashville. Tenu, Jon Farmer, WRBC announcer now in the Army Air Forces in Chicago, is studying radio operations. Margaret Cotten, announcer, is studying radio engineering at night.

ANTHONY ROSS, announcer from WEN, Youngstown, O., has joined WJJS, Washington.

WARREN ANDERSON, from WOC, Davenport, Ia., has joined WZRE, Kalamazoo-Grand Rapids, as announcer, Paul H. Auer, program director, recently started a new series of evening news commentaries. Harry Travis leaves for the Army April 15 and will be replaced by Sherwood Fel- sing, from Mason City, Ia. Arthur Zaple left for the Army April 1. He was a member of the VS Reserve Corps at Western Michigan College.

FRED HINSHAW, chief newscaster of WOWO, Fort Wayne, Ind., known to listeners as Fred Moore, is the father of a baby boy.

FRANK J. TATE, announcer of WOL, Columbus, O., has been called to active duty in the Army reserves.

CHUCK SIMPSON has joined WCSC Charleston, S. C., where he will handle sports and special events. He was formerly with stations in Chattanooga and Knoxville.

JACK DESCH, newscaster of KFRC, San Francisco, is the father of a boy born March 20.

DOLORES KETTLER has been made publicity director of KMPC, Beverly Hills, Cal.

STEVE MERRILL, Hollywood singer, is featured in a three-week mid-afternoon quarter-hour program, Songs by Steve Merrill, on Blue Pacific stations. Lou Bring directs the orchestra.

BOB HARVEY, announcer of CHEX, Peterborough, Ont., joined the Royal Canadian Air Force.

BOB DAVIS, now assigned to day publicity at WOR, New York, will become night editor, starting April 12.

OLIN TICE, former announcer of WJSV, CBS Washington outlet, has joined the CBS announcing staff in New York. His assignment includes the CBS A. & P. Food News Roundup program.

Corwin to Rest

NORRIS CORWIN has given up writing and directing the CBS-BBC Transatlantic Call and will leave New York shortly for a prolonged rest, necessitated by a pneumonia attack from which he has failed to recover fully. Earl Gill, CBS producer-director, will handle the next broadcast of the series, to originate in this country, with Clifton Fadiman, literary critic and M. of NBC’s Information Please, serving as writer and narrator. It is not known whether the pair will take over subsequent programs on a regular basis. The weekly series, originating alternately in the United States and Great Britain, last Sunday featured Bob Trout, CBS London correspondent, describing the town of Hull, on England’s Yorkshire coast.

Alan Hale Promoted

NEW manager of the research-advertising department of KOMO-KECA, Seattle, is Alan Hale, who has been handling a sports column, Hale’s Tones, on KJR nightly, and other newroom duties. He will retain his sports column in addition to taking over the duties of Chuck Balne, retiring research-advertising manager. Hale covered Brooklyn baseball and the New York Giants football games last year with Red Barber. He is a graduate of the U. of Michigan Law School and a former special agent of the FBI under Melvin Purvis.

JOHN BRADFORD, formerly with WOR, New York, Pennsylvania and Ohio stations as announcer-newscaster, has joined WMAL, key Blue outlet in Washington, as announcer, coming from WFMJ, Youngstown, O., where he was production manager.

BERNARD DRAVILE, producer at the Canadian Broadcasting Corp. Winnipeg studio, has joined the Royal Canadian Air Force.

ROLAND MORRIS, announcer of CBK, Watrous, Sask., has joined the production staff of the Canadian Broadcasting Corp., Winnipeg.

BILL SHERN, NBC sports director, has been named chairman of the sports division of the New York chapter of the American Red Cross.

ALBERT GROVE, chief announcer of WQXR, New York, is heard in “America’s Food Prices,” a March of Time release.

J. HOWARD PYLE, program manager of KNX, Los Angeles, has returned to his desk following a conference with Robert Moskowitz, production manager of Blue Hollywood, on details of the annual Easter Sunrise Service program to originate from Colorado Grand Canyon, to be released on Blue stations this year.

THURSTON HUNZE, announcer of WEN, Philadelphia, is the father of a girl.

JOHN FORREST, announcer of KFKECA, Los Angeles, is writer-producer of the song, “It’s a Long Way From Minneap to Pink,” published by Tune Tunes, Song is featured in Thumbs Up, war workers revue written by Forrest and now playing in Seattle.

RICHARD CUTTING, temporarily added to the announcing staff of KFKECA, Los Angeles, has rejoined KFAC, that city.

GRAYLE HOWELL, sports editor of WGN, Chicago, is the father of a girl born March 18.
1. Place your order with your distributor for the discs and needles you will need during the next 90 days. The distributor will stock them and deliver at your convenience. He will need your orders to determine his stock requirements which he must estimate 90 days in advance.

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

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

* * *

Buy Presto products through leading radio distributors or any branch office of the Graybar Electric Company.

TO CLIMAX the new Haven Advertising Club's $100,000 War Bond Selling campaign, the club held a luncheon last week which was broadcast by WELI, New Haven. Listeners moved by the appeal of the program could telephone bond purchasers over special telephone lines installed in the hotel for the purpose.

TO HANDLE the 21 programs originating weekly from the Columbus, Miss., Army Flying School, WCBF, Columbus, is installing a studio and control room at the air base recreation room. Programs are supervised by Pte. Buck Hinnan, former WCBF program director, now in charge of the radio department, Special Service Division. The Army Post is supplying equipment for the studios.

WLI, Cincinnati, begins a new series titled: Healthy, presenting advice on prevention of disease and control of parasites of farm animals and poultry. Program, featuring authorities on these subjects, has the support of the Veterinary Medical Ann. of Indiana, Ohio and Kentucky.

JAMES A. FARLEY, former Postmaster General, added another transcription to his collection when he spoke in Cincinnati to the Friendly Sons of St. Patrick. WCX, Cincinnati, presented the recording to the one-time National Democratic Chairman for his personal library.

LEO EGAN, Yankee Network sports expert, has begun a series of pre-season baseball programs from Tufts College, Medford, Mass., when the Baseball Box is treasury, Mondays through Saturdays. Egan moved to a training field of the Braves March 29.

CGB, Timmins, Ont., has started a Tuesday evening Announcing School for promising high school talent. WELI, New Haven, marks the start of the baseball season and the windup of the basketball season in broadcasts this week of exhibition games from Yale Field of the Brooklyn Dodgers and Boston Braves vs. Yale, and from the YMCA the New Haven Industrial League champion basketball game.

Play-by-play descriptions will be by Phil Buxbaum Jr., who presents a regular 6:30 sportscast from Yale Field interviewing players and visiting sportswriters.

WESX, Salem, Mass., has acquired the AP radio news wire from Press Assn.

ASSOCIATED MUSIC Publishers reports that during February and March three stations became new subscribers to its library service, while nine former subscribers renewed. New subscribers are: WHJE, Hagerstown, Md., and WPSA, White Plains, N. Y.

EVEN REDDER is Lt. Billy Barber who dropped in to see brother Dr. Red Barber, Mutual sports commentator, after the Old Gold show. A young Barber, on his first furlough, took a turn at leading Sammy Kaye’s band.

FOR THE fourth successive year, WOWO, Fort Wayne, gave achievement awards to 10 farm men and women from Indiana and Ohio at its annual Achievement Award Dinner, for contributing to the quality and abundance of food production. Principal speaker was Wheeler McMillen, editor-in-chief of Farm Journal.

WMN, Marion, 0., is airing the Friendly Farmer, six days a week from noon to 1 p.m. Bob Gross plays popular rural transcriptions, gives news of farm auctions, Government and state-issued advice on maintaining farm equipment and producing bigger and better crops, and reads commercials on farm products. Two or three times during the program, he gives grain, poultry and livestock quotations.

AS FOLLOW-UP to an earlier transcribed program featuring interviews with field workers recruited from Mexico, KOY, Phoenix, recently made a similar series of interviews with those workers now assigned and working on farms and ranches in the Arizona area. Ernie Douglas, station farm editor, in collaboration with Moses Gonzales, Mexican consul, handled the transcribed interviews.

KCMO, Kansas City, Mo., is transcribing What’s Your War Job, a BLUE Network show, and shipping the discs to KGGF, Coffeyville, Kan., for delayed broadcast. Arrangements for handling the program were made in cooperation with the War Manpower Commission through the regional information representative, Frank R. Dunn.

WLW’s Your Service Salute, featuring Derry Edward’s early morning broadcast to servicemen in New England camps, has been increased to a 45-minute show six times a week.

HOW TO ORDER
PRESTO RECORDING DISCS, NEEDLES, AND REPLACEMENT PARTS
and get prompt delivery

1. tributors or
Buy book.
the of the equipment
renewals
3. dated February
revision of War
ence
2. must estimate 90
days.

27x20}
TIMELY TIPS for better programming and new uses for the transcription library are included in the 20-page brochure entitled Getting the Most from Your Standard Library Radio published recently by Standard Radio. The brochure is a summary of the contents, care, technical handling and conservation of the library, with direct application to program treatment, and is intended to acquaint new staff members with library use as well as general suggestions for the better integration of station programming in spite of wartime reduction of personnel.

**Treasury Trolley**

PRELUDE to the Treasury's April War Bond Drive was aToonerville Trolley stunt with WTAG broadcasting an on-the-spot description of the red, white, and blue Victory Special at its dedication. WTAG special events chief Bob Dixon covered the proceedings. Beginning with a presentation speech by the head of the War Savings Committee and an acceptance speech by the mayor, the broadcast continued with Dixon boarding the car and interviewing first passengers en route. The program was recorded and rebroadcast in the evening to induce listeners to “ride home on the Victory Special and buy a war stamp.” The Trolley will follow regular routes throughout the city for another two weeks.

**Furrow Competition**

Two experienced and two inexperienced gardeners selected from applicants in the library of WFBL Syracuse, will be furnished all seeds, fertilizers and insecticides for a garden competition, the details of which are to be aired on WFBL to acquaint listeners with gardening problems and their solutions. Members of the Victory Garden Council of the Men’s Garden Club of Syracuse will act as advisers to the inexperienced gardeners, while the other two will work independently. When weather permits, broadcasts will be short-waved directly from the gardens. Two 30 x 100 and two 30 x 50 foot plots are being cultivated.

**Missing Marglobes**

Each of the 2,000 employees of the John Shillito Department Store, sponsor of the Victory Gardens and Mystery Chef on WSAI, Cincinnati, has received a small bulletin prepared by Earuld Kockritz, promotion manager, titled “The Case of The Missing Marglobes”, which explains why there is a shortage of vegetables and how the employees may benefit from the store’s program. Recipes of “The Mystery Chef” are available to customers who ask for them.

**CBS Program Catalogue**

With the first issue of “CBS Programs for Sale,” CBS provides a new service for potential advertisers seeking new radio ideas and tested pre-built programs. In a pocket-size pamphlet are listed current and recent series available for sponsorship, with a description of each program, including details on talent, audience ratings, production staff and other data.

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**Merchandising & Promotion**

**Missing Marglobes—Treasury Trolley—Sportslet—Furrow Competition**

**Trade Report**

AS a supplement to the usual MBS publicity releases, a special trade news report was instituted last week by Mutual through Christopher Cross, assistant to Lester Gottlieb, director of MBS publicity. Released at various intervals, the report highlights its news in various categories, such as food, drugs.

**Success Staff**

SUCCESS achieved by Mary Margaret McBride for advertisers using her five-weekly series on WEAF, New York, is shown by statements from advertisers and excerpts from listeners’ letters reproduced in “It’s One O’Clock,” hard-cover brochure.

**California Facts**

RADIO directory has been published in card form by The McCull Group—KVCV, Redding, Cal.; KHSI, Chico, Cal.; and KYOS, Merced, Cal. One side of the card gives stations, networks, representatives and related information for Northern California, and the other side furnishes similar data for Southern California.

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**Four-In-One**

INTERPRETING the quantitative statistical measurements of the changes war has brought to the Pacific Coast in terms of qualitative effects, the Blue Network is putting out a large single-fold brochure together with a letter explaining eight ways important to advertisers in which the Coast area has changed since the war. The brochure indicates advantages in buying time on Pacific Blue covering California, Washington, Oregon and Nevada.

**Service Sportslet**

DIGESTED from the scripts of the nightly sports cast on KGVO, Missoula, Mont., a weekly sports letter is being mailed to Western Montana men in the armed forces by Yandell’s Men’s Wear, sponsor of Yandell’s Sports Slants, nightly five-minute period. Mailing list was obtained by asking, on the broadcast, parents and relatives of service men to send in addresses of men for the list.

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**Hayloft Frolic**

Now available for sponsorship for the first time, KFYR’s “Hayloft Frolic” is one of radio’s best buys. A show tailored to the Northwest, the “Hayloft Frolic” fits. During a recent test, a single short announcement brought 2,198 letters. If your product appeals to “home folks,” the “Hayloft Frolic” is your meat. All the facts—mail counts, maps, costs—available on request . . . or ask any John Blair man.
STATION ACCOUNTS
ap—studio programs
ae—news programs
ao—spot announcements
ra—transcript announcements

WLS, Chicago
St. Paul Oil Co. of Indiana, Chicago, 6 wks, 26 weeks, thru McCormick & Co., Chicago.
All-State Insurance Co., Chicago, 3 wks, 26 weeks, thru Ruthrauff & Ryan, Chicago.
Belgian Information Center, New York, 3 wks, 26 weeks, thru Albert Frank, Guttenber Law, N. Y.
National Biscuit Co., Chicago (cereal), 6 wks, 26 weeks, thru American Broadcasting Agency, N. Y.
Lydia Price, Big Co., Lynn, Mass. (vegetable products), 6 wks, 13 weeks, thru American Broadcasting Agency, N. Y.
Osewich Chemical Co., Osewich, Ia. (fertilizer), 3 wks, 4 weeks, thru Carry-Away Agency, Des Moines.
Lever Bros., Cambridge, Mass. (Vim), 17 lbs, weekly, thru BBSO, N. Y.
Hoffman & Co., Terre Haute, Ind. (baking powder), 4 weeks, 29 weeks, thru Permeador & Co., Chicago.
Nitrata Co., Milwaukee, Wisconsin (Nitrata), 8 wks, 6 weeks, thru Western Adv. Agency, Racine, Wis.
WEEI, Boston
Charles Golden Inc., New York (mustard), 3 ap weekly, 52 weeks, thru Charles W. Horr Co., N. Y.
Curtis Publishing Co., Philadelphia (Sat-uravest), 12 to weekly, 26 weeks, thru Permeador & Co., Chicago.
Moeio Co., Boston (beverage), 6 ap weekly, 20 weeks, thru Alley & Richard, Boston.
Columbia Records, New York (music), thru The Merri,' 6 ap weekly, thru BCC, Boston.
Joseph C. Burnett, Boston (extracts), 8 weekly, 6 weeks, thru H. B. Humphrey Co., Boston.
A. R. Boyle Co., Jersey City (Old English bitters), 6 weekly, 13 weeks, thru Blachett-Schleiff-Hummert, N. Y.
WVO, New York
Roxty Theatre, New York, 54 to, thru Ray-n-Spier Co., N. Y. (coffee), 6 wks, thru Emil Mogul Co., N. Y.
National Shoe Stores, New York, weekly ap, 52 weeks, thru Emil Mogul Co., N. Y.
National Birth Certificates, Los Angeles, 52 wks, thru United Adv. Chicago.
O'Sullivan Rubber Co., Winchester, Va. (rubber books), 96 wks, thru Advertising & Sales Council, N. Y.
Mary Medical Co., Indianapolis (proprietary), 20 em, thru E. H. Brown, Adv., Chicago.
S. A. Schonbrand & Co., New York (coffee), 6 to weekly, thru Petinella Agency, N. Y.
Knock Sosa, N. Y. (soda), thru H. G. Smith, Buffalo.
Halse V. & La Rose & Sons, Brooklyn (maraschino), 6 wks, 2 weeks, thru Commercial Radio, N. Y.
Interstate Bakers Corp., Los Angeles, 5 wks, 26 weeks, thru D. W. Miner Co., Los Angeles.
Varney's, New York (men's clothing), 3 weekly, thru Emil Mogul Co., N. Y.

KHI, Hollywood
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 18 to weekly, 39 weeks.
Colgate-Palmolive-Peet Co., Jersey City (Palmolines), 12 to weekly, 19 weeks.
Golden State Co., San Francisco (Golden V. milk), 6 to weekly, thru Ruthrauff & Ryan, San Francisco.
Colonial Dunes Corp., Los Angeles (cosmetics), 2 to weekly, 17 weeks, thru Ruthrauff-Galley & Co., Los Angeles.
Lea & Perrin's, San Francisco, 4 to weekly, thru Ruthrauff & Ryan, San Francisco.
Coast Federal Savings & Loan Ass'n, Los Angeles (investments), ap weekly, 12 weeks, thru Robert F. Dennis Inc., Los Angeles.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 6 wks, 26 weeks, thru H. W. Koster & Sons, Chicago.

KFRC, San Francisco
Acme Breweflers, San Francisco, 5 to 4 to weekly, thru Briscar, Davis & Vannorden, San Francisco.
Muir Co., Chicago (eye drops), 5 wks, 26 weeks, thru California Lumberman's Mutual Casualty Co., Chicago (insurance), thru Leo Burnett Co., Chicago.
Moore's Inc., San Francisco (men's clothing), thru Briscar, Davis & Vannorden, San Francisco.
WABC, New York
Studebaker Corp., South Bend, Ind. (institutional), 3 to weekly, thru Boche, Williams and Cunningham, Chicago.
Beech-Nut Packing Co., Canajoharie, N. Y. (coffee), 3 to weekly, thru New Emmette Co., N. Y.
General Baking Co., New York (Bond Bread), 3 ap weekly, thru BBSO, N. Y.
Borden Co., New York (Pioneer Ice Cream), 8 ap weekly, thru Young & Rubicam, N. Y.

WLL, Cincinnati
Readers Digest, Pleasantville, N. Y., 3 to ap weekly, thru BBDO, N. Y.
Dr. Salaburs Lab., Charles City, la. (livestock medicinals), 3 to weekly, thru N. A. Winter Adv. Agency, Des Moines.
Voice of Prophecy, Washington (religious lectures), ap weekly, thru George C. Hos-kinson Advertising, Cincinnati.
Peabody Hospital, Mendenhall, Miss. 18 weeks, thru Southern Adv. Co., Mendenhall, Miss.
Casco Co., Canton, O. (Cold Table), 6 wks, thru Howard Swink Adv. Agency, Marion, O.

KFI, Los Angeles
Loma Linda Food Co., Arlington, Calif. (Bakela), 5 to 4 to weekly, thru Gerth-Pacific Adv., Los Angeles.

KERN, Bakersfield
California Sugar Chemical Co., Richmond, Cal. (ant spray), 6 to weekly, 13 weeks, thru Long Adv. Service, San Jose, Cal.
National Lead Co., San Francisco (Dutch Boy), Wowson paints, 4 to weekly, 26 weeks, thru R. W. Waters & Co., San Francisco.
Rehn & Goss Co., Philadelphia (Lethane 60), 2 to weekly, 16 weeks, thru Newell Emmette Co., N. Y.

WABC, New York
Twentieth Century Fox Film Corp., New York (The Moon Is Down), 3 to 2, thru Slim & J. Rat-Filter Co., Elizabeth, N. J. (Heatrex builds), 6 to weekly, thru Neff-Rogov Inc., N. Y.

WSLI, Jackson, Miss.
Grove Labs., St. Louis (Pat), 6 wks, thru Russell M. Brewood Co., Chicago.
Best Brewing Co., Chicago, 18 sp weekly, thru Mississippi Power & Light Co., Jackson, 5 sp weekly, direct.

WLIB, Brooklyn
20th Century Fox Film Corp., New York (The Pacific Northwest Group), 3 to 2, thru Raymond & Co., N. Y.

The Business of Broadcasting
LEVER INTERESTS ACQUIRE
BIRDS EYE OUTSIDE U. S.
CONTROL


Lever Bros. & Unilever, already interested in the preserved foods industry with plans to develop along new lines after the war, will extend the processing and sales of Birds Eye quick-frozen foods to all parts of the world outside of the United States and its possessions.

GOOD FOODS, Minneapolis (Skippy peanut butter), has started weekly half-hour Hollywood Theatre, trans- scribed syndicated dramatic feature on WMAQ, Chicago. Contract, for 26 weeks, was placed by Sidney Garfinkel Adv. Agency, San Francisco.

PETRI WINE Co., San Francisco (wine and Italian cigar), has pur- chased quarter-hour newscasts six times a week in Italian on WGES, Chicago.

WEINSTEIN Co., San Francisco, department store chain recently started for 26 weeks Top Tunes for the Service, half-hour weekly trans- scribed program on KFRC, San Fran- cisco, placed direct.

CHEMICALS INC., Oakland, Cal. (Vano), on March 24 started The First Reader with Foster May as edi- tor and narrator, on KPO, San Fran- cisco, weekly, 12:15 p.m., M-F. Features are featured. Agency is Sidney Garfinkel, San Francisco.
Small Towns
Big Markets
in Farm Belt

WITH THE small town a bigger market than ever before in the farm belt, many advertisers are asking the question "How quickly can a modest radio campaign influence sales in small town stores?" A recent Ross Federal study provides the answer.

The survey covered 29 representative towns in Iowa, Nebraska and Missouri (the No. 1 Farm Market!), where small town stores handle the trade of 80% of the population.

Its purpose, to determine the percentage of dealers experiencing actual increases in 25 different products after only six weeks of advertising on KMA, Shenandoah, Iowa.

The results were amazing: 21.3% of the dealers reported definite increases on every product; 51.4% on a deodorant; 30% on an alkaline tablet; 24.3% on a cigarette; 24.4% on a "class magazine." The conclusion is obvious: for big results fast in the No. 1 Farm Market, you need the right kind of advertising influence. If you're not getting your share of this prosperous market, you can do something about it. Write—right now—for your copy of the KMA Data Brochure.

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
151 COUNTIES AROUND SHENANDOAH, I A.

FORWARD-LOOKING FIRM signed for a weekly half-hour program dramatizing post-war life, titled The World We're Fighting For, on KFI, Los Angeles, when these stations, sponsor, and advertising executives gathered to complete details. Based on the statements of social planners, statesmen and economists, the series started under sponsorship of Bullock's Los Angeles department store, on April 2 for 26 weeks. Program had previously been sponsored by firm on week-to-week basis. Executives are (1 to r): George Whitney, station account executive; Franklin Fanger, publicity director of Bullock's; O. V. Johnstone (seated), account executive of Dana Jones Co., Los Angeles agency servicing the account, and William B. Ryan, general manager of KFI.

Dawson to Y & R
STEWART DAWSON, assistant program director of CBS Chicago, has been appointed radio director of the Chicago office of Young & Rubicam. Mr. Dawson started in radio as announcer in 1925, became program director of WIBO, Chicago, and later announcer at NBC Chicago. Five years ago he joined CBS as a producer.

J. CLIFFORD ROBERTS has joined the Detroit office of Ruthrauff & Ryan, New York, as account executive, and C. D. Carson has joined the staff as assistant account director. Mr. Carson was with Callow-Ewell Co.'s Detroit office for five years. Roberts has been associated with D. P. Brother & Co. and J. Walter Thompson Co., and served as advertising manager of Transcontinental & Western Airlines.

JOHN E. FINNERAN, former vice-president of Benton & Bowles, New York, and advertising director of Scripps-Howard Newspapers, has joined Grey Adv., New York, as account executive.


HARNED, McNULTY Named
To Directorate of BBDO
SAMUEL A. HARNED, a vice-president and account executive of BBDO, New York, and Harold C. McNulty, a vice-president and art director, have been elected to the agency's board of directors. Harned fills the vacancy created by the departure of Leslie Farel, now a major in the Army Special Service Division, while Mr. McNulty replaces Lt. Col. Egbert White, editor of The Star and Stripes, and Yank, and now in Africa.

Joining BBDO 20 years ago as a copywriter, Mr. Harned turned to the business side of the agency's work about 10 years ago. Before joining the agency in 1926, Mr. McNulty served as art director of Thresher Service, and Newell-Emmett Co., New York.

CHARLES R. REARDISLE, Hugh Lewis and Myrtle M. Post are new members of the staff of Aftikin-Kynett Co., Philadelphia.

"Hmph! And WFDF Flint Michigan says communications are essential!"
BRADFORD, TAYLOR MOVE UP IN T-H-S

GUY BRADFORD and Archie Taylor of KRGV, Weslaco, Tex., have been named to higher posts by the Taylor-Howe-Snowden Group, operators of four Texas stations. Mr. Bradford leaves the job of general manager of KRGV to become assistant to Lowell Sibley, national and regional sales manager for T-H-S.

At one time operating the Bradford Advertising Service, Mr. Bradford has been engaged in various phases of sales promotion. He has been connected with the Valley Morning Star, Brownsville Herald, McAllen Press and Edinburg Valley Review. Starting at KRGV as salesman, he became successively sales manager, assistant general manager, and general manager.

Taking over as KRGV general manager is Archie Taylor, who has been business manager for the last two years. Mr. Taylor, a youngster who has come up fast in radio, was connected with the Southwestern Public Service Co. and later with KGNC, Amarillo, before going to KRGV.

The T-H-S Group, which comprises KGNC, Amarillo; KFYO, Lubbock; KFTSA, San Antonio; and KRGV, now directs the Lone Star Chain, which includes KRGV, KGNC, KFTS and KXYZ, Houston; KRIS, Corpus Christi; and KGKO, Fort Worth.

CBC Vacancy Filled

MRS. MARY SUTHERLAND, of Revelstoke, B. C., has been appointed to fill the last vacancy on the Board of Governors of the Canadian Broadcasting Corp., the office of Prime Minister Mackenzie King at Ottawa announced March 25. Mrs. Sutherland is a former member of the Board of Unemployment Commissioners and of its predecessor, the National Employment Commission. Her term of office is three years, starting Nov. 2, 1942. The only woman member of the CBC Board of Governors, she replaces Mrs. Nellie McPherson, Victoria, B. C., who resigned on account of ill health. Mrs. Sutherland is the wife of Dr. T. W. Sutherland, Revelstoke physician.

Gen. Foods Appointments

WILLIAM E. SCHNEIDER and Beneta Cox have been named to assist on the General Foods accounts at Brown & Bowles. Mr. Schneider will be assistant to William R. Baker Jr., executive vice-president in charge of the accounting with Miss Cox taking over coordination of radio commercials and Government messages on all programs, a post formerly held by Mr. Schneider.

Alfred H. Messing

ALFRED H. MESSING, 67, president of Peck Adv. Agency, New York, from 1922 to 1930, and one-time publisher of the former Chicago Herald and Examiner, died March 28 at the Hudson River State Hospital, after an illness. A Hearst executive until 1920, Mr. Messing had previously been city editor of the St. Louis Star. A brother and a sister survive.

No Party

NO CELEBRATION marked the coming of age last week of WWL, New Orleans' 50,000-watt station. Only 15 minutes of the station's twenty-first birthday, March 31, was devoted to observing the anniversary, while the rest of the day would be spent in celebration and salutes from CBS stations all over the nation. Owned and operated by Loyola U., WWL started 21 years ago with the Fathers of Loyola broadcasting over a 10-watt transmitter and dreaming of the day when the station's power could be increased to 100 w.

NBC Recording Division Adds Sponsors, Renewals

CONTACT for 195 programs of Betty and Bob has been signed by KDAL, Duluth, for the City Water & Gas Co., according to NBC's Radio Recording Division.

Subscribers to Flying for Freedom, and sponsors include WBLK, Clarksburg, W. Va.; Sinclair Oil Dealers; KTRH, Houston; Dairyland Ice Cream Co.; WTCM, Traverse City, Mich.; Parsons Mfg. Co.; and WJFR, Greenville, Miss., C. E. Jordan Furniture Co., the Crystal Grille, Ayres Co., and Queen City Cleaners.

For use in New Zealand, Howard C. Brown Co., Hollywood, has taken Time Out With Ted Steele and Grace Albert. WJTN, Jamestown, N. Y., will use 39 programs of Let's Take a Look for Nelson's Department Store. WMBC, Hartford, and WBBB, Burlington, N. C., both have signed for The Name You Will Remember. Renewals for the latter program have been received from WIOD, Miami, and WHIG, Greensboro.

Mrs. Lewis on Tour

REACTION to special wartime programs will be studied by Dorothy Lewis, NAB Coordinator of Listener Activity, in a 16-city tour on which she left last Thursday. Representing both the NAB and the Office of War Information, Mrs. Lewis will address civic groups on "Radio's Major Role in the War" and organize radio councils to further intelligent listening by radio audiences. She recently organized the Toledo Radio Council of which Harry Lamb, of the radio division, Toledo Board of Education, was named chairman.

Full AMP Index

FIRST FULL index of music copyrighted by Associated Music Publishers, "The AMP Record Directory," was mailed last week to all stations holding an unlimited AMP license. In the directory, listed on a cross-index basis, are 712 recordings of 556 symphonic and concert compositions comprising 108 hours playing time, according to the volume's preface. Intended primarily for use by the program director of a station, the booklet measures 6 x 8 and comprises 88 pages.
WΤΙVIE HULEE VOTES
12 FIRSTS TO NBC

WΤΙVIE listeners voted 12 NBC programs first place of 20 classifications in the 15th annual radio popularity poll, conducted by the WΤΙVIE Journal. CBS programs rated three first choices, MBS one, and four went to programs not of network origin. In the principal classification "Favorite Programs of All Time," NBC went to NBC and five to CBS. Results of the poll follow:

Favorite program-Fibber McGee & Molly, NBC; favorite comedian—Bob Hope, NBC; favorite dance orchestra—Ray Kyser, NBC; male popular singer—Eddie Crosby, NBC; girl popular singer—Ginny Simms, NBC; harmony singers—Andrew Sisters, no network; favorite symphonic program—Richard Crooks & Margaret Speaks, NBC; male concert singer—Nelson Eddy, no network; feminine concert singer—Jeanette MacDonald, no network; favorite dramatic program—Radio Theatre, CBS.

KIDS program—Let's Pretend, CBS; best studio announcer—Harlow Wilcox, NBC; best news commentator—Rosa Winnie (WTJ), no network; favorite war program—The Army Hour, NBC; favorite serial program—Abie's Irish Rose, NBC; favorite quiz program—Truth or Consequences, NBC; favorite news commentator—Garland Hester, MBS. Favorite women's program—Kate Smith, CBS; favorite movie—Ralph Edwards, NBC; best dramatic show—David Niven, NBC; best discussion program-U. of Chicago Roundtable, NBC.

MIKLE SIRIES DROPPED

AFTER EIGHT consecutive years of radio advertising, the New York State Milk Publicity Bureau campaign on 17 stations has been cancelled and will not return to the air this fall, following passage of the Bewley-Whitney bill to discontinue the campaign. The bill was passed by the New York State Legislature and signed last week by Governor Thomas E. Dewey. The current campaign was slated to run until June 30. Appropriation was $860,000, of which a large part was spent in radio. Agency is J. M. Mathes, Inc., New York.

JOHN GORDON

THE HEAT IS ON

FROM A SEAMAN on an oil tanker plying between the U. S. and the Dutch West Indies to radio director of Needham, Louis & Brorby is the transition of John Gordon, a career marked with globe trotting adventure as well as accomplishments in the radio field.

As a plebe at Virginia Military Institute, John was introduced to the shenanigans of a Brother Rat term bestowed upon VM1 freshmen. From the "West Point of the South" John embarked upon travels that included tramp trips and a short fling on a sugar plantation in the Dominican Republic. In 1933 he wound up as office boy in the New York offices of Ruthrauff & Ryan. A two-year indoctrination in the advertising department followed, and then the appointment as radio publicity director and a producer of the agency, a post he held for four years.

During that time, John was identified with production of such programs as Good Will Hour, Lanny Ross, Prof. Quiz, Major Bowes, and Quiz of Two Cities. He was appointed radio director of Needham, Louis & Brorby in 1941. Spot and network radio accounts of the agency include: S. C. Johnson & Sons, Racine, Wis., sponsors of Fibber McGee & Molly, NBC, highest ranking show on the air; Kraft Cheese Co. (Parkay margarine), sponsors of Great Gilder-sleeve on NBC; Swift & Co. (Sun- brite cleanser and ice cream divi-sions); Wieboldt Stores (retail); and Derby Foods, all of Chicago.

Active in the war effort, John is vice-president of the Chicago Radio Management Club; Radio Committee Chairman of the Army Council, an organization of civilian aids to the Commanding General of the Sixth Service Command, and serves on the Chicago
Union Dissatisfied, Appeal To Be Made, Says Wimberly

WAR LABOR BOARD last week approved in part the new contract between CBS and the International Brotherhood of Electrical Workers (AFL) granting CBS technicians and supervisory personnel an average increase of 7 cents an hour. At the same time it refused adjustments in a wage scale progression which the union had considered essential.

WLB's decision, retroactive to Oct. 1, 1942, affects 268 CBS technicians and supervisory personnel. It establishes a wage scale with a starting rate of $50 weekly, automatically increasing over a nine-year period to $85 for technicians and rates ranging from $90 to $100 for supervisory personnel. It is the first change in the CBS scale since the October, 1941, arbitration, when an average 11 cents an hour increase was granted. The new rate is still well within the 15% "Little Steel" formula, the WLB said.

Pending Since January

The agreement had been submitted to the WLB under the wage stabilization program as a voluntary adjustment agreeable to both the company and the union. IBEW said that it had accepted the 7 cents increase in conjunction with the shorter day and shorter progression period but that the present decision upset a good share of this. The case went to the WLB Jan. 25.

Union officials openly expressed dissatisfaction with the ruling and Lawson Wimberly, IBEW international representative, said that a petition to the Board to reconsider would be submitted this week. CBS had no comment and it is not known whether the network will join the union in the appeal.

IBEW said its appeal would be based on the Board's disapproval of the shorter progression. The union had asked that men reach the top bracket in six years instead of the present nine but this was thrown out by WLB on ground that it created an inequity with respect to NBC and Mutual. The Board also threw out provision for a minimum work day of six hours and maximum of ten hours, replacing the present four and twelve. It approved a rest period of 12 hours between work-days.

Mr. Wimberly said the union had not expected WLB to consider any but the wage provisions of the agreement and that consequently the Union had not argued its case completely.

He pointed out that in throwing out the 10-hour day the WLB had limited its analysis to comparison with New York stations whereas six of seven stations involved were outside New York. The union claimed it had not been asked to submit particular information on the maximum work day and had

WTOP PROMOTING NEW CALL LETTER

A SALUTE PROGRAM featuring CBS and local stars and numerous local promotions are featuring change of call letters of CBS's Washington station from WJSV to WTOP effective April 4. Joan Edwards, Bob Hannon, Lyn Murray's orchestra and ex-WJSV announcer Warren Sweeney led off the air show from New York (Sunday, April 4, 7:30 p.m.) with local portion by Arthur Godfrey, Evelyn Tyner and Paul Klein orchestra.

WTOP continues full car card showing in April and is using local newspapers. Warner Brothers-Earle theater tied in with trailer and WTOP accounts (Potomac Electric Power Co., Embassy Dairy, Loosle Wiles, District Grocery Stores) helped by distributing call change information through backs of statements, bottle collars.

Other activities of the station make the shift in call, one of the most aggressive campaigns in Washington radio annals.

OWI EXPLAINS RULE FOR DISC SPONSORS

CLEARANCE regulations with ASCAP, AMP, BMI and SESAC were outlined by OWI last week for the information of stations selling the Uncle Sam series for sponsorship.

According to the agreement, the OWI Radio Bureau explained, stations may use Uncle Sam on a sustaining basis without payment of copyright license fees whether or not they are licensees of one of the four performing organizations.

Licensees of one of the organizations may sell Uncle Sam for local sponsorship in accordance with the terms of their licenses, OWI said, while stations with no license for commercial use of the material must make agreements covering the use and sale of Uncle Sam. Those may be arranged, OWI says, on a very reasonable basis.

Ralph Atlass Seeking Acquisition of WLOL

NEGOTIATIONS are under way for the purchase of the controlling stock of WLOL, Minneapolis, subject to FCC approval, by Ralph Atlass, president of WIN-D-WJJD, Chicago. At present, 54% of the stock is held by Charles J. Winton Jr., Minneapolis lumber dealer, while 46% is held by the estate of Judge John P. Devaney. Permission will be sought on April 7 in the Minneapolis probate court by the executor of the Devaney estate for the sale of the Devaney interest to Mr. Atlass.

The amount of Winton stock to be acquired by Mr. Atlass or the total amount to be paid have not been revealed, but under tentative ar-

WKBO Aids Workshop

WORKSHOP project has been set up by the National Catholic Community Service at Harrisburg, Pa., through which service men learn dramatic, radio and general production techniques. In the study of recording and broadcasting, assistance was lent Peter Wambach, director, by WKBO, Harrisburg. All sound effects have been recorded from WKBO library for the USO playhouse library.

LOOKING FOR SOME LOYALL (Ky.) LISTENERS?

If the folks 'way down in Loyall (Ky.) could tune in WAVE, they'd probably be faithful listeners. Truth is, WAVE makes no claim to cover all the back hills and hollows in this here State. What we do cover, with a bell-clear signal, is the Louisville Trading Area, where 53.9% of Kentucky's retail sales are made—and where WAVE's loyal listeners are measured in the hundreds of thousands! If that's what you're looking for, write—right now—for availabilities.
Morgenthau's 215-Word Time Appeal Draws Rebuke from WLAK Manager

BEGINNING HIS 16th YEAR as a sportscaster, Franco Laux, baseball announcer of KMOX, St. Louis, was honored by sports writers, baseball players and managers during "Franco Laux Week". At the mike during a special half-hour broadcast were (1 to r): Bob Lyle, KMOX announcer; Mr. Laux; J. Taylor Spink, publisher of The Sporting News, and Merle J. Jones, KMOX general manager. Now in his 14th season with KMOX, Mr. Laux is heard five times weekly with a regular sportscast.

ANOTHER Government agency has been criticized for sending lengthy telegrams to the industry.

On March 17 a telegram of more than 200 words was dispatched under the signature of Henry Morgenthau Jr., Secretary of the the Treasury, to station managers, asking their cooperation in the 13-billion-dollar War Bond drive starting April 12. After outlining the drive Mr. Morgenthau's telegram stated: "We would appreciate hearing from you by collect wire if you will cooperate."

To which S. O. Ward, manager of WLAK, Lakeland, Fla., replied by letter in which Mr. Ward de- plored the spending of Government money for telegrams. Mr. Ward criticized Elmer Davis, Director of the Office of War Information, [BROADCASTING, Feb. 8] when the OWI sent telegrams of commendation to the industry.

No Consideration

Telling Mr. Morgenthau that WLAK would cooperate 100%, Mr. Ward wrote: "I would like to point out to you just how galling it is for a radio station to receive a 215-word telegram sent to us at the ex- pense of the taxpayers requesting us to give free time and, in addition, asking us to reply at the tax- payers' expense, thus giving Pos- tal Telegraph or Western Union two sources of revenue, concern- ing something that we are going to give the Government at our own expense.

"We receive no tax exemptions, no small fees of any kind to take care of the increased overhead necessary to take care of this serv- ice and, in addition, we receive no consideration for this service from the draft boards. For example, for the last two weeks we have re- mained on the air our normal oper- ating schedule of 17 hours a day with only one enginer because the previous week the draft board took two of our three engineers and re- fused to give us any additional time to secure replacements.

"In order that this letter may not be misunderstood," concluded Mr. Ward, "I wish to state again that every request made from our Government for free radio time will be granted regardless of the additional hours of work imposed upon our staff and in spite of the fact that much of the work public- izing various phases of the war effort is also published through local newspapers with paid Gov- ernment advertisements; but how much longer do you think we will be able to do this when our men are being taken without any con- sideration as to the importance of the service we are rendering."

Police Series Tested

BASED on the activities of the State Highway Police, Highway Patrol, five weekly quarter-hour juvenile serial, scheduled to start on Mutual April 5 or 12, is re- ported to be testing for a "heavy industry" account, interested in an institutional campaign aimed at young people. Series will be aired at 8:30 p.m. Negotiations are un- derway for authentic material to be supplied by the New York State Police Department.

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ASCAP Members Get 4-Million Cut
Guests at Membership Dinner Include Top Radio Figures

ROYALTY distributions to ASCAP members totaled $4,289,861, it was reported following the society's general membership meeting and banquet last Wednesday in the Hotel Ritz-Carlton, New York, presided over by Deems Taylor, president.

Distributions for the first quarter of 1943, expected to run well over $1,000,000, will be based on performances during the final quarter of 1942, instead of the preceding quarter as in the past. Checks will be mailed about April 10.

Paine Reviews Operations
Of the Society's 31,553 licensees, 822 are radio stations, 327 wired music accounts, 16,644 motion picture theatres, 9,259 restaurants, 1,686 hotels, 2,007 dance halls and 1,808 miscellaneous accounts.

John Paine, general manager of ASCAP, reviewed the Society's field operations. Fred E. Ahlert, director, explained his plan to simplify the classification of members through the use of performance figures calculated on an automatic basis.

Guests at the dinner, following the membership meeting, were top figures in the radio industry, recalling last November's so-called "end-of-the-war" dinner when ASCAP for the first time in its history invited broadcasters and others users of music as well as members of the Society to attend its annual dinner (Broadcasting, Nov. 2, 1942). Radio executives present included:

James Lawrence Fly, chairman of the FCC; Neville Miller, president of the NAB; David Samoff, president of HCA; Ben Knapp, president, and Frank E. Mullen, vice-president and general manager of NBC; David Kobal, executive vice-president of the NBC; Miller McClintock, president, Alfred J. Karmen, chairman of the board; Fred Weber, general manager, Arthur B. Miles, vice-president and general manager, and Frank K. White, vice-president and secretary of CBS; Isaac D. Levy, member of the CBS board of directors.

Ernest R. Voigt
ERNEST R. VOIGT, 56, vice-president of Associated Music Publishers, died March 31 in Mountainside Hospital, Montclair, N. J., after an illness of several weeks. He was the son of the late Charles H. Voigt and Minnie Schirmer Voigt, daughter of the late Gustav Schirmer, founder of Schirmer Inc., noted music publishing house. Prior to joining AMP in 1929 as European representative, Mr. Voigt was with the Boston Music Co. and Winthrop Boys Ltd., London music publishers. He was named vice-president in charge of AMP's music division in 1941, and a director in 1942. He also was a director of Musak transcriptions. His wife and brother survive.

Australian Here
OSWALD F. MINGAY, managing director of the trade journal, Commercial Broadcasting, of Australia, is in Washington on a six-month mission as special representative of the Ministry of Munitions in connection with radio and signal supplies procurement. Mr. Mingay also is executive secretary of the Australian Institute of Radio Engineers. He flew from Australia to the West Coast in mid-February and is headquarters in the Australian War Supplies Mission in Washington.

Campana Wants Scripts
A CALL to freelance radio scriptwriters has been issued by Wallace-Ferry-Hanly Co., Chicago, agency for Campana Sales Co. of Avondale, Ill. (hand lotion), which sponsors the First Nighter program on MBS, Sundays, 6:50-7:07 p.m. Writers are paid from $100 to $300. Writer credit is given at the time of production as well as in advance publicity. The First Nighter format calls for three acts, six to eight characters with a male and female lead, general family audience appeal. Scripts are approximately 20 minutes. Manuscripts should be sent to L. T. Wallace, president, Wallace-Ferry-Hanly Co., 111 W. Monroe St., Chicago.

Garver Heads WJZ Sales
ROBERT I. GARVER, a member of the sales staff of WJZ, New York, since January, 1942, when the BLUE separated from NBC, has been appointed to the newly-created position of manager of sales of WJZ, according to an announcement last week by John McNeil, station manager. Garver has been the station's traffic manager and sales staff of WOR, New York.

WHOM-ACA Pact
INCREASES of $2.50 per week for all technicians at WHOM, Seattle, with a new ceiling of $85.50, are granted by the station in a contract recently signed with American Communications Assn., CIO, following eight months of negotiations.

Heavyweight Champ!

WOAI, in San Antonio, has a higher combined percentage of day and night listeners than any other station in any American city having three affiliates of major networks, as shown by NBC's 1942 Nationwide Survey of Radio Listening Habits!

And that's only half the story. WOAI's predominance extends across the length and breadth of Central and South Texas, thanks to superb programming and a 50,000-watt, clear channel signal that brooks no interference.

No wonder more advertisers spend more money for time on WOAI and sell more merchandise to more people than on any other station in this prosperous area!
48-Hour Procedure Specific

(Continued from page 9)

requirements of the station and their capabilities. It is recognized that the requirements of announcing and news staffs vary from station to station and that the requirements of program scheduling usually prevent the institution of a uniform workweek for all individuals in the group. However, some stations with large employment in this category have been able to release an announcer by increasing the workweek and where possible this should be done.

5. Technicians should be placed upon a schedule which makes the fullest possible utilization of their services consistent with the peak load factor and which will also permit the station to handle the emergency situations. It is to be recognized that the smaller technical staffs (two to ten employees) may not be able to operate on as long a basic workweek as the larger staffs because of the need to have men available for peak loads, emergencies, remote pickups, etc. However, WMC believes that the larger engineering staffs constitute an employe group wherein increased productivity or release of employees can most likely be accomplished by the adoption of a 48-hour workweek, or a close approximation thereof. Hence every attempt should be made to schedule the larger technical staffs to a 48-hour week. WMC definitely does not want any station to curtail any training program, and the hours of technicians should be such as to permit the continuation of these programs.

6. Secretaries and general clerical employees should be placed upon the most productive workweek. Where a reassessment of duties is feasible this should be done in order to increase as many as possible to 48 hours. The physical arrangement of offices, and the requirements of each individual job are to be considered in determining whether such reassessment is practical. Where it is demonstrated that reassessment of duties or pooling of work is not practical, a workweek shorter than 48 hours may be approved on a showing that such schedule achieves maximum productivity and that a further increase in hours would not result in any release of employees. The workweek so employed in other departments such as accounting, personnel, music library, publicity and promotion will depend upon the organization of the individual station. The burden is on the station to demonstrate that any workweek shorter than 48 hours is the most productive workweek and that no reassignment of job assignments is feasible and that maximum use is being made of existing personnel. The same also applies to such persons as telephone operators and receptionists, janitors, maintenance men, etc.

Special Requirements

The Minimum Wartime Workweek does not have to be the same for all employees of the station. It should, however, be a workweek which is productive and feasible, having due regard for the peculiarities of the industry; such as the shorter than 48-hour emergency announcements, the frequent emergencies and the high degree of specialization in a variety of jobs.

WMC has made it clear that the burden rests on each employer, to demonstrate that the "Minimum Wartime Workweek" established is the most productive workweek consistent with the nature of his operation.

We are informed that WMC contemplates sending copies of this memorandum to its field staff together with a statement of policy to guide WMC regional and area directors in applying the Minimum Wartime Workweek to the radio broadcasting industry.

Volney James

Volney James, 53, a pioneer in Southern California radio and known as "The Old Colonel," died March 29 at Hollywood Presbyterian Hospital from a cerebral hemorrhage. Having finished his daily program on KWK in Walnut, Wood, at noon, he was lunching in the neighborhood restaurant when stricken, and died several hours later. Mr. James had been active in Hollywood radio and agency business for 18 years.

ASSISTS GAREY

MR. O'DONOOGHUE

NLRB Certifies IBEW For WCCO Negotiations

NLRB has certified the International Brotherhood of Electrical Workers as the bargaining agent for regular and part-time announcers of WCCO, Minneapolis, after an election at the station Feb. 27. The vote for IBEW was 7-0.

A contract is now being drawn up, Lawson Wimberly, International representative for the union said, and negotiations will be undertaken shortly. The WCCO election under the National Labor Relations Act has been delayed by disagreement over eligibility of certain members of the production staff to participate in an election of an announcing unit.

On 48-Hour Week

SEVEN communities recently added to the War Manpower Commission list of areas of critical labor shortages have been ordered to adopt a 48-hour workweek by their regional directors, WMC said last week, while the three areas removed from the critical list will remain on the wartime work week.

Areas added are: Burlington and Wilmington, N. C.; Evansville, Ind.; and Tampa, Fla. Areas removed are: Kalamazoo, Mich.; and full-time, except for nurses, at Chicago, Chicago Valley, and southern Cook County. Three areas no longer critical are Akron, O.; Bathie, Me., and Portsmouth, N. H.

FOR THE THIRD year, America's broadcasters (AFL) has bargained a week on the air Thursday, May 5, and summer months, starting April 8 and returning to New York for four broadcasts in May.

FCC Questioned

(Continued from page 9)

ing the last few months. The House Interstate & Foreign Commerce Committee, without warning, decided to name a subcommittee to handle communications under the chairmanship of Rep. Bulwinkle (D-N.C.), took no action last week.

Members said the Committee was disposed to await developments in the Cox-FCC probe before taking any definite steps toward pointing up a new communications act pattern along the lines of the Sanders Bill of last session and reintroduced this session largely in the same form by Rep. Holmes (R-Mass.).

Chairman Wheeler (D-Mont.) returned to his office last week, after a fortnight's illness. He is expected shortly to convene his Committee to consider the White Report (S-814) to sweeping amend the Communications Act and remake the FCC, with prospects of early hearings. Preponderant opinion among the Committee is that new legislation of some character will be enacted at this session.

Mr. Griffin has been a member of the bar since 1911 and is a native of Watertown, N. Y. A lieutenant in the last war, he served seven years as a member of the Committee on State Legislation of the New York Bar, and is a member of the American Law Institute.

He went to New York in 1925 and maintains his law offices in the New York Life Insurance Building. He was Deputy Attorney General for New York from 1919 until 1924; Mr. Griffin; counsel to Gov. Smith, 1927-28; counsel to Gov. Roosevelt, 1929; and was retained in various capacities as counsel for the New York State Government in numerous actions. Except for the 11 years in the Attorney General's office, he maintained private practice.

Mr. Griffin helped organize the New York Street Railway and wrote the Troopers' Manual. He has had widely diversified trial experience.

Mr. Donoghue is under 40. He received his A.B. from Holy Cross and his law degree from George-town. Admitted to the bar in 1926, he is associated with the law firm of G. F. Shea, Washington.

RENEWAL proceedings on the application of WALB, Atlanta, scheduled to be resumed in Atlanta on April 15, have been continued by the FCC to April 19 at request of the licensee. The action also covers the station's application for a construction permit and for voluntary assignment of the license to a new corporation.

BROADCASTING • Broadcast Advertising
Corsetiere Chain Renews On WLIB After Spot Tests

Copy with ‘Ear-Appeal’ Gets Results in Brooklyn

PROOF that the corset industry, a reluctant, if not actually shy, radio advertiser, is overcoming difficulties involved in giving the merchandise “ear-appeal,” is found in the radio experience of a chain of corset shops. After a four-week test, The Corsetorium, a six-store chain in Brooklyn, has just signed for an extension of the campaign, with a substantial increase in time purchases.

While copy was confined to the firm’s repair service during the trial period, the sponsor is now introducing actual sales copy for both brassieres and corsets under the new contract. The new commitment calls for 44 one-minute, and 26 half-minute announcements a week, for 4 weeks on WLIB, Brooklyn, as against 24 of each type of announcements used during the initial drive on that station. Behind the renewal is the fact that cost per radio request for a premium offer during the test proved to be somewhat less than that resulting from national spot advertising, medium used for the last six years. Furthermore, 85% of those responding to the premium offer, followed through with orders, according to A. W. Lewin Inc., New York agency in charge. At the same time it is pointed out that the overall picture for the repair field is unusually good now that the Corsetorium is reporting an increase of 80% in this type of business over last year.

Urge Conservation

The test drive, starting Jan. 20, featured a $1 repair service, and offered a special mailing bag to listeners not wishing to bring the garments in personally. Commercials stressed fines and usefulness, and used the conservation theme in pointing out the desirability of cleaning and keeping in good repair merchandise containing priority materials such as rubber, and metal.

A well-known brand of brassiere was introduced into the campaign during the month of March, and a corset will be featured in April. Copy for the brassiere features the fact that the article was designed by a world-famous designer; and that it has no elastics. Description of the appearance and effect produced by the brassiere is specific, but every attempt is made to keep the copy in good taste. The job is admittedly not an easy one. Only three of a total of 60 listed national and regional advertisers in the corset field indicate radio as a medium.

WERNER JANSSEN, noted American conductor and his 60-piece orchestra will be featured on the weekly NBC Standard Symphony Hour, sponsored by Standard Oil Co. of California, starting April 15. Contract is for 11 weeks.

SQUEEZE PLAY at WLIB, Brooklyn, as a new contract follows a successful test for a chain of corset shops. Signing a four-week contract for a total of 70 announcements for six Corsetorium shops in Brooklyn are (1 to r): Sidney M. Weiss, vice-president, A. W. Lewing Co., New York agency in charge; Sylvia Ansenn, WLIB saleswoman; Abraham Gratzstein, Corsetorium president; Robert M. Scholle, WLIB, sales manager.

Maj. Kent Elected Head Of AER Second Time

ELECTED to his second consecutive term as president of the Assn. for Education by Radio, Maj. Harold W. Kent, War Dept. liaison with the U. S. Office of Education, will preside over a meeting of the Washington chapter of AER in the capital April 12, when Reg. Stout, chairman of the War Writers’ Board and CBS commentator speaks on “Radio and the War.”

William D. Outwell, chief of information and radio, U. S. Office of Education, was re-elected first vice-president and Elizabeth Goodley, on leave from the Los Angeles County Schools to the War Production Board, was renamed secretary. Luke Roberts, education director of KALE-KOIN, Seattle, succeeds I. Keith Tyler of Columbus, Ohio, as second vice-president. Robert Hudson, Denver, became treasurer succeeding F. H. Whan of the U. of Wichita replaced James D. Finn, now with the OWI in Washington.

CLIFF EDWARDS, vocalist-actor, following a two-year hiatus, resumed his weekly informal half-hour program, A Man and His Pipe, on NBC Pacific stations in mid-March. Dave Elton is producer of the series.

LES TREMAYNE, co-star of the weekly Mutual program, First Nighter, sponsored by Campana Sales Co., has been signed to a Hollywood film contract.

CLIFF EDWARDS, vocalist-actor, following a two-year hiatus, resumed his weekly informal half-hour program, A Man and His Pipe, on NBC Pacific stations in mid-March. Dave Elton is producer of the series.

MYTHICAL “Betty Lou” created on NBC by Tommy Rige, ventriloquist, will soon appear as a comic strip. Fred Moore will be the artist. Program is sponsored by Lever Bros., for Swan Soap. Agency is Young & Rubicam, N. Y.

Selling A Pig

FOUR TIMES now, WJPF, Herrin, Ill., has broadcast War Bond auctions of “King Neptune,” prize porker grown by children of the Franklin County Victory Pig Club, which its Navy owners have been offering to the highest bidder. Since purchasers have given the pig back to the Navy each year “to root up more sales”, the string of broadcasts continues, and “King Neptune” has raised $2,100,760, including a $1,000,000 bid by the State of Illinois.

Equity to Nominate

NOMINATING committee appointed by members of Actors’ Equity to prepare a slate for the next three-year term met last Thursday for the first time, and expects to have the list of names selected for the election in about two weeks.

COMPANIA Radiodifusora del Ecuador, S.A., has appointed Melchor Gusan Co., New York, its exclusive representatives in the United States and Canada. The Ecuador company operates long and shortwave stations HC2AJ and HC2AK.

The DETROIT Area NOW SOARS TO A NEW HIGH!

Census Bureau figures show a population increase since 1940 of over 477,000, or a city larger than Cincinnati! In March, the Detroit Area’s retail sales will be approximately $118,000,000—America’s THIRD retail market! More radio homes—more listeners that BUY!

This live-wire station now records an ALL-TIME HIGH in retail broadcast time! We now lead the Detroit market in many major retail classifications! Go where business is booming and you find CKLW leading the way . . . growing with its market!

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

April 5, 1943 • Page 45
PRO'S MUST ABIDE
BY CENSOR'S CODE

ARMY public relations officers have been instructed to be guided by the Code of wartime Practices for American Broadcasters and to cooperate with the Office of Censorship in the broadest of letters from soldiers overseas, it was learned last week following issuance of a War Dept. Bureau of Public Relations directive [BROADCASTING, March 29].

Heretofore pro's have been submitting questions about letters overseas to Washington for clearance. In the future the field pro's will assist broadcasters when requests are made, which conflicted with that portion of the Censorship Code relating to the broadest of letters from men overseas, instructed pro's to review all such letters or portions before broadcast. The Code, however, leaves the problem of censorship to station operators with the caution that they measure the contents of such letters and a portion of the provisions of the Code in.

All interviews of personnel returned from overseas must be cleared by the Office of Censorship or appropriate Army or Navy public relations officers, the Code provides. Purpose of asking Army pro’s to assist broadcasters in handling letters from overseas was to avert the delay made necessary by submitting everything to Washington, it was reported.

WSPD Plugs Bring Big Crowd to Bond Program

RADIO'S pulling power again was evidenced when 8,000 persons bought War Bonds totaling $1,025,455 and jammed into the Toledo Civic Auditorium to witness the NBC Truth or Consequences sponsored by Procter & Gamble Co., Cincinnati.

For 10 days prior to the broadcast, WSPD plugged the program, using a transcribed copy of the Truth or Consequences opening, that he WSPD had under the direction of Tod Williams, program manager. Not a line was carried in any local newspaper about the broadcast, according to WSPD officials, yet four days before the scheduled program (March 30) the Auditorium was sold out. Admission was by the purchase of a War Bond.

Stanford-KPO Classes

ONE HUNDRED selected students will receive practical training in radio in the Stanford-KPO Radio Laboratory, according to announcement by John W. Elwood, KPO manager, and Chancellor Ray Lyman Wilbur of Stanford University, sponsors of the school. Courses will include radio writing, producing, acting, announcing, public service and control room operations. Stanford is one of 250 schools, University faculty and KPO employees will teach. Course may be taken with or without university credit. KPO mysterious as faculty are Samuel Dickson, writing; John Grover, producing; Floyd Farr, engineering; Earl Lee, acting; Don Hall, control.

Maj. Edney Ridge
New U. S. Marshal
Manager of WBIG Serves North Carolina District

Maj. EDNEY RIDGE, part owner and general manager of WBIG, Greensboro, N. C., was sworn in March 29 as temporary U. S. marshal of the Middle District of North Carolina by Federal District Judge Johnson J. Hayes of Greensboro. Maj. Ridge will serve as temporary marshal pending nomination by President Roosevelt and approval by the Senate.

A native of Greensboro, Maj. Ridge, 55, is descended from a family which has lived in North Carolina more than two centuries. At 22 he enlisted in the regular Army and served two enlistments, rising from buck private.

In 1918 Maj. Ridge saw action on the Mexican border. When World War I broke out he was sent overseas, remaining two years and advancing to the rank of major. He was assigned to Army Intelligence.

Active Career

After the war he joined the Greensboro Daily News, which he served in the advertising department. From 1920 to 1925, he managed and part owner of the Greensboro Record and when the newspaper was sold he was named operating head of WBIG. Five years later Maj. Ridge acquired an ownership interest and has built the station into one of the leading outlets in that section of the country.

In 1916 he married Lorraine Procter of Durham, N. C. He is an active member of the Veterans of Foreign Wars, American Legion and Greensboro Civic organizations. In 1929 Maj. Ridge was a candidate for the Democratic nomination for representative from his district in 1938.

Although his new job of U. S. marshal will require most of his attention, he plans to retain his radio interests.

Of Maj. Ridge's appointment the Greensboro Record commented editorially that he is "eminently well-qualified for the important post by training, experience and disposition. The major, a civic-minded, personable and patriotic citizen, is a Greensboro native and a son of one of the city's oldest and most prominent families. . . He has always been keenly and actively interested in public affairs, although this is the first public office he has filled. The Record extends to the new marshal its felicitations and wishes for him a long and successful tenure in office."

PROTOTYPE of the visual news board, created and built in KNX-CBS Hollywood workshop, and now copied for G. M. Chester's Los Angeles senior and junior high schools, is inspected by these education and senior executives. Leoby board was designated by Fox Case, CBS western division director of special features and public events, as a supplement to audio news. In addition to a 7-foot square world map, complete schedule of all news programs on that station and photographs of KNX news bureau personnel, display contains a weekly 4-page digest of the news, written by a different staff news analyst each week. Board directors (1 to 10) are Dr. Vierling Kersey, superintendent of Angeles city schools, and Mr. Case.

GF Acquires Bireley's
BIRELEY'S Inc., Hollywood, manufacturer of citrus fruit beverages and other fruit products, has been acquired as a unit of General Foods Corp. Announcement was made recently by G. M. Chester, chairman and Clarence Francis, president of General Foods Corp., and Frank W. Bireley, owner of the California company. Mr. Bireley will continue as general manager of the newly-created Bireley's division of General Foods.

Kaltenborn Feted
IN HONOR of H. V. Kaltenborn's 21st anniversary on the air as a news analyst of Radio News Analysts, of which the NBC news commentator is president, gave a dinner at the Harvard Club, charging that the station broadcast two AMP compositions without a license. WLJ, through its attorney William Weissman, has filed a general denial of the charges.

AMP Copyright Suit
COPYRIGHT infringement suit seeking an injunction and damages has been filed in Eastern District Court of New York against WLJ, Brooklyn, by Associated Music Publishers, charging that the station broadcast two AMP compositions without a license. WLJ, through its attorney William Weissman, has filed a general denial of the charges.

LAUNCHING of a patrol craft on the occasion of the third successive Navy E award to Consolidated Shipbuilding Corp., New York, was broadcast on WABC, New York, over a quarter-hour program heard Saturday, April 1. The agency handling the account is E. M. Freystadt Assoc., N. Y.

DINAH SHORE, star of the weekly popular program "Hear Dinah," sponsored by Bristol-Myers Co. (3Mm), has been signed to a term contract by Warner Bros.
Gaspipe Net Ties Station in Africa

Will Interchange Programs With College in Congo

IN THE BELIEF that a regular interchange of radio programs between universities and colleges all over the world will have an important influence in the post-war world, Intercollegiate Broadcasting System put into effect last week the first step of such a plan with the admission of the College of Albert I in Leopoldville, Belgian Congo, as a member of IBS.

The College of Albert I, as the first IBS member station outside the confines of the United States, joins the list of 22 IBS college stations now operating in various parts of the country.

The Belgian Congo college has at its disposal a 50,000-w. short-wave station, which offers excellent reception for the United States, IBS reports, adding that it has been granted permission by the OWI to use American short-wave facilities for a series of exchange broadcasts.

Australian Projects

Programs will be beamed to Leopoldville in French, with return broadcasts in English. If reception proves satisfactory, recordings will be made for transmission over the 1BM FM network.

Further assistance in contacting the new IBS member has been supplied by the Belgian Office of Information, which has offered IBS the use of its diplomatic cable facilities, making communications with Leopoldville a matter of hours instead of months through the mails.

IBS has also been in contact with the University of Melbourne in Australia and with the University of Bombay in India, with representatives of both these institutions expressing interest in cooperative broadcasts.

LEIDERLE LABS Inc., New York, will use a half-hour on WJZ, New York, April 9, to broadcast ceremonies in connection with the award of the Army-Navy E for excellence in production of medical supplies for the armed forces. Agency is Charles W. Hoyt Co., New York.

THIRTEEN—years in this case—held no superstitious for the Broadway Hosery Shops, Newark, when the company celebrated its anniversary on WAAT, Newark. In fact a special jubilee program acknowledged receipt of the Minute Man Flag and certificate of award from the Treasury. At the special (3,744th consecutive) program were in r) Holroyd Trenchard, WAAT; war activities director; Rev. W. Wittman, owner of the hosery chain, and Harry A. Murphy, deputy administrator for New Jersey, War Savings Staff, who presented the awards.

Manpower Solution Lies In Training, Says Laux

SOLUTION of radio’s manpower shortage, particularly in the smaller stations, lies in training new personnel, in the opinion of John J. Laux, general manager of WSTV, Steubenville, O., who has become alarmed at the rapid rate with which small station employees are leaving for bigger fields.

With military service, war factories and, in some cases, larger stations taking much trained personnel from the locals, WSTV has solved its problem by training inexperienced men and women not only to become announcers and operators, but salesmen and continuity writers.

“By now we are all aware of the fact that there is not only a present-day shortage of experienced radio personnel but that this shortage will become more and more acute,” Mr. Laux told BROADCASTING. “Out of our station, operating personnel of 16 persons, 10 have never had any radio broadcasting experience before joining our organization. If we can do it, others can do it just as well.”

Correction

PROCTOR & GAMBLE Co., Cincinnati, sponsoring I Love a Mystery on CBS, placed the program through Compton Adv., New York, and not Ward Wheelock Co., as incorrectly stated in the March 22 BROADCASTING. The repeat program is heard 8-8:15 p.m.

A Great Life

IMPRESARIO for a “war theatre” is Lt. Henry S. White, who has been director of radio for United Artists Corp. and members of the CBS and NBC program section. Lt. White supervises all entertainment produced in the theatre building at the Alouette eq (N.M.). Air Depot Training Station. He is also the post’s public relations officer. While dictating to two stenographers, taking a phone call every two minutes, and approving newspapers and radio copy, Lt. White arranges daily classes, nightly movies, thrice-weekly matinees, and even rehearsals for an all-soldier play, and USO productions— all in the Post Theatre.

WHAI Staff Changes

HORACE W. NICHOLS, commercial manager of WHAI, Greenfield, Mass., has added the job of general manager to his present duties, replacing James L. Spates, who has a commission in the Marines. Ann Erickson takes over as program director in place of Warren Greenwood, who recently joined the staff of WMAS, Springfield, Mass. Gordon Lewis is promoted to chief announcer, with Roswell Miller a new addition to the announcing staff. Hugh Ralston succeeds Paul Levin, engineer, now with WEEI, Boston. Marie DesChenes of WEIM, Fitchburg, Mass., has joined WHAI’s continuity staff.

Garner to BLUE

RICHARD W. GARNER, of the sales staff of WLW and WSAI, Cincinnati, the last two years of which were spent in the Chicago sales office of WLW, will join the BLUE Chicago as salesman on April 16. Mr. Garner, a former radio research aide of H. W. Kastor & Sons Adv. Co., Chicago, succeeds Ray Hamilton, who has left the BLUE to become assistant to the executive staff of Transcontinental & Western Airlines, Kansas City.

Air School for 1944

CBS’ School of the Air of the Americas concludes its 1942-43 season April 21, and plans have been made for the return of the series for another season Oct. 4, according to Leon Levine, assistant CBS director of education. The next cycle will have a more global scope in keeping with current world trends, he said.

NORTHEASTERN Radio Council, Scranton, Pa., in its first six-months progress report shows activity in several fields of education via radio. A full report has been issued by the NAB listener activity department.

RADIO STATIONS...

everywhere have known Universal microphones for 15 years. Nearly all of these precision instruments are available on priorities, as well as regular service.

Series 1700, shown above, is a single button carbon type microphone, lightweight, molded plastic case. It was designed and built at the U.S. Army Signal Corps for use in mobile equipment, incl. card, plug & hanger hook. The response characteristics are especially efficient at voice freq., to the exclusion of motor noises.

Heavy duty double pole single throw push-to-talk switch gives easy control of transmitter by remote. Switch contacts are easily accessible for cleaning and adjustments. Excellent characteristics over wide range of temperature withstands extreme climatic changes.

Universal skill and workmanship that goes into the creation of series 1700 is the same that is used in all types of the new Universal microphones for broadcasting stations.

S. A. Disc Drive

DAVIS & LAWRENCE Co., Dobbs Ferry, N. Y., through its newly appointed export advertising agency, Irwin Vladimir & Co., New York, is now starting a spot campaign in Latin America on behalf of four proprietary products. In five minute programs and half-minute recorded announcements on a varying basis, the firm will advertise on 30 to 40 stations in the majority of South American countries, with the exception of Argentina and Brazil. Radio campaign is placed on a 52-week basis. Magazines and newspapers will also be used.
McIntosh Suggests Tube Firms Pool Their Production Reserve
Output Is Up, Says WPB Executive; Fault Is Believed to Lie in Maldistribution

TUBE MAKERS were urged by WPB last week to take action which would virtually pool manufacturer reserves of civilian radio replacement tubes as an important step toward eliminating local shortages which have prevented many dealers from obtaining well-rounded stocks for maintenance of home radios.

This wartime distribution step was offered in a letter from Frank H. McIntosh, chief of the WPB Radio Division's foreign and domestic branch. It is understood to have resulted from an impasse in which WPB found producers making nearly normal supplies of replacement tubes, while shelves of dealers in many areas, particularly rural ones, were bare.

Production High
Mr. McIntosh told the manufacturers that a careful study of the industry indicates that radio tube production, available for replacement purposes, is almost as high as in normal peacetime, and the actual sales reached 2,500,000 in January. "It appears evident from these figures on production and existing inventories," Mr. McIntosh wrote, "that production is not the sole difficulty responsible for the lack of tubes. Maldistribution, caused by the inability of manufacturers to furnish all types, and a low production of certain lines of tubes, appear to be responsible, in part, for present shortages."

One WPB Radio Division explain that three distinctive problems have, in the past, been interfering with satisfactory production and distribution of tubes. These are: supply of material and facilities; selection of tube types to be produced, and equal distribution of these tubes. WPB says that material has been provided, and facility is still available for military production permits. In its recent letter it attempted to impress the need for careful selection of types for production and to streamline through the normal distributor channels of the tube manufacturers.

"This office suggests," Mr. McIntosh wrote, "that manufacturers concentrate their production on critical tube types, even though such types may be low profit items. It is further urged that, during this critical period, manufacturers exchange tubes freely in order to make the best use of existing distribution channels."

Linked with Another Plan
Mr. McIntosh's letter followed a statement last week by the Radio Manufacturer's Assn., which announced that production of replacement tubes already had started. RMA said about 2,000,000 would be made monthly during the April-June period. This is a considerable scaling-down of the original Radio Division goal, but nevertheless is believed to be sufficient to meet demands.

This new effort on the part of Mr. McIntosh to promote cooperation among manufacturers in production and distribution was closely linked in some quarters with a recent decision to drop plans for marketing replacement tubes without brand names, perhaps captioning them "Victory Model" or some such name.

This tentative plan was dropped when production for the first quar- ter was outlined. For the present, new tubes will carry manufacturers names. The Radio Division has "Victory Model" under advisement, however, and may later reintroduce the idea. At one time, it was known, some radio industry leaders said, that an underwriting agency be created to buy all civilian tubes and distribute them equally to all dealers, with tubes bearing no brand name. The WPB had never had Radio Division approval, it was learned.

It is believed that WPB championed the sharing as its own method of protecting dealer organiza- tions of firms engaged in only limited civilian production. Mr. McIntosh has asked the manufacturers to exchange tube supplies so dealers may be more completely serviced.

117 Essential Types
One Radio Division official explained that in addition to this distribution problem, the tube makers still have a scheduling bottleneck to overcome. "Once provision, for the most part, is incidental, and must be coordinated to military orders. Civilian tubes are made on the same production lines between runs of military material."

The Radio Division, in cooperation with manufacturers, has made a list of 117 essential tube types and recommends to six different manufacturers for concentrated production. From Radio Division surveys, however, it appears that industry has avoided production of some essential types because they are low-profit items.

Although the Radio Division admits that there is some basis for published reports that only a few of some types are reaching stores, Mr. McIntosh has taken the position that many of the distributing and scheduling problems can be overcome by cooperation among the manufacturers and distributors.

Some further steps probably will be taken by the Radio Division to ease other phases of the distribution situation, particularly steps to protect supplies earmarked for civilians from "raids" by manufacturers who use them to fill urgent military orders. This conceivably could involve provisions for prompt replacement of such "loans."

It is also likely that some sort of a radio users agreement, or tube-for-tube exchange, will be instituted to prevent hoarding. Meanwhile, the WPB's program for replacement parts has been completely set up, but is held in abeyance until a shortage of parts appears. For the present, officials feel the critical materials might better go into tubes.

PROGRAM TOPIC drew attention of this talent-writer,sponsor trio following initial Hollywood broadcast of the five-weekly CBS series "A Mystery on March 22. Procter & Gamble Co. (Ivory soap) is the sponsor on a 52-week contract, with Edward Coen (1 to r) are Daniel S. Tchitch, vice-president and west- ern division manager of National Concert & Artists Corp., New York; Carleton E. Morse, writer-producer of the series, and Wil- liam Harvey, head of radio depart- ment, Procter & Gamble Co."

On Time
RADIO EQUIPMENT, produced at the RCA Victor plant, Camden, N. J., made it possible for 54 ships to sail from 15 ports on schedule, officials have revealed. Because of ma- terials shortages, the plant has been unable to build the parts, essential in building the equipment. On one day's notice, the parts were moved. Men and women workers, fired with the spirit of the race against time, worked fever- ishly, particularly on the complex job required skillful handling, in five days the whole order was completed, rushed to the docks under Marine escort, and installed. Every ship sailed on time.

O PA DENIES EXTRA GAS TO SALESMEN
ACUTE shortage of rubber makes it unwise to grant additional allowances of gasoline to station executives and salesmen, OPA wrote last Thursday, answering a suggestion from N. W. Hopkins, war program manager of WJBK Detroit, that radio executives who were unable to do a better war job.

Mr. Hopkins had written Price Administrator Prentiss Brown that radio's war activities at remote lo- cations are handicapped by the necessity of using public conveyances. He stressed particularly the risks in carrying large sums of money after bond rallies. Mr. Hopkins also said that radio's public position was threatened by difficulties put in the way of salesmen, and that the closing of stations which easily could result with peak efficiency in serving causes tied to the war.

Temporary Remotes
OPA's answer pointed out that engineers are now eligible for extra travel and transportation equipment for temporary remotes. The reply said OPA fully realized the important services performed by station personnel but that exec- utives and other employees should be able to perform their duties without interruption by combining the uses of their occupational mile- age and public transportation fa- cilities.

"We are certain that any inconveni- ence experienced by them will be recognized as necessary in order to provide our military personnel with sufficient equipment for the successful prosecution of the war," the letter concluded.

5000 WATTS FULL TIME
630 KILOCYCLES
BLUE NETWORK
WRQ
ST. LOUIS, MISSOURI
Represented nationally by WEED & CO.

And this job takes priority over All —with W B I G !

WBIC
GREEN/BORO., N. C.
A Cleveland Broadcasting System Affili- ate.

IN A SPEECH on the floor of the House April 1 Rep. Bradley (R-Mich.) charged that radio under Mr. Lawrence Fly has become the "hotbed of Communism in the country." Rep. Bradley was speaking on the "political machine" activities of David K. Niles, administration representative at the White House.

"No consistent critic of the administration has ever long survived on the radio," Rep. Bradley asserted. "For nine years radio has lived at the mercy of the FCC. A suggestion, a request, even a hint from anyone in the administration has the effect of a command on the radio broadcasters."

Rep. Bradley said that at any time the administration wants anything, the radio bends over backwards to give it. "The radio has to" he added, "Mr. David K. Niles, as well as Mr. Elmer Davis, knows that. And Mr. James Lawrence Fly is ready at any time to crack the whip."  

The Michigan Congressman was speaking at the time on a question which he had addressed to his colleagues: What are the Avenues of Free Speech in America? followed by his own answer of the radio, movies, press and other publications.

Shortly after the FCC had entered the discussion on the floor, attention was drawn to Gardner Cowles Jr.'s position as an OWI deputy administrator and his one-time activities in behalf of the candidacy of Wendell Willkie. Rep. Bradley charged Mr. Cowles with obstructing permission for a 100-watt station in Rep. Bradley's district in Michigan to receive night operation.

**Labor Board Orders WOV to Reinstate 26 Employees and Pay Them Back Wages**

AN ORDER for WOV, New York, to reinstate 26 employees discharged in December 1940 has been issued by the National Labor Relations Board last Friday, in a decision that upheld the American Communications Assn. (CIO) Local 16 "to almost every point of the dispute. The station was instructed to pay back wages to the former employees dating from Dec. 5, 1940," an order of a 24-year-old case went to the NLRB after the Bulova-owned station had discharged the union members then on strike, with a charge that the committed sabotage to keep WOV off the air. An Intermediate Decision was issued by an NLRB trial examiner April 25, 1945, and was sustained for the most part by the board on appeal.

**Started in 1940**

Trouble between WOV and the ACA arose, the NLRB report said, in September 1940 when Sanford H. Cohen, WOV general counsel and treasurer, notified the union that the station was abrogating the annual contract and later the technician contract. ACA asked to represent certain miscellaneous employees, including page boys, censors, telephone operators, stenographers and other personnel. Failure to agree resulted in the strike and dissimils.

NLRB Friday, ruling in favor of the union, ordered WOV to bargain collectively with ACA as exclusive representative of all announcers, including program directors; technicians; including chief engineers; sound-effects men; and miscellaneous personnel except salesmen, musicians, publicists, men, station managers, executives and officers. The Board ordered WOV to cease discouraging membership in labor organizations. The station was told to cease "postal days" notices setting forth that employees are free to join ACA.

Total amount in back wages that the order obliges WOV to pay is yet to be computed, although ACA claims it will reach $50,000. The NLRB order stated the employees were to be rehired, with present employees being dismissed if necessary, and that they were to be paid the sum they would have earned, less whatever they earned elsewhere.

Representatives of WOV pointed out that the sum involved would be difficult to determine "since no one can tell how much these people earned in the interim", but Mr. Cohen said $50,000 "seems exaggerated."

The board denied full repayment to five additional station employees who left their jobs, although some compensation was ordered in several of these cases. Sole exception was Robert E. Study, chief engineer of WOV. NLRB said he was guilty of "deceptive acts inconsistent with his duty to respond", and his reinstatement was not ordered.

The order gives WOV 10 days in which to comply, before the board will take the case to Circuit Court to compel compliance. Mr. Cohen said Friday that he had not yet studied the order for feasibility, but that he felt the board's opinion on Mr. Study should have held for the other discharged employees also.

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**RCA Names Warren**

FRANK B. WARREN, formerly assistant counsel of the FCC, has been appointed general counsel of RCA Communications Inc. After serving as secretary and rate expert with the Nevada Public Service Commission from 1919 to 1931, Mr. Warren was attorney at the ICC and RFC, joining the FCC as principal attorney in the common carrier division. For two years he was in charge of all telephone cases for the law department. For the past year, Mr. Warren has been assistant general solicitor of the National Assn. of Railroad & Utility Commissioners.
DAILY COUNT by AWVS members of money which students of over 70 elementary schools have paid for War Stamps and Bonds, is that made by Edward Jansen, new manager of KSFO, San Francisco. Note purchase plan is staged by the station and the AWVS. Daily an AWVS member in a station wagon visits about 20 schools to bring War Stamps financed by KSFO, collect proceeds, and exchange filled stamp books for bonds. As bond issuing agent, KSFO puts on Youth Makes a Record, Saturdays, 4:30-5 p.m., interviewing student winners of the station's drawing, essay and jingle contests. Kids get discs of their parts on the program to play at school assembly. First quarterly report shows the school children bought $74,180 worth of bonds and stamps totaling $114,321.

Hutland to War

JULIUS M. HETLAND, WDAY, Fargo, chief engineer, has received a leave of absence to work in a submarine detection project at the Airborne Instruments Laboratory of the Columbia University division of war research, Minedia, Long Island, Mr. Hettland designed and constructed much of WDAY's equipment.

MARK TOALSON, engineer of WSB, Atlanta, is back at work, having recuperated from tonsil and appendix operations.

CHARLES DROCK, engineer of WIP, Philadelphia, is the father of a boy born March 22.

KEN BURNETT and Ted Lewis have joined the operating staff at ORMO, Vancouver.

JOYCE J. SIGNORE, chief engineer of KMPC, Beverly Hills, Calif., has been commissioned a captain in the Army and is assigned to Signal Corps training at Fort Monmouth, N. J.

MAURICE SCHMIDT, master control operator of KHJ, Hollywood, is the father of a boy born March 26.

Spanish for War Workers

KMOX, St. Louis, one of the five stations which started the Let's Talk Spanish series, made available to Spanish speaking armed forces in the programs department of Time Inc. [Broadcasting, March 22], reported many requests from correspondents of the Spanish word list. KMOX has decided to broadcast the program on Monday at 2:40 a.m. for war workers, in addition to the Tuesday evening 9-9:15 period.

NBC Capital Setup

EUGENE JUSTER has left the continuity acceptance department of NBC's New York offices to assume direction of a similar part-time organization by NBC in Washington. Other changes in the department include the promotion of Joe Mason to the position of assistant editor, and the appointment of Claudia Joiner as staff editor, both working under Stockton Helfrich, department head.

AIRCRAFT Program, originating from the Daily Air News in Chicago, has been heard on CBS as Soldiers With Wings, shifts to Mutual, starting April 18. Transmitters are: New York; Tuesday, 9:30-9:45 p.m.; Los Angeles, 9:30-10 p.m.; Chicago, 9:30-10 p.m.; with Ray Olsen's orchestra providing music.

JOHNNY KUCERA, former assistant timebuyer of Young & Rubicam, New York, and previously business manager of the agency's radio department, has been inducted into the Army. Known as assistant to Thomas F. Harrington, vice-president and director of radio at Y & R.

To MEAT war requirements for mice capacitors, Aerovox Corp., New Bedford, Mass., opens a second plant in Taunton. Many of the enlarged production facilities will double the firm's mice output, which has been running to hundreds of thousands of units weekly.
New FCC Action Gives Aid to FM

Two Operating Requirements Dropped, Shortages Eased

A SECOND action to support FM operation and assist it to a speedy start after it was taken by FCC last week when it suspended two operating requirements for FM stations and substituted less exacting provisions designed to ease the pressure of short-timer materials and especially in skilled personnel.

The first move came in February when the Commission adopted policies under which FM and television applications will be protected for the duration, and permitted applicants for stations in these classes to apply for reinstatement in cases where applications had been surrendered or dismissed pursuant to the equipment freeze order of last April 27 [Broadcasting, March 17].

Substitute Provisions

Under these more liberal wartime policies the FCC last week granted licenses to cover construction permits to CBS for W67NY, New York, and W67CT, Chicago.

Substitute provisions were adopted for parts of Commission rules requiring FM stations to maintain a regular daily operating schedule, except Sundays, of at least three hours between 6 a.m. and 6 p.m. and at least three hours between 6 p.m. and midnight, local standard time, and to broadcast during each scheduled period at least an hour’s program not duplicated simultaneously in the same area by either a standard or an FM station. The more flexible requirement permits a minimum service daily, except Sunday, of six hours during any portion of the broadcast day and permits the transmission of two hours of unduplicated programs during any part of the broadcast schedule.

Two weeks ago the Commission approved a plan whereby four Philadelphia FM stations will operate a cooperative plan of broadcast rotation by which each station will stay on the air regularly for eight hours one day a week.

JIM HURLBUT, a master technical sergeant in the Marine Corps when he dropped into Washington last week between lectures on Guadalcanal, left this week for Hollywood as a second lieutenant. Bar came when his fine work as a combat correspondent in the Solomons was recognized. He is now sworn in by Brig. Gen. Robert L. Denig, director, Division of Public Relations, Marine Corps. Lt. Hurlbut, former head of the WJEW, Washington, news department and before that with the Washington Post, will be technical advisor on 20th-Ceger, Fox’s film based on Richard Treaski’s best-seller, Guadalcanal Diary.

Whitman Honored

PAUL WHITMAN, newly-named BLUE director of music, will be honored to the area among his peers in the music and radio fields, in a special hour and a half broadcast on BLUE April 10, entitled “Salute to Paul Whitman.” Participants will include current BLUE artists who got their start in the entertainment world through Mr. Whitman.

Colgate Changes

WHEN the Al Jolson-Monty Woolley show, sponsored on CBS by Colgate-Palmolive-Peet Co., Jersey City shifted to Hollywood March 30, it presented a new singer, Jo Stafford; a new orchestra, Gordon Jenkins’; and a new announcer, Carlton Kadell. Program is heard Tuesdays, 8:30-9 p.m. Agency is Sherman & Marquette, New York.

with the remaining days taken in rotation. Equipment and spare parts will be pooled and used as needed arises. [Broadcasting, March 22].

Section 3.229, suspended, with no substitute provision adopted, provided that:

“Within 1 year of the date of first regular operation of a high-frequency broadcast station, continuous field intensity records along several radial lines shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.”

This rule, which permitted a check of the actual service area with predicted area at time of license issuance and data on which to base power adjustments if required, necessitated much time of skilled personnel and use of measuring equipment installed in a truck or automobile.

TWO-WAY FM RADIO

Installed in Schenectady

Police Cars

TWO-WAY FM radio equipment, developed by G-E, has been installed in Schenectady, New York police cars. With the new system, police can carry on two-way communication between patrol cars and headquarters, whereas using the old A-M system, it was necessary first to talk to headquarters which would relay the conversation to the other car.

In addition, the FM system overrides static from high-power electric lines and picks up weaker signals than the old equipment. Included among the features of this new equipment is the “iron core”, or inductive tuning—easily overcome by movement of an iron core in and out of a small form-wound coil. This permits easier, more accurate tuning and reduces effects of car vibration. The improved system has also reduced receiver battery drains by 35% and increased the effective communication range.

DAYTIME NEWSCAST TO LATIN AMERICA

LATIN AMERICAN listeners will be able to get American Government Radio programs during the customary late afternoon and evening periods for the first time, under a new shortwave schedule to be instituted by the Office of the Coordinator of Inter-American Affairs around the first of April.

Through a daily news cast transmitted from KGEI, San Francisco, from 1:15 to 2:15 p.m. (EWT), the CIAA expects to reach Latin Americans during the siesta hour, a period extending from 1 to 3 p.m., when the custom is to dine, relax or seek recreation. The CIAA has convinced its short-wave schedule to the public of the need for construction of short-wave and 2 a.m. period, the Office of War Information using the country’s Government-leased transmitters for the remaining hours.

The hour-long program on KGEI will consist of straight news and features in English. General Electric Co. owns the 50,000-watt station.

Fox Film Buys 12

TWENTIETH CENTURY Fox Film Corp., New York, bought on April 2, 12 stations in New York area to promote the opening of “The Moon Is Down”. Movie farm used 147 announcements on WABC, WOR, WMCA, WNEW, WQXR, WHN, WDEV, WLIB, WQV, WINS, WNBY, WHOM, Kayton-Spierco, New York, is the agency.

Canada Rule Modified

RICEENT Canadian Government order banning liquor advertising has now been modified, and interestingly enough, the Government official as permitting brewing and distilling firms and wineries to advertise their financial support of the war and such matters, but not permitting them to advertise their products or colour beverages. They may also place contributory advertising in, the opinion of the Minister of National Revenue, such advertising is in the public interest.

WHERE SALES MULTIPLY

With Sales Multiply... takes a rapid, high-speed route to your market. It’s a quick, effective way to move your product. To get the facts on this valuable medium, you need only specify the drop you want. COMPLETE COVERAGE FOR YOUR FIELD BROADCASTING • Broadcast Advertising
**TEN TOP TUNES**

The top ten tunes from the standpoint of network audience coverage during the week ended March 31, according to the copyrighted Audience Coverage index survey of the Office of Research-Division, New York, are as follows:

1. **That Old Black Magic**
2. **I've Heard That Before**
3. **You'd Be So Nice to Come Home To**
4. **Taking a Chance on Love**
5. **Don't Get Around Much Anymore**
6. **Brasil**
7. **Hey, Goodlookin'**
8. **It Can't Be Wrong**
9. **Moonlight Becomes You**
10. **ONE**

**EREMBRO DRUG Co., Baltimore (Bromo-Seltzer), in early July adds 42 CBS stations to its fleet, making a total of 117 CBS stations, Mon., 8:30 p.m. Agency:** Ruthrauff & Ryan, N. Y.


**LEVER BROS. Co., Cambridge (Swan soap), on Mar. 23 shifted Burns & Allen on 114 CBS stations, Tues., 9:00-9:30 p.m. from New York to Hollywood. Agency: Young & Rubicam, Inc., N. Y.

**Renewal Accounts**

**BROWN & WILLIAMSON TOBACCO Co., Louisville (Sir Walter Raleigh pipe tobacco), Raleigh cigarettes), on April 11, shifts NBC renewal Red Network for 52 weeks on 127 NBC stations Tuesdays, 10:45-11 p.m.; on April 30 shifts for (Wings cigarettes) People Are Paying for 66 NBC stations Fridays, 9:30-10 p.m. Agency: Houston, Willingham, Cunningham, Chicago.

**STUDEBAKER SALES Corp., South Bend, Ind. (institutional), on April 1, renews four NBC affiliated stations, Sat., 9:30-10 p.m. (PWT).


**MANNING SOAP Co., New York (Sweatshirt soap), on April 8 for 18 weeks, Screenland, Anytime on 6 NBC Pacific stations (KFI KPO KMBC KOBI KUOM), Wed., Tues., Wed., Thurs., 8:30-9:00 p.m. (PWT). Agency: J. Walter Thompson Co., Los Angeles.

**RAYMOND M. WILMOTTE, consulting radio engineer and designer of the first directional antenna for standard broadcasting, has moved his offices and laboratories from the Borden Bldg. to building in mid-town Washington. The new location is 1469 Church St. NW, formerly owned by Westinghouse and used for air conditioning demonstration equipment. Wilmotte Lab. Inc. is devoting virtually all of its facilities to Army and Navy development and communications work. Mr. Wilmotte has a staff of 18.
Announcer — For general staff work. Some news experience necessary. Permanent job for right man. Five KW NBC affiliate. Send full details to WJSJ, Winston-Salem, N. C.

Salesman — For KW regional in large Southern city. Must have good sales record and good background. Drawing account against commissions. Possibilities unlimited for good man. Give full details and draft status. Box 407, BROADCASTING.

Sales Manager — Broad knowledge all departments. Draft deferred. Salary plus commission. Small New York station. Excellent opportunity right man. Box 469, BROADCASTING.

Engineer — For Chicago Recording Studio — man or woman. College degree, draft experience, status and salary required. Box 476, BROADCASTING.

General Sales Manager — For Regional Network of five Mutual stations. Give experience and references in original application. Permanently deferred; position for some one progressive and promotional minded. Box 476, BROADCASTING.

Salesman — Permanent position with opportunity for advancement with 5 KW station. Network affiliation. Give experience and references. Box 476, BROADCASTING.

Opportunity — For two dependable radio men, sell and announce, . . . salary and commission. Mutual station. Army Camp town, Tull, all. Manager, WZZM, Clarksdale, Miss.

First, Second, or Third Class Operator — No experience necessary. Give personal details. Apply Box 482, BROADCASTING.

Excellent Positions Open — For first, second, and third class engineers; production men; junior and senior announcers; news editors. Good company; good surroundings. Give complete experience, draft classification, marital status. Draft status. Write WCLO, Janesville, Wisconsin.

TIME SALESMAN — Texas station. Sell yourself in application letter. Box 487, BROADCASTING.

Announcer — No experience necessary. Give personal details, draft status, age, etc. Apply Box 481, BROADCASTING.

ANNOUNCER-ENGINEER — Any ticket. Permanent. Box 486, BROADCASTING.

SALESMAN — Now employed Eastern basic station. Good writing and selling combination. Good name. Prefer East or South. Box 470, BROADCASTING.

EXPERIENCED ANNOUNCER; CHIEF ENGINEER — For regional affiliate. Box deferred. Seek advancement. Together or singly. East preferred. Box 472, BROADCASTING.

Operator — 3S, 5A, 1st teleo. and 1st phone license. No broadcast or phone experience but smart as a whip. 20 years in communications, mostly operating. Please state salary and prospects. Box 488, BROADCASTING.

Announcer — 40-F, 50 KW experience, college degree. Desires permanent position with progressive network station. Box 491, BROADCASTING.

Wanted — Congenial intelligent employment at salary conducive to mutual satisfaction. Ten years experience announcer, newscaster, producer, programming. College degree. Draft deferred. Box 466, BROADCASTING.

Salem-Announcer — Four years experience; guaranteed time seller; now employed; required; draft deferred immediately. Box 473, BROADCASTING.

PROMOTION, PUBLICITY — Three years large network stations. Employed. Two years college, 4F, love any place; prefer West or South. Box 476, BROADCASTING.

EXPERIENCED WOMAN — Ideas creation, production, public relations, selling. Outstanding record in music. Ideal for combination position small station: specialised duties in larger station company. Write Box 488, BROADCASTING.

Engineer — Transmitter and/or control with 5 kw midwest station. Box 490, BROADCASTING.


Experienced Woman Contract Writer — Good at copy, too. Excellent radio voice. References. Box 471, BROADCASTING.


Program Director — Woman, well-known throughout the industry. Has written, produced and directed all types of programs. Formerly in charge of woman’s activities on leading 50 kw station. Solid record of commercial affiliation. Box 34, BROADCASTING.

Salesman — Commercial Manager — Solid background in national magazines, radio and newspaper. Excellent references. Draft exempt. Box 495, BROADCASTING.

Wanted to Buy

Responsible party interested in buying radio station — Send full particulars. Box 484, BROADCASTING.

Two New or Good Used Turn-Tables — Western Electric or RCA 75-B or 75C or similar with pickups. Station KLO, Ogden, Utah.

Reliable party interested — In 280 or 800 kw station in Eastern or Northern U. S. Full particulars will be confidential, include in first letter to Box 482, BROADCASTING.

For Sale

Complete Broadcasting Plant — Consisting of modernized 1,000-watt RCA transmitter and 1,000-watt 110-volt self-supporting tower with obstacle lights. Plenty of spare tubes, etc. Everything in A-I shape, ready for use. Box 471, BROADCASTING.

175 Ft. Trusson Self Supporting Tower — With all lighting equipment, insulators, leveling plates, etc. Excellent shape, Immediate shipment. WHXY, Hickory, North Carolina.

AFM-WFIL Pact

WFIL, Philadelphia, has negotiated a new contract with Local 77, American Federation of Musicians, providing for a $2 weekly increase in pay for members of the studio orchestra. The contract, which is effective until March 1944, continues Norman Black as music director of the station. In addition, the working year for the studio orchestra was extended from 45 to 46 weeks. The musicians’ union has entered into negotiations with WIBG, Philadelphia, to employ a studio orchestra. The station expects to bring its fulltime operation with 10,000 watts about April 20.

Wanted

* 250 watt non-network station in lively southern city needs announcer-news- caller familiar with turntable operation. Wanted man who is adept at ad-libbing and capable MC. To a good reliable man of draft deferment we offer a permanent connection and pleasant surroundings. Write immediately giving full particulars and salary you’ll consider. Address Box 465, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Engineers Dedicated to the Service of Broadcasting

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

McnRY & WRATHALL
CONSULTING RADIO ENGINEERS

McNARY & WRATHALL CONSULTING RADIO ENGINEERS

National Press Bldg., Di. 1105
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer

FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

Radio Engineering Consultants
Frequency Measuring
Silver Spring, Md. (Suburb, Wash., D. C.)
Main Office: 7134 Main St.
Kanawga City, Mo.
The World
Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

BROADCASTING • Broadcast Advertising

April 5, 1943 • Page 53
AFM-Record Industry Impasse Reaches Last-Ditch Stage; To Confer April 15

LEFT NO ALTERNATIVE except direct appeal to the Government, record and transcription manufacturers will work with AFM President James C. Petrillo in New York April 15 in a last-ditch effort to settle the recording strike in force since Aug. 1.

Openly noted over the AFM president's delaying tactics and his charges of "bad faith", the representatives of the record manufacturing and transcription companies nevertheless felt that one further effort should be made to bring about an amicable compromise. The AFM Board and its president have flatly rejected all previous efforts for a truce pending negotiations on a collective bargaining basis.

Fixed Royalty Plan

The Petrillo plan for a fixed fee royalty basis of payment on recordings; to be paid into an unemployment, relief fund for musicians, is the only proposal in the recording industry offered no alternative proposal and the AFM Board has announced no variation of that plan.

Whether the whole matter will be submitted to the War Labor Board for consideration, in the light of strong contentions that it is impeding the war effort, remained problematical last week. The prevalent view, however, was that no steps would be taken either way until after the April 15 meeting at the Hotel Ambassador, New York.

Similarly, Congressional follow-through was in suspended animation by virtue of the illness last week of Chairman Clark of the Senate Petrallo Probe Committee. Hearings on the Clark resolution, looking toward settlement of the strike, were receded last January after the AFM head and his chief counsel had appeared for two days, with a long list of witnesses in opposition on the schedule. Action was taken by the commission in the hope that some amicable agreement would be reached by negotiation so that further hearings or legislatival action might be averted. At this writing it appears that have gone glimmering and it was thought that hearings might be resumed shortly, though probably not until after the April 15 conversations.

On the litigation front no indication of court action is seen for at least another month, since a 30-day postponement of the filing of pleadings in the Department of Justice anti-trust suit against AFM was authorized last week. On the plea of AFM Counsel Padway, subjected to by the Department of Justice, Federal Judge John P. Barnes authorized a 30-day extension—until April 28—for the filing of the AFM answer to the bill of complaint.

The suit is the second brought by the Government against AFM, the first having been dismissed by Judge Barnes last fall as a "labor dispute." The new case sets up an irreparable injury which would be done to many small stations unable to continue operation without transcriptions and recordings. Not a wheel has turned on new recordings since the strike became effective Aug. 1, and stations have been feeding on backlog builds up by companies prior to the strike.

In agreeing, presumably because they felt no other course was left, to the Petrillo ultimatum for an April 15 session, the transcription and record companies wired the AFM head as follows on March 30:

"We are replying to your telegram of March 25 addressed on our behalf to Mr. Lawrence Morris, accepting our proposal for a meeting as requested in your wires of March 19. It is regrettable that you find it impossible to meet with us until April 15, but since that is your earliest date, we shall arrange to meet with you on the morning of 2 o'clock in the afternoon at the Hotel Ambassador in New York."

The telegram was signed by the 11 companies which have been parties to the conversations from the outset, and bore the signature of Judge Lawrence A. Morris, of Camden, RCA Victor Division attorney.

Pepsi-Cola Renews

PEPSI-COLA Co., New York, on April 2. 1943, is participating in Arthur Godfrey's program on WABC, New York. Firm participates Tuesday through Friday on the 6:30-6:45 a.m. period, and Monday through Saturday, 7-7:45 a.m. Newell-Emmett Co., New York, handles the account.

Favor 'Radionies'

ACCORDING to the results of a private poll conducted by Com. E. P. McDonald Jr., president of Zenith Radio Corp., Chicago, American newspaper and magazine editors put the word "radionies" to "electronics" as the name for the industry developed from the principle underlying the radio tube. Scientists, according to the survey, favored the term by a margin of 2 to 1. Returns were received from 68 editors and 202 scientists in reply to a letter sent by Com. McDonald in which he called attention to the inadequacy and foreign origin of electronics in contrast to the aptness and Americanism of the term "radionies".

PA Opens Radio Bureaus

In Boston and Memphis

REGIONAL radio news bureaus have been established by Press Association, radio subsidiary of Associated Press, in Boston and Memphis. Stanley P. Gross, assistant general manager of PA, announced last week.

The Boston bureau will be in charge of Maurice F. Hamilton veteran New England editor and formerly with WTAG, Worcester, while Ken Rush, former AP staff man in Louisville, Frankfort and Indianapolis, heads the Memphis bureau. Mr. Rush has been on the PA radio desk in New York the last year.

WLBC Joins CBS

WLBC, Muncie, Ind., on April 1 joins CBS as a special supplementary station, available with the basic network. Owned and operated by Donald A. Burton, station manager, WLBC operates fulltime with 250 watts on 1340 kc. Base network rate per nighttime hour is $50.

FCC Simplifying Forms, Says Fly

Chairman Estimates Reduction Of "More Than One Half" INDIRECTLY taking cognizance of the Bureau of the Budget scrutiny of questionnaires and forms of the FCC, Chairman James Lawrence Fly last Monday said the Commission for several years "has been trying to simplify its forms.

The comment was at a press conference Monday following publication in Broadcasting of a detailed story (March 29) on the Budget Bureau's study looking toward elimination of unnecessary and unauthorized surveys of all sorts.

Mr. Fly said the Commission was bending every effort to make its forms as simple as possible. He cited the form sent to all stations to find out "how they are getting along financially, in the light of the war emergency."

"I have no doubt that complete program plans have been made on that subject," the Chairman said. "I think you may have noted that in times past we cut out a lot of the general material, information, orders, and one thing and another that were circulated to a lot of people."

Chairman Fly estimated the general output of Commission material is not more than half of what it used to be. Hundreds of names have been cut off its mailing list, he said, presumably referring to Commission releases, rather than questionnaires.

Proposals small stations, Chairman Fly asserted at his press conference that he would present the new questionnaire or those stations and of the industry, based on the Commission's questionnaire survey of the last few weeks, at the National Broadcasting Conference April 27-29. These figures relate to the "loser stations" and a comparison of their condition during war against peacetime operations.

Fly Visits FDR

FIRST visitor at the White House last Monday was FCC Chairman James Lawrence Fly, who said he spent about 40 minutes discussing "wartime communications problems" with President Roosevelt. Mr. Fly refused to reveal the specific items he brought to the President's attention, but smiling, commented, "they didn't chisel me on my time."

Peterson To Africa

RALPH PETERSON, of the Washington news staff of NBC, has been transferred to London's network staff of foreign correspondents and leaves shortly for the African theater of war. Peterson broadcast under the name of Ralph Howard to prevent confusion with Elmer Peterson, of NBC's London staff. Peterson's joining NBC in 1941, Peterson had served successively on the Washington Times-Herald and INS.

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Broadcast Advertising
THE COST OF HALF-HEARTED SELLING

Sooner or later, advertisers in the Heart of America* run smack up against the fact that this is a half-rural, half-urban area... that both halves are equally important... and that to reach either without the other is to do a half-Hearted selling job.

It's possible, of course, to use a combination of stations to reach both halves of the Heart of America. Possible, but certainly expensive. And unnecessary, too, for KMBC alone will do the whole job.

KMBC—and no other station—supplies the two essentials of true listener coverage... signal strength that enables the whole area to hear—and programming that makes the whole area listen.

Other stations may offer one or the other of these essentials. Only KMBC gives you both. The proof is yours for the asking.

Is it wise to pay the double cost of half-Hearted selling jobs on two stations—when you can depend for a whole-Hearted job on one?

The 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

The space below is provided for those who wish to figure how much more inexpensively the Heart of America can be covered by KMBC alone—than by any other equally effective combination of stations. You may already know the answers, having used KMBC. In that case, you may doodle or just skip it.
LOCAL advertisers are no smarter than national advertisers. The former merely have the advantage of occupying front line observation posts. They're in a position to know today what yesterday's advertising produced.

You can depend on Hooper to measure "listeners", on Gillette, Jansky & Bailey, or others to measure "coverage"; but for measurement of results, your best authority is the experience and judgment of local advertisers.

Local advertisers in Denver buy with their eyes wide open and their ears to the ground. The table at the left shows how they buy program time and news time on Denver's two leading stations.

The greater productiveness and economy of KLZ is becoming more and more familiar among time buyers in the national field. The trend in national spot placements in Denver is increasingly in KLZ's favor. Is YOUR advertising in Denver following this trend?

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### Table: Local Advertisers Buy with Their Eyes Wide Open!

<table>
<thead>
<tr>
<th>Week of Mar. 15*</th>
<th>LOCAL COMMERCIAL PROGRAMS</th>
<th>LOCAL SPONSORED NEWS</th>
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<td></td>
<td>KLZ</td>
<td>Sta. &quot;B&quot;</td>
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<td>MORNING</td>
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<tr>
<td>AFTERNOON</td>
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<td>7 hrs. 15 min</td>
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* From stations' published programs.

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KLZ
Denver

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKC, Oklahoma City & Represented by The Katz Agency, Inc.