"IOWA GROCERS PREFER RADIO—AND W-H-O!"

Last November the Iowa Retail Grocers and Meat Dealers Assn. wrote to approximately 6,000 Iowa grocers, as follows:

"What state-wide advertising medium helps sell most goods for you? Please check (X) only one:

☐ Large Daily Newspapers
   Which one?_________________________

☐ Radio Stations
   Which one?_________________________

☐ Outdoor Billboards
   Which company?______________________

☐ Farm Papers
   Which one?_________________________

Here’s how the dealers who replied voted for their preferred media:

Radio Stations  68.3%
Daily Newspapers  20.5%
Billboards  9.5%
Farm Papers  1.7%

Radio won with 115.5% more votes than all other media combined!

The most popular radio station got 71.2% of all "radio" votes cast—more than seven times as many as its next competitor!

Needless to say, "the most popular station" was WHO!... May we send you the complete report?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
In Winter Snow
or August Heat
Radio Fills a Need

Snow hides the dormant field and veils the roadside farm. Neighbors stopped, all friends shut out, the farmers, snugly housed from wind and weather, sit around the kitchen stove and family fireplace.

"All friends shut out"—except for Radio. Winter and summer, remotest farm and village are as close to friends as their radio. There's a friendly song, cheerful music and chatty banter. But there's more: there's the farmer's business—market news, production aids and other Service for Agriculture.

These things Radio brings... and in the Midwest, it is WLS that brings them. For 19 years, in winter snow or April rain, in March's wind or August's heat, WLS has served the farmer's needs in Midwest America. We have earned his confidence... his loyalty... and translated into business terms, it means that WLS Gets Results.
THE SEAL OF ACCEPTANCE

Accepted by 875 commercial radio stations in the U. S.
Accepted by every national and regional network.
Accepted by all transcription and phonograph companies.
Accepted by over 100 of America's finest music publishers.
Accepted by all American advertising agencies.

THE BEST MUSIC
SESAC IN AMERICA

Write for your copy of the Big Green 1943 SESAC Music Guide today.

113 West 42nd St.
New York, N. Y.
The Strawberry Capital
— AT HAMMOND, LOUISIANA —
IS IN WWL-LAND

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

CENTER of what is probably the most productive strawberry section in the world, Hammond, La., represents but a very small part of the prosperous Deep South, dominated by WWL.

NO OTHER station can compete for Deep South supremacy against WWL's clear channel, 50,000 watt signal, unrivaled within a radius of hundreds of miles. To sell the Deep South, buy—
WE CAN'T ESCAPE IT. The South is growing so rapidly, prospering so quickly, changing so completely that the post-war South will, we believe, change our entire economic thinking. Things are happening.

From 1930 to 1940, 42.8% of America’s population increase was in the South. In the past half-century the value of southern manufactured products increased 797%. In the past two years southern shipbuilders have increased their number of employees from 7,481 to 150,000! Since 1935 the South has shown the largest volume gain in drug sales in the United States...over 30%.

What does this mean in terms of advertising? It means that right now is the time to lay the ground work for a post-war campaign in what is destined to be the hub of America’s industrial wealth.

WSM, “The Air Castle of the South”, is the dominant radio station in this steady growing area of opportunity.

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

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.
There's not another like it!

Probably the most novel and representative insignia in all the armed forces is this design of the Twenty-seventh Division, formerly the National Guard of New York. Worked into the pattern are the seven stars of the constellation Orion . . . a unique method of honoring Major General John F. O'Ryan, who was the only National Guard Officer of his rank to go to France. In the six months that the division was under fire, it achieved an enviable record during combat in Northern France and Belgium. But Victory in 1918, as it must today, required a price, and two thousand of the Twenty-seventh's courageous men now "sleep where poppies bloom." The love of Liberty, for which two thousand men laid down their lives a generation ago, is no less strong in the hearts of the young Americans who, today, fight under the proud emblem of the Twenty-seventh. Let us hope that their courage and devotion will this time bring a just and lasting peace for all mankind.

* * *

The respect and friendliness with which the people of Southern New England turn to WTIC, and the unusually high radio ownership which exists here are your guarantee of an audience for your sales message. The per family income figures for this area are your guarantee that, having heard your message, they possess the means to do something about it. That's why we say

There's not another like it!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Sincerely Yours...

When the enemy struck at our country, American industrialists and business men, not content with their achievements of converting from peacetime to war production, turned the full power of their advertising, not only radio but publication advertising as well, to the gigantic task of bringing the war and its meaning to the American people.

Closely cooperating with the Government, they devoted, with characteristic energy and loyalty, time, money and great talent to the task of crystallizing the nation’s thinking, to dispelling confusion and to clarifying the wartime duties of the individual.

Advertising agencies, too, have utilized all their skill and experience in bringing about the fullest understanding of all the problems of war in a manner which has done much to unite the American people.

It is to these leaders of American industry, to executives, copywriters and artists of American advertising agencies and members of the Advertising Council, that the American people owe a debt of gratitude.

It is their advertising support, their war-effort and entertainment programs, which make possible a broadcasting service without equal in the world—a free radio for a free people.

To these men radio pays tribute—history will write "well done" to their magnificent contributions to the war effort.

* The National Broadcasting Company *
Hallicrafters are Pioneers in FM! Producing the first general coverage Hallicrafters FM-AM communications receiver incorporating the performance capabilities of wartime experience. Time and research have added much to the performance of your present-time Hallicrafters communications receiver. 

Hallicrafters

CHICAGO, U.S.A.
How many of the different units that make up an Army use the telephone?

All of them do. Somewhere along the line, the telephone is used by engineers and artillerymen, by the Medical Corps, Quartermaster, Armored Divisions and all the rest.

How about the Air Forces? The same is true there. Ask a bombardier or navigator what an “inter-com” is, and he’ll tell you it’s the intercommunicating telephone system that keeps the crew working together.

And the Navy? American warships have a network of telephone wire to carry the orders and commands that put the crew into action as a trained team.

How about the home front? You know how the great network of telephone wire and cable knits the country together, and helps to speed up the production of weapons, and the movement of men and supplies.

Did you know that the biggest industrial laboratory in the world is right here in this country, and devoted exclusively to telephony? It’s the Bell Telephone Laboratories, now working nearly 100% on communications projects for the armed forces. Practically all the other laboratories in the country, industrial and academic, are working the same way. Hitler hasn’t anything like this scientific drive to improve the tools of war.

On every front, the telephone is a vastly important part of the war. In fact, this war could not be fought a single day without it, for all the work could not get done as fast or on as big a scale.

This is a quotation from The Telephone Hour, a regular program heard each Monday night over N.B.C. For many years, the Bell Telephone Laboratories and the radio industry have been working together toward a common goal—to improve the quality of broadcast sound as it reaches the homes of the nation.
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

“Fore,” please—here comes

JONES SCOVERN!

Yes, friends, alack and alas. Despite his cherubic face the character depicted above is both a gin rummy hound and an amateur golf champion. Also, we hasten to add, he has had seventeen years of successful advertising experience (including four years of top-notch work in local and regional sales at KSD) and is really one of the crackjack radio time salesmen in the U.S.A. Gentlemen, we proudly introduce Jones Scovem! We predict he is going to be one of your most valuable F&P "colonels"!

Yes, we mean "your most valuable," as stated! Here at F&P, Jones Scovem and all the rest of us have some rather original conceptions of radio-station representation—which include the idea that we represent your interests to the same extent as those of the radio stations we serve. Because we are convinced that if we "sell" you the right stations, and if those stations fully understand your needs—then you and the stations, and F&P will all be more successful, and enjoy life a lot more while we're doing it!

Too good to be true, you think? Well, give us a ring and see if we can't show you, here in this pioneer group of radio-station representatives.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 886 N. Michigan
Franklin 6378

NEW YORK: 347 Park Ave.
Plaza 5-4151

SAN FRANCISCO: 111 Sutter
Sutter 4553

HOLLYWOOD: 1322 N. Gordon
Gladstone 3949

ATLANTA: 323 Palmer Bldg.
Main 5667

Page 10 - April 12, 1943

BROADCASTING • Broadcast Advertising
FCC Reorganization Seems Certain

Strong Committee In the Senate Appointed

REORGANIZATION of the FCC at this session of Congress through far-reaching amendment of the Communications Act of 1934 is regarded as a legislative certainty in the light of the three-pronged drive against the present FCC order under way in both House and Senate.

What competent observers view as the thrust dispensing all doubt about Congressional sentiment came last week with the appointment by Chairman Wheeler (D-Mont.) of an exceptionally strong five-man subcommittee of the Senate Interstate Commerce Committee to consider radio legislation. Senator Wheeler, until quite recently, has been lukewarm to proposals that the FCC be reorganized and that new legislation clearly define and limit its functions be enacted.

Two Autonomous Divisions

The new Senate committee, which parallels one in the making in the House, has before it the White-Wheeler Bill (S-814) to divide the Commission into two separate, autonomous divisions—one for broadcasting and related services, and the other for common carriers, with the chairman stripped of his present broad powers. Fairly prompt hearings are predicted, though they are not expected to consume any appreciable time since a voluminous record on a practically identical measure, the Sanders Bill, was obtained by the House committee last session.

The Cox Select Committee to investigate FCC personnel and their stewardship shortly is expected to begin its formal inquiry. Considerable preliminary data already has been accumulated by the committee staff, headed by Eugene L. Garey, well-known New York attorney. Appointment of this committee, approved by the House last January, was for the avowed purpose of breaking the hold of FCC Chairman Fly on the Commission and the communications industries. House approval was virtually unanimous after Rep. Cox (D-Ga.) had described the Commission as "the nastiest nest of rats in the entire business." And had branded Chairman Fly as "the worst bureaucrat in Washington"

Mr. Garey and members of his staff were away from Washington last week presumably following leads regarding FCC activities. Meanwhile, members of the FCC itself were busy drafting answers to questionnaires, tapping intimate phases of Commission operations and inquiring into individual working habits of commissioners, dispatched by Chief Counsel Garey March 31. Considerable other data from FCC files also have been subpoenaed by the committee.

In appointing the new committee, Senator Wheeler apparently yielded to predominant sentiment in the upper chamber that something be done about the Commission. Heretofore, practically all radio legislation has originated in the Senate, but this session got off to a flying start.

The Montana himself will serve as committee chairman. Other members are Hill (D-Ala.), majority whip; Clark (D-Idaho), who has expressed a keen interest in radio and is chairman of the subcommittee to investigate AFM and Jimmy Petrillo; White (R-Me.), author with Senator Wheeler of the bill and the best-informed man in Congress on radio legislation, and Austin (R-Vt.), a leading proponent for reform in administrative agencies. All five committee members are attorneys.

Await Court Ruling

Chairman Wheeler told BROADCASTING last week the committee plans would not be arranged until he had an opportunity to get the membership together. It was presumed, however, that hearings would be held shortly—but probably not until after the Supreme Court acts in the network monopoly cases, now awaiting decision.

The White-Wheeler Bill in many respects parallels the pending Holmes Bill (HR-1490) in the House, though it goes considerably beyond it. It would divide the FCC into two-three member units—one to handle broadcasting and related functions and the other common carrier activities. Each unit would be autonomous, with the chairman sitting as executive officer but without a vote on either division.

More Severe Hiring Control Predicted

Business Awaits McNutt Move Following FDR Order

MORE stringent government control of hiring and wage policies of businesses, with resulting advantages to the 37 so-called "essential activities," including broadcasting, were predicted in Washington last week-end as a result of President Roosevelt's order to administration chiefs to "hold the line against inflation."

Little Steel Formula

Although the press in general stressed the price control aspects of the order, Mr. Roosevelt told his news conference Friday that the fight against inflation involves four legs, like the legs of a stool. One of these legs, he said, is "holding the line of wages."

In his executive order, and the accompanying statement, the President had said that there must be no further increase in wage rates beyond the Little Steel formula. While the order made clear that individual classifications and promotions would still be possible, Mr. Roosevelt instructed War Mobilization Commission chief Paul V. McNutt to "forbid the employment by an employer of any new employee in accordance with regulations of the Chairman (of the WMC), the purpose being to prevent such employment at a higher wage or salary than that received by the employee in his last employment unless the change of employment will aid in the prosecution of the war."

No definite word was available over the week-end on the extent to which the order would limit transfer of personnel in the radio industry, or the employment of new men from other fields. The President had said that transfers must be to "aid in the
ASCAP Claims Extra Royalties; NAB Advises Stations on Rights

No Basis for Demands Under Per-Program Contracts Involving Participations, Says Neville Miller

CLAIMS BY ASCAP field auditors for additional royalty payments from broadcasters of program contracts with the Society resulted last week in the issuance of a special bulletin to NAB members by President Neville Miller, advising stations of their rights and of the consent decree and contract provisions.

Mr. Miller said within the last few weeks audits made by ASCAP field representatives have resulted in claims for additional royalty payments and a number of inquiries have been received from stations as to their contractual rights.

Involves Participations

ASCAP's auditors, it was pointed out, have been compensated with respect to programs using ASCAP music which follow spot announcements not occurring at station breaks. The consent decree of ASCAP and its "per-program license" are clear on that point, and require ASCAP to offer broadcasters a sustaining program license or license payment only for sustaining programs on which ASCAP compositions are performed and as to commercial programs, a license requiring only the payment of a percentage of the revenue derived by the station for the use of its facilities in connection with a commercial using ASCAP music.

License entailing payment only for sustaining programs on which ASCAP compositions are performed and as to commercial programs, a license requiring only the payment of a percentage of the revenue derived by the station for the use of its facilities in connection with a commercial using ASCAP music.

"The consent hereunder," Mr. Miller stated, "was based on the time spent by ASCAP field auditors for compensation with respect to contiguous programs which do not use ASCAP music." Added he, "if a station presents a five-minute news-
cast, followed by a one-minute commercial, followed by a sustaining program in which ASCAP is used, the station is entitled to the payment of the commercial rate on the amount collected for that one-minute spot.

Questions also have been raised with respect to the applicability of the 8% rather than the 2% royalty rate where themes, jingles and the like are used. The ASCAP per-program contract provides that the 2% rate normally applies on commercial programs in which use compositions licensed by ASCAP only incidentally as bridge or background music, themes or signature, arrangement or fill-ins. Programs directly or incidentally to the broadcast of a public or sports events, said the NAB bulletin.

Pertinent and men, it was reported, claim that if the composition used as the theme varies from program to program, it will not be considered theme music and the full 8% rate must be paid.

"This claim is unjustified," said NAB. "The reason for the word 'signature' and the word 'theme' is that it is a distinguishable variable signature and the varying theme. So long as the composition is used as theme music, the 2% rate is applicable.

ASCAP field men also have raised questions regarding compositions originally licensed directly to broadcasters by individual ASCAP publishers. It is clear, NAB said, that the licenses originally issued with respect to such compositions remain in full force and effect until cancelled. Moreover, it was stated that compositions originally licensed by small publishers through BMI are exceptionally acquired by ASCAP firms. Performing rights in such compositions "remain available to broadcasters under their BMI licenses until such time as BMI notifies stations to the contrary," NAB stated.

ASCAP also has questioned the title of BMI affiliates in certain compositions licensed through BMI. Conspicuous among these is "Song of the Islands," published by Edward B. Marks Music Corp. This composition is licensed to broadcasters by BMI and may be performed under the BMI license," NAB flatly stated. It pointed out that the Marks Corp. has indemnified BMI against any claims which may be made by ASCAP and that BMI has similarly indemnified all broadcasting stations. BMI has requested that if any claims are made with respect to compositions licensed through it, they should be referred to BMI for attention.

Consent Decree Claims

Claims have been made by ASCAP field men with respect to consent decree licenses issued directly to broadcasting stations, the bulletin continued. The consent decree signed by ASCAP *specifically provides that any ASCAP member may license works on a non-exclusive basis directly to broadcasting stations. The Department of Justice has clearly stated that these consent decree licenses may be issued either with or without the payment of performance royalties.

NAB added that the bulletin is a list of consent decree licenses issued to stations which have been brought to the attention of the NAB. Copies have been covering 51 compositions. All of these licenses, NAB held, were issued in a form approved by the Government and broadcasters are "entitled to rely upon these grants." It added that certain of the consent decree licenses have been cancelled subsequent to their issuance. Broadcasters are entitled to perform these works under consent decree license subsequent to the date on which they received notice that the license has been withdrawn. Prior uses, however, will be made in accordance with provision and are subject to the rates, special renewal and statutory provisions, said the NAB.

Navy Materiel Post To George B. Storer

Fort President Reports Soon To 9th Naval District

GEORGE B. STORER, president of the Fort Industry Co., operating six broadcast stations, and president of the Standard Tube Co. of Detroit, has been commissioned a lieu colonel commander in the Navy and reports shortly for duty in the Ninth Naval District in Chicago in connection with inspection of Naval material.

Com. Storer's steel fabricating concern has been engaged 100% in war production, usually single out of outburst of hostilities, mainly in manufacture of shell casings. It is understood that because of his knowledge of steel production and manufacturing, he was selected for the Chicago post.

Active in War Production

Prominent in broadcasting circles, for more than a decade, Com. Storer has devoted most of his time to war production during the last two years. The six stations are NBC Co.; WBBM, Chicago; WMAI, WLOK, Lima O.; WAGA, Atlanta, and WHIZ, Zanesville.

J. Harold Ryan, vice-president and treasurer of the Fort Industry Co., brother-in-law of Com. Storer, is on duty in Washington as Assistant Director of Censorship, in charge of radio. Since this call to Washington in December 1941, Mr. Storer has been supervising the operations of the Fort Industry Co. in addition to those of the steel fabricating concern.

Preparatory to reporting for duty April 19, Com. Storer met with officials of the Fort Industry Co. in Atlanta last Thursday and Friday. No announcement was made, however, regarding executive details of his operations during his Naval service. Attending the meeting were Mr. Ryan; L. A. Pixley, assistant to the president; E. Y. Flanagan, WSPD; George W. Smith, WWVA; Charles A. Smithgall, WAGA; Ralph Elvin, WLOK, and Allen L. Haid, WHIZ.

Coffee Firm Sale

AMERICAN Home Products Corp., Jersey City, extensive user of radio for its various proprietary products, is negotiating to acquire the G. & H. Coffee Refining Co., Morris Plains, N. J., it was announced last week by Alvin G. Brush, chairman of American Home Products Co., which recently bought this year Ayrerst, McKenney & Harrison Ltd., Montreal, maker of drugs, foods, cosmetics and household products. According to Mr. Brush, announcement of Mr. Washington, president of the coffee firm, plans to retire when the purchase becomes effective. Clarence Mark, general manager, would be active head of the company.
dependency removed as deferment for two groups

early induction into military service is forecast for thousands of broadcasting industry employees formerly in class 3b as a result of a selective service order announced today (april 12) abolishing occupational classification and removing dependency as a cause for deferment for men with collateral dependents and wives.

under the new arrangement, former 3bs will go into 1a unless they were fathers of children born before sept. 15, 1942. fathers of pre-pearl harbor children, as selective service defines a child born before sept. 15, 1942, will be put into a new class 3a, where they are to remain until further instructions from the director of selective service.

still a class 3d

one other alternative which selective service has offered for current 3bs is classification 3d for men who may continue to be deferred if their induction would cause "extreme hardship and privation to a wife, child or parent."

agricultural workers with dependents are protected by class 3c.

the new selective service instruction, which went out in a memorandum to draft boards last week-end, is described as a normal step in the prearranged plan of induction. prior classes of men have now been exhausted, officials explain, so it becomes necessary to take increasing numbers who have enjoyed special classification because of dependents.

still open to some radio employes will be class 2a, men necessary to essential military service who may be deferred for limited periods until they are replaced. such deferments are available at the discretion of local draft boards for men holding one of the jobs in the list of essential titles for the radio industry.

in an nab manpower survey, conducted last september, only 190 men of 12,821 employees reported by 608 stations had been granted such deferment. officials in washington predicted that local boards would seek to grant such relief on a 2a rating, and that such rating would require proof that every effort was being made to replace the man.

how many of the 5700 draft age class 3 men reported in last fall's nab survey have pre-pearl harbor children and will go into 3a instead of 1a is not known. of 2485 men holding key radio jobs at that time, 1928 had dependent children, while another 553 had no children.

the new arrangement completely eliminates the former class 3b, the classification granted a man employed in any of the 37 essential industries regardless of his job. in that respect it levels the distinction between essential industries and other activities with the exception of certain fields which were specifically listed as non-essential. employes of such activities are not entitled to 3a recognition even if they maintain bona fide homes.

(see earlier story on p. 16.)

high court hears koa-whdh arguments; result important

station's right to intervene infcc proceedings, upheld by lower court, involved in case

a ruling of far-reaching importance to the broadcasting industry, affecting the rights of stations to intervene in FCC proceedings, was upheld by the lower court in a decision handed down by the district of Columbia revising the Commission in the celebrated KOA-WHDH case.

the lower court, by a 4-2 vote and in five separate opinions, held that a broadcast station, by whatever name it may be called, has a right acquired through its license which prevents the FCC from changing a station's facilities without full hearing.

decision by the court in the network monopoly case was expected any decision day monday.

the lower court had held that the Commission erred in not giving NBC, licensee of KOA, the opportunity to intervene and present testimony. the Government, however, contended that KOA had been accorded a proper hearing within the meaning of the statute and that the lower court had improperly entered jurisdiction.

the case was the first involving the breaking down of a clear channel by the duplicated operation since the Havana Treaty reallocation became effective in 1941. KOA has been the dominant 1-a station on the 850 kc. clear channel, but the FCC has granted WHDH, the 1023 kc. BLUE outlet, to operate fulltime on the frequency, changing its status from 1-a to 1-b. to accomplish this, it amended its rules setting up channels under the Havana Treaty.

in arguing the case for the Government, Paul A. Freund, special assistant to the Attorney General, contended that KOA's facility remained unchanged, in that it retained the same frequency and the same power. he argued that the interference caused in the restricted secondary service area of KOA was negligible and that the public interest was served by the grant. beyond that, he contended the Commission was under no compulsion to force NBC to intervene in the proceedings.

Philip J. Hennessey Jr., member of the law firm of Segal, Smith & Hennessey, in his maiden appearance before the highest tribunal, vigorously supported the minority opinion of the lower court. he argued that KOA had never been accorded a hearing despite specific provisions of the statute and past court precedent.

in reciting the history of the proceedings, he brought out that the Commission not only had substantially changed the facility of KOA without proper hearing but that it also had altered its regulations without notice and hearing.

WHDH is still operating fulltime on the 850 kc. channel despite the pendency in the court below of a petition for a stay order. NBC, however, has not pressed for issuance of the order which would force the WHDH station to revert to daytime operation on 850 kc. also involved is the assignment of WWJ, Akron, with 5,000 watts power, on the 850 kc. channel, and with renewal of its license to Cleveland. NAPO, the assignee, without hearing, followed the WHDH authorization, but further proceedings before the FCC are being withheld pending the Supreme Court's decision.

with a bare quorum of the court sitting—six judges—arguments were begun last thursday. Associate Justices Black and Rutledge (continued on page 40)

from secret radio room at allied headquarters, north africa, John MacVane, a former war correspondent in Algiers, is shown during one of his broadcasts on NBC's five-weekly news program. the World. MacVane was among the first group of newsmen to accompany the Allied Expeditionary Forces to Africa last November.

brown may scrap grade label rule

house committee advises it is impractical now

repeal of the opa regulations requiring grade labeling of the 1943 fruit and vegetable pack became increasingly probable last week when a subcommittee of the agriculture committee declared that enforcement of the order this year seemed impractical. [broadcasting, april 5]

maxon in trouble

although OPa Director Prentiss Brown has not yet indicated whether he will abandon the regulations, originally ordered by former OPa Chief Leon Henderson, observers believed he would accept the advice of the House Committee, pro-grade labeling group, which ruled that the regulation might interfere with food production, and require an extravagant amount of extra labor.

an indication of OPa's decision may be forthcoming early this week when officials of the agency appear before a special House subcommittee investigating regulations of government agencies.

for more than three weeks, Mr. Brown has been besieged by consumer groups defending the regulations, and canner interests that have pressed for a repeal. in a flare-up a week ago, the OPa Labor Advisory committee demanded the resignation of Lou Maxon, the Division's executive, from his public relations post because of alleged pro-canner sympathy in the controversy.

previews restricted

Mr. Brown appeased the anti-Maxon interests last week by restricting certain powers of review he had given his public relations chief, permitting him to overrule decisions of OPa Deputy Administrators. the Detroit chapter of the national Lawyers guild took up the fight for Mr. Maxon that Maxon resigned "because he shares the view of the National Canners Assn.

the agriculture committee heard a message from AFL President William Green declaring that "a myth has gained wide circulation that grade labeling will displace standard government inspection, from his public relations post because of alleged pro-canner sympathy in the controversy."

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seeds names post

DICK POST, producer, writer, and announcer of CBS, Chicago, has been appointed radio director of Russell M. Seeds Co., Chicago, and will take charge on May 1. he will also m.c. revolver roundup, sponsored through seeds NBC by Grove Labs. St. Louis (cold remedies and vitamin products) on Monday, Wednesday, Fridays 7:45-8 a.m.

4-12-34
Business Builder in Tailor-Made Discs

A YEAR AGO Washington listeners heard a new type of musical transcription for a local advertiser. "It's Kopy Kat... It's Kopy Kat," sang a smart girl trio.

Four months later, using a schedule covering all six Washington stations, Kopy Kat, women's wear specialty shops, had doubled its retail business.

And at the end of 1942, Kopy Kat's appropriation, exclusively in radio, was three times greater than the stereotyped live-copy schedule prior to the first transcription in May.

Rang the Bell

This unquestioned success in use of tailor-made transcriptions provoked immediate interest. Tailor-made transcriptions were still a novelty to clients in the Washington area. Formerly transcriptions for local clients consisted of identifying fanfares backed up by announcements with passionately appealing enthusiasm.

Formerly budgets for making transcriptions were held to $35; now a client who measured expenditures by sales results was justifying an appropriation of $500. Kopy Kat was the first success. Then we rolled up our sleeves and really tackled the transcription opportunities. First problem was that of the Chesapeake & Potomac Telephone Co., embracing Washington, D.C., Maryland, Virginia and West Virginia. The company contemplated use of newspapers to urge: "Please do not use your telephone long distance unless the calls are vital!" This was just two weeks before Christmas!

We evolved the idea of dramatized transcriptions as the most effective means of driving home voluntary public cooperation. C & P officials approved. Dramatized transcriptions, placed on 35 stations blanketing four states, explained why the public's cooperation was essential to the war effort. With simplicity and tact.

KAL is the agency; Washington, D.C., the locale, and women's wear specialty shops, the client. "It's Kopy Kat... It's Kopy Kat" sang a clever girl trio in a smart transcription innovation. A sweep of all the stations in town—and Mr. Enders learned how custom-prepared platters make friends, and influence profits. He says the idea works for the firm's other accounts as well.

Washington Store's First Campaign Doubled Sales in Four Months

By ROBERT J. ENDERS

Radio Director, KAI Advertising Inc., Washington

We were amazed when C & P cancelled its scheduled announcements for Christmas Day, always the time telephone lines are flooded. The softening up job had been thoroughly effective! The public had accepted the message and believed in its sincerity.

Since Christmas we have prepared two additional blocks of C & P transcriptions on consumer cooperation and understanding of their utility.

And then, there's the Capital Transit Co., one of America's largest, busiest transportation systems. Their specific difficulty: Men and women to operate cars and buses, to service equipment. Prior to our radio campaign newspapers over the East had been used. Capital Transit's radio budget was concentrated in the Washington area. Again, dramatized one-minute announcements, with a simple attention-getting opening effect—voice in an echo chamber. For women employees we coined the phrase: This is a woman's war, too.

A Newspaper Story

When the War Manpower Commission declared transportation an essential war industry we told, by transcription, the company's story of deferment to employees. Results were excellent. Since, the WMC has expressed interest in our techniques employed to impress essential war jobs on persons now engaged in non-essential work.

Our client, Washington Evening Star, owner and operator of the Washington BLUE station WMAL, presents a unique case: The Star does not wish increased circulation (they have the largest Washington circulation), facting decreased advertising line-up. Further, the Star does not wish increased advertising line-up (for years they have ranked at the top in U.S. newspaper line-up).

But the Star does want a specific appeal to many thousands of new customers who are orienting to Washington conditions. To meet the situation, a surprise, the Star's radio budget was spread over all D.C. stations (not WMAL alone), probably the largest ever spent in a prestige campaign of this kind. Newcomers and oldsters remember, "If you read it in the Star, it's true."

The chain of transcription-minded clients is growing new links. Reflected are public utilities, consumer products, newspapers—all with new and larger radio appropriations. Direct sales and satisfied clients for a bit of agency inventiveness.

How has it affected our agency, particularly the radio department? Well, KAI Advertising is now planning its greatest volume of radio business in its long history.

Easy to emulate? Develop well-trained personnel who can produce tailor-made transcriptions. They will, in turn, produce results.

AFM Ban Forces Rexlsx To Use Announcements

BECAUSE of the AFM ban on recordings the semi-annual one-day sale conducted this spring by United Drug Co., Boston, will consist of one-minute announcements rather than the AFM-scheduled quarter-hour programs titled Rexall Parade of Stars, which the company used last fall and preceding years for its Rexall product drive.

Scheduling of the announcements from more than 150 stations throughout the country, has been divided so that 14 will be run off between April 11 and 17, and the remaining 14 between May 9 and 13. The company had hoped to use the musical programs it featured last November for four days, but the union was adamant in its refusal to allow the recordings to be broadcast a second time. Spot Broad-casting places the campaign for Street & Finney, New York, United Drug agency.

Mr. Enders

Gillette Buys South American 'Shadow' Rights; Mutual Starts 'Nick Carter' GILLETTE SAFETY RAZOR Corp., Boston, has obtained the South American rights to The Shadow, and will start the program on a number of stations in Brazil and Argentina within the next 30 days. Present plan, it is understood, calls for the series to be heard on approximately 70 stations. Network hookups may be used in both countries. The program would be aired for at least 26 weeks, period for which Gillette has purchased the S.A. rights with two-year option.

The Shadow, several years on U.S. stations, both as a live network and local transcription, was discontinued on Mutual March 31, when Delaware, Lackawanna and Western Coal Co., completed its two-year sponsorship of the series. The program is now being broadcast in transcribed form on a number of local stations. Show has never before been heard in Latin America with the exception of broadcasts on a Panama City station for the benefit of American troops stationed there.

Program is copyrighted by Street & Smith, publishers. Charles Michelson, radio production firm, is radio representative. Gillette agency is Maxon Inc.

Scripts will be flown to South America via Pan-American Airways, to correspondents of Maxon who will have them translated into Portuguese and Spanish and produced on Brazilian and Argentinian stations, it is understood. Series will be promoted in the South American edition of The Shadow magazine and through showings of "The Shadow" films under an arrangement with distributors of Columbia Pictures.

A mystery series, based on the fictional character, Nick Carter, "the master detective," The Shadow in the Sunday 5:30-6 p.m. period on Mutual. The Nick Carter stories, copyrighted by Street & Smith, originated in the New York Weekly in 1886 and have appeared in the form of a magazine and later a series of motion pictures.

The Mutual series, which started April 11, represents the first radio appearance of the character and is titled The Return of Nick Carter. Walter Gibson, detective story writer, and author of many Shadow Magazine stories, is scripting the program.

Harvel Watch News

HARVEL WATCH Co., New York, will sponsor John B. Hughes cattle auction, Saturday, October 10-10:15 p.m., starting June 6. The watch firm entered radio for the first time with a test spot campaign titled The Return of Nick Carter. Walter Gibson, detective story writer, and author of many Shadow Magazine stories, is scripting the program.

This watch firm entered radio for the first time with a test spot campaign titled The Return of Nick Carter. Walter Gibson, detective story writer, and author of many Shadow Magazine stories, is scripting the program.
Is TENNESSEE a Part of Your Market?

WSIX OFFERS thorough coverage of the rich Middle Tennessee area—a section now booming as never before with farm production, industry and army camps.

ENGINEERS' surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station's 0.1 MV/M signal.

FOR full information, including coverage map, rate card and present availabilities, contact this station or Spot Sales, Inc., National Representatives.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

WSIX "The Voice of Nashville"

5000 WATTS 980 KILOCYCLES

NASHVILLE, TENN.
McNutt to Warn Draft Boards Against Station Discrimination

FCC to Continue Alert for Signs of Unfairness, Says Fly, in Discussing Essentiality Problem

DRAFT BOARDS will be instructed not to differentiate between stations in recognizing radio as an essential activity, Paul V. McNutt, director of the War Manpower Commission promised last week. He added however that individual requests for deferment would still be handled by local Selective Service Boards.

This explanation of radio’s position as an essential industry was made in reply to two letters from FCC Chairman James Lawrence Fly requesting a statement from Selective Service headquarters which asserted that local boards had authority to decide whether or not units of an essential industry performed functions necessary for support of the war effort (Broadcasting, March 22, 29).

Mr. Fly declared himself ‘quite happy with the McNutt explanation. The BWC-FCC Chairman insisted that radio has not sought assurance that station employes will be deferred. He explained that all that is asked is that employees stations, without discrimination, be eligible for classification as members of an essential industry.

FCC Alert

The advantage of such a status for radio was underlined last week as Selective Service moved to steer men between 18 and 38 toward jobs in agriculture and essential industries. Protected by the position Mr. McNutt reaffirmed, radio could draw on this manpower pool, as well as that of other employees who otherwise might be inclined to move to war plants or agriculture.

In some quarters, however, there was still fear expressed that in station subjects to local draft boards, local boards might reach decisions by arbitrarily judging which of competing local broadcasting stations were doing a “necessary” job. Mr. Fly promised that FCC would continue alert for any sign of discrimination.

The McNutt letter warned that the needs of the armed forces would probably require withdrawal of some persons in essential occupations, and that some individuals would therefore fail to obtain occupations suited to their training. He suggested that such failure would not be based on lack of essentiality of the individual station.

“By now,” Mr. McNutt wrote, “the list of Essential Activities nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station as against another.

“Insofar as the character and content of broadcasting services are similar as between individual radio stations and such services are deemed related to the war effort, no distinction can be drawn as between particular stations.”

Adding that this interpretation does not mean license deferment for persons in essential occupations, the WMC chief promised to ask Selective Service to inform its representatives that no such determinations would be made.

“All We Can Expect”

Mr. Fly said the McNutt letter confirmed the cooperative studies on manpower made by BWC and WMC, and Selective Service. He said he thought WMC correct in its policy of deciding each case involving a station employe on its individual merit. He described the present situation as “all we can expect the WMC to give us.”

Meanwhile, Mr. McNutt told a news conference last week that his organization was “moving everybody toward essential activities.”

He remarked that present work or fight orders were to relieve the dairy farmer crisis, but said as he looked ahead, he admitted, “we might have to use everything we can get our hands on.”

Text of the McNutt letter follows:

I have your communications of March 24 an 27, concerning the local determination of particular radio stations as being essential to the war effort.

As you know, neither the List of Essential Activities nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station as against another. Insofar as the character and content of broadcasting services are deemed related to the war effort, no distinction can be drawn as between particular stations. You are of course, that this interpretation does not assure automatic deferment for all persons in essential occupations in the broadcasting services.

I have called your communications to the attention of the Bureau of Selective Service and requested that they inform their representatives in the field that no such determination shall be made. Requests for occupational deferment are made by local Selective Service Boards on an individual basis and not on the basis of particular radio stations in which an individual may be employed.

Needs of the armed forces are so great as to require withdrawal of some persons in essential occupations, and that some individuals would therefore fail to obtain occupations suited to their training. It is possible, therefore, for individuals in essential occupations in radio stations to fail to obtain occupational deferment, but such failure, however, is not on the grounds of the lack of essentiality of the individual radio station.

PLAC QUESTIONS

DRAFT VAGUENESS

COMMENTING it is common knowledge that the induction date for fathers is not far off, Russell H. Place, NAB’s general counsel, said last week registrants and employers could plan more easily if they were given reasonable indication when induction is likely to take place.

(On Monday Maj. Gen. Lewis B. Hershey, director of Selective Service, said such inductions were not likely to take place at least until the end of the week.) Mr. Place said the impact of Selective Service on the people is second only to the impact of the war itself and that such major disruption of normal life calls for vital rearrangements of business in personal interests. He declared the “welter of confusing and often seemingly conflicting statements” and pointed out that such publicity seems to “put the stress on how to stay out of the Army rather than when induction is likely to occur.”

RADIO MUSICIANS

EXEMPTED BY WMC

MUSICIANS employed by radio stations are not subject to the work-or-fight order that went into effect April 1, as an official of the War Manpower Commission explained last week. The work-or-fight order had listed “music” as a non-essential service, ordering all men 18-38 engaged in such work to register for war jobs.

A misunderstanding of the order had occurred in Philadelphia where a number of musicians had received notice of selective service. The regional manpower office has recognized the national interpretation and ruled that only musicians employed in jobs and dance studios, services listed as non-essential, are at present subject to induction.

Musicians as such have not been declared non-deferable, the Washington office said, but certain activities that employ musicians such as night clubs, are non-essential, and all their employees, musicians included, are subject to immediate induction. Musicians employed by essential industries are not affected by the order.

IBEW Renews Contracts

With Five Broadcasters

RENWALS of agreements covering technical employees of five stations were announced last week by local International Brotherhood of Electrical Workers (AFL).

Local 1221 of Omaha has completed new agreements with the KFAB Broadcasting Co., and the Cornbelt Broadcasting Co., for members at KFAB and KFOR, Lincoln, Neb. Agreement for technical employees of KOIL, Omaha, owned and operated by the Central States Broadcasting Co. The proposed agreements have been submitted to the WLB for approval.

IBEW Local 1298 reported a renewal with the Gadsen Broadcasting Co. WJBY, Gadsden, Ala., and the Selma Broadcasting Co., WHBD, Selma.

Page 16 • April 12, 1943
"Detroit Is Turning Out More Combat Munitions Than Any Other Industrial Area in the World"

Office of War Information Report, February, 1943

When Detroit was first described as the Arsenal of Democracy, the phrase was largely one of aspiration; today it wears this accolade by virtue of actual performance. Below are listed the names of some but not all of the products currently being produced at the rate of $1,000,000 worth hourly, that make Detroit a name to be feared in Berlin, Tokio, Rome.

Important Detroit Contributions to Democracy's Arsenal

AIRPLANES
Consolidated B-24 Liberator heavy bomber (sub-assemblies and complete jobs)
Boeing B-17 Flying Fortress heavy bomber (sub-assemblies)
Martin B-26 Marauder medium bomber (assemblies)
North American B-25 Mitchell medium bomber (assemblies)
Republic P-47 Thunderbolt Army fighter (assemblies)
Douglas A-20 Havoc light bomber (assemblies)
Vought-Sikorsky F4U Navy fighter (assemblies)
Vought-Sikorsky SO2U Navy scout-observation (assemblies)
Vultee Vengeance Navy dive bombers (assemblies)
Stinson L-5 Sentinel liaison planes (complete)
Stinson Reliant navigation trainers (complete)

ENGINES
Pratt & Whitney Double Wasp 2,000 horsepower (complete)
Pratt & Whitney Twin Wasp, 1,250 horsepower (complete)
Rolls-Royce Merlin aircraft engines (complete)
Wright Whirlwind for tanks and training planes (complete)
Continental engines for tanks and trainers (complete)

Ford V-8 engines for tanks (complete)
General Motors Diesels for tanks and boats (complete)
Packard Marine engines for PT boats (complete)
Allison V-1710 aircraft engines (parts)
Wright Cyclone 1,750-h.p. for planes (parts)
Wright Cyclone 1,200-h.p. for planes (parts)
Wright Duplex Cyclone 2,200-h.p. for planes (parts)

TANKS
M-4 medium tank, Gen. Sherman
M-5 light tank, Honey
M-7 tank destroyer, Priest
M-10 tank destroyer

GUNS
20-mm Oerlikon anti-aircraft
40-mm Bofors anti-aircraft
90-mm anti-aircraft (parts)

MISCELLANEOUS
Gas masks
Airplane flight instruments
Naval ship gyro compasses
Anti-aircraft detectors
Troop-carrying gliders
Air raid sirens
Jeeps
Trucks and half-tracs

WWJ is, by actual survey, the most listened to station in this great arsenal. And Detroit has had a population gain of more than 300,000 since 1940!

WWJ
America's Pioneer Broadcasting Station—First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News

Associate Station
W45D—FM

NBC Basic
Network

BROADCASTING • Broadcast Advertising April 12, 1943 • Page 17
Hugh Feltis Made Manager of KOIL

Woods Promoted to Central States System Manager

JUD WOODS, station manager of KFAB and KFOR, Lincoln, and Hugh Feltis station contact representative of the BLUE, share executive responsibilities in the Central States Broadcasting System setup following Don Searle’s appointment as manager of KGO, San Francisco.

Mr. Feltis becomes station manager of the Omaha and stations, sales manager of KFAB and KFOR. Mr. Woods is promoted to the general managership of the Central States system, operating all three stations. Mr. Feltis will have an office in Omaha, Mr. Woods in Lincoln.

A native of Washington and a graduate from the University of Idaho, Mr. Feltis has been associated with stations his entire business career. He comes to KOIL after more than a year with the BLUE. Previously, he had been a salesman for KVOS, Bellingham; acting manager, KKXO, Aberdeen; station manager, KPQ, Wenatchee, Wash.; sales manager, KFEB, Great Falls and sales manager, KIDO, Boise.

Radio Executives Club Prepares For Election

INTRODUCTION of new members, appointment of a nominating committee, and a general discussion of future plans were the agenda of the first meeting of the Radio Executives Club. Under the chairmanship of John Hymes, Foot, Cone & Belding, the nominating committee to prepare a slate for next year’s officers includes Arthur Sinzheimer, Peck Adams, Associated Press, NBC spot sales, and Marvin Kirsch, Radio Daily. A new president, vice-president, and secretary-treasurer will be announced at the May 26 meeting.

Current president, Tom Lynch, WWZ, New York, treasures that a service flag was being made for members of the Club now in the armed forces and announced that next week’s meeting would be a “Navy Day.” Out-of-town guests present included Mrs. Ucola Katzenmeyer, WJAK, Miami Beach; Robert Nichols, WHAI, Greenfield, Mass.; Art Harre, WWJD, Chicago, and Olin Ramsdall, KDAL, Duluth.

McCormick to NBC

ROBERT MCCORMICK, political reporter and Washington columnist, will join NBC’s Washington staff April 19, as a news analyst, and will be heard early each weekday on the 8 a.m. World News Roundup, with W. W. Chaplin from New York. McCormick, former Peterson from London, McCormick was with the Washington News Daily for a number of years and was as copyboy and eventually became editor and columnist for the paper. For the last five and a half years he has been Washington correspondent for Collier’s.

Hawaiian Radio About Normal Says Webley Edwards on Visit

People Listening More Than Ever; Stations Aid Morale and Provide Emergency Communication

ALTHOUGH Hawaiian radio stations are the only United States domestic stations actually in operation in a combat zone as well as under martial law, the problem confronting them after the Pearl Harbor attack have for the most part been adjusted to meet military requirements and broadcasting schedules have remained to a more or less normal basis.

This report on radio in the Hawaiian Islands 16 months after Dec. 7, 1941, was made by Webley Edwards, manager of KGMB, Honolulu, and KHBC, Hilo, who serves as CBS correspondent in Hawaii, and was recently in New York for a short vacation.

Fastest and Best

People on the Islands are listening to radio more than ever, Mr. Edwards said, pointing out that not only is radio the fastest and best means for emergency communication with the residents, but also helps against sabotage, or usually powerful force for good morale in view of the gasoline restrictions keeping people at home by day, and the nightly blackouts make other forms of entertainment.

Describing the stringent measures taken by KGMB, for example, to guard against sabotage, or the usual rule, Mr. Edwards stated that the building housing the studios and offices, and the transmitter are surrounded by a double of barbed wire fences. Machine gun nests and Army sentries guard the enclosure, and a barricade of sandbags and gravel hugging the buildings further protects the station from flying shrapnel in case of a second Japanese attack.

Visitors are now allowed to visit KGMB, and national commercials and broadcasts, all of which must be transcribed prior to presentation lest some unintentional slip give information to the enemy.

For five days after the Dec. 7 attack, Hawaiian stations were entirely off the air except for emergency announcements. On Dec. 14, the Army allowed them to resume on a limited schedule from about 7:30 a.m. until 9 p.m., and they are on the air today from 6 a.m. to approximately midnight.

The result of this curtailment naturally affected advertising schedules and station revenue, Mr. Edwards stated, adding that of course all foreign language programs in Japanese, Chinese, and Filipino, have been completely discontinued.

Today, however, with the distribution of essential things smoothed out, national advertising firms have resumed their radio promotion of such items as food or drugs and local firms are again using radio in the realization that it is the best way in which to reach the restricted populace.

As Mr. Edwards reported some months ago to KGMB’s representative, John Blair & Co., “it is a real day to day proposition, and intelligence of the majority of Hawaiian business firms that they stayed steadfastly with us by keeping their radio programs going after we resumed broadcasting. Of course, some firms were virtually put out of business by the war and could not continue. Other firms, short of goods, had to leave the air or cut down. A few firms stopped all of their advertising immediately.”

High tribute to the Army for its “grand” cooperation with the harried radio executives and for its understanding of the problems of the four Hawaiian stations was paid by Mr. Edwards, who also praised the great assistance given the stations by the Office of War Information. “Recognizing the value of radio as a morale builder for the armed forces, war workers and civilians,” Mr. Edwards said, “the OWI has taken over the job of assembling all our transcriptions at one point in San Francisco and shipping them over to us by the best available means, either by air or surface. . . . The OWI has further begun providing us with transcriptions of many network sustaining shows.”

An interesting phase of broadcasting on the Islands described by Mr. Edwards was the “regional network” the stations have worked out by feeding a program via special, special lines from KGMB, or KFOR, Honolulu, for instance, to KHBC in Hilo and thence to KTOH in Lihue Kauai.
CAN YOU HATCH DOORKNOBS?

IT MAKES a whale of a difference what's under a radio station's coverage. No matter how closely a doorknob resembles an egg, it's still a dud. No matter how closely "coverage" resembles "listeners", the two are as far apart as doorknobs and eggs.

When you look underneath the "coverage" of Oklahoma City stations, you find 43.5% of the listeners tuned to WKY in the morning; 56.8% in the afternoon; and 60.6% at night. These are the Fall-Winter averages compiled by Hooper and just released.

WKY's coverage, in addition, extends farther out into the state than any other Oklahoma City station.

WKY has the coverage, but, what's vastly more important, WKY has the listeners to make your radio selling produce results at remarkably low cost per unit in Oklahoma.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
KLX Charges Freedom of Press Denied In NBC Exclusive Mme. Chiang Pickup

MEMBERS of Congress and the FCC last week were investigating a complaint by KLX, Oakland independent operated by the Tribune, charging that the station had been prohibited from broadcasting the address of Mme. Chiang Kai-shek in San Francisco's civic auditorium on March 27 and that "freedom of the press" had been denied.

State Dept. Order

The station said it had been told that NBC had exclusive rights to broadcast the address and that no other station could participate. KSAN, San Francisco local, however, also picked up the speech and subsequently originated for an independent network an address in Chinese by the visiting dignitary.

Adriel Fried, KLX manager, asserted he was informed by the office of Mayor Rossi in San Francisco that the State Dept. had declared NBC alone would be permitted to carry the event direct from the auditorium. The Mayor's office, however, subsequently denied any such order.

At the State Dept. last Wednesday it was said that so far as could be ascertained, there had been no dealings whatever on the pickup. Moreover, it was said such action would have been entirely contrary to the Department's policy.

Receipt of a complaint from Joseph R. Knowland, owner of KLX and publisher of the Tribune, was acknowledged by the FCC. He asked the Commission whether the exclusive pick up was "in line with the policy of the Commission." The matter was being investigated last week after the matter also had been brought to the Commission's attention by a number of members of Congress contacted by Mr. Knowland.

KLX said it had installed lines into the auditorium but Mr. Fried charged that the lines subsequently had been cut. They were repaired prior to the pickup in time for the

Sanka Resumed

FOR THE first time since coffee rationing began, General Foods Corp., New York, is doing a promotion of Sanka on WQXR, New York, resuming sponsorship of Symphony Hall, 8 p.m., April 5. Formerly sponsoring one broadcast per week, General Foods is now using two programs weekly on WQXR. Product is not being advertised on any other local program. Young & Rubicam, New York, handles the account.

BING CROSBY, star of the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co., has been given a new five-year-straight no-option contract by Decca Records Inc., which calls for a guarantee of $500,000 during the period, as against recent deals on record sales. His former recording contract, with two years more to run, was cancelled by Jack Kapp, president of Decca.

planned broadcast but the KLX technicians were not permitted to set up their microphones and were ejected from the auditorium by military police, according to Mr. Fried. The microphones were removed from the stage by auditorium employees.

It was said that Mr. Knowland had telegraphed the State Dept. regarding the order, which he said "would deprive all independent stations of the privilege of broadcasting events of this character."

In his telegram to Mayor Rossi two days before the address, Mr. Knowland said he requested authority to make the direct pickup in the war interest. He added that since the pickup was in the municipal auditorium, he felt any broadcasting company had the privilege of installing microphones unless the speakers did not wish the broadcast, "which is apparent not true in this particular case."

Mr. Fried said the telegram and repeated telephone calls to Mayor Rossi's office were ignored. Finally contact was made with the Mayor's secretary and resulted in the statement that the State Dept. had said the broadcast would be exclusively NBC, according to Mr. Fried. Later, the KLX manager said, the Mayor's office denied receiving any order from the State Dept., telling Fried about it.

At Mayor Rossi's office it was said the networks had agreed before Mme. Chiang's tour began that a different chain was to have exclusive rights in each city visited and that every local station in the San Francisco area had agreed to take NBC's recording of the speech for rebroadcast.

Mr. Knowland said he thought the matter of freedom of speech "is very much involved." Where an independent station is "deprived of broadcasting to the public" he said, "we are all vitally concerned. They had no right to say we couldn't broadcast the speech than to say the Tribune couldn't publish it."

Mr. Fried declared KLX meant to bring the whole thing to a showdown. "It is a battle of independents versus the networks," he said.
General Mills Trophy awarded to **WENR-WLS**

for lowest cost per inquiry

*Hi-yo Silver!* The Lone Ranger, radio's most thrilling drama, has a listener loyalty that is the envy of many a sponsor.

Recently this popular program carried a billfold offer that was a complete nation-wide success. Returns from the entire Blue Hook-up of stations were remarkably good.

Yet WENR-WLS topped all stations by capturing the sponsor's special award for lowest cost per inquiry!

All of which proves that in Chicago and the Midwest the Blue is still going forward with the speed of the great horse Silver, delivering value far beyond normal expectations.

You, too, can share in the whirlwind progress of the Blue. Better get all the facts now!
At WTAR we spell
“OPPORTUNITY”
with four “P’s”!

POWER: 5,000 watts day and night (directional at night) blankets the entire Norfolk area with a strong, clear signal.

PROGRAMS: WTAR carries America’s “top 10” and 33 of the first 52 most popular programs. More of the Nation’s favorite programs than all other Stations in the Norfolk area combined.

POPULATION: WTAR serves 1,195,463 people in the Norfolk Metropolitan District, and more are arriving every day.

REFERENCE: 81% of the people in the Norfolk Market listen most to Station WTAR.

The “four P’s” spell OPPORTUNITY for more sales of almost anything you tell folks about over Station WTAR in the fabulous Norfolk Market. Now is the opportune time to write for availabilities and complete information.

WTOL Basic Blue
WTOL, Toledo, hereafter a BLUE supplementary station, on May 1 will become a member of the basic BLUE network. The station, owned by the Community Broadcasting Co., operates on 1230 kc., 500 watts.

500 W. APPLICATION OF WLW DISMISSED

APPLICATION of WLW for renewed authority to operate with 750,000 watts day and 50,000 watts at night, using its experimental W8XO high-powered transmitter, was denied without prejudice by the FCC last Wednesday at the station’s request.

In its motion for dismissal, the Crosley Corp. set out that the experimental transmitter has been taken over by the Federal Government for use in connection with the war effort. At the time the hearing originally was scheduled, it was set forth that the Government was considering the desirability of taking over the equipment for war use and that when the application for dismissal was filed April 1, final decision had been reached to that end.

It is presumed that in the light of the acquisition of the transmitter, presumably for psychological warfare purposes, Crosley Corp. will drop its appeal from the FCC action denying W8XO authority to experiment with 750,000 watts from midnight to morning. This authority was sought to prove the technical feasibility of high-powered transmitting equipment, which the FCC denied on Nov. 30. Last December it also denied W8XO a renewal of license, which in no wise affected the WLW operation with 50,000 watts full-time.

FCC Hearing Ordered
On Transfer of KFMB

APPLICATION for voluntary transfer of control of Worcester Broadcasting Corp., owner of KFMB, San Diego, from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as trustee, under declaration of trust for Mr. Worcester, has been set for hearing by the FCC. Renewal of KFMB’s license will be considered in the same proceeding.

Mr. Worcester, a former aircraft designer-engineer, was the grandson of one of the founders of the U. S. Steel Corp. KFMB, operating with 250 watts on 1450 kc., took the air September 1940, culminating a four-year effort by young Worcester, whose original application for a new local station had been denied on the grounds that no need for the service had been shown.

His later application to purchase KECA, Los Angeles, regional on 1430 kc., which he proposed to move to San Diego after the Earle Whyte interests had purchased the old KEHE’s facilities for transfer to KECA, was also denied. Following these moves, however, the “survival of the fittest” theory of new station grants was upheld by the courts, and Mr. Worcester subsequently was granted permission to construct KFMB.

SPRING TRAINING for the world champion St. Louis Cardinals was formally opened in Cairo, Ill., with a welcome banquet which was broadcast over WKRO, Cairo. Welcoming the champs (1 to r) are: C. L. Keaton, chairman of the St. Louis Cardinals and head of McKnight-Keston Wholesale Groc. Co., heavy radio user; Mrs. Keaton, who designed Cardinals emblem; & President, Cardinals president. Toastmaster was Merrill (Red) Currier, WKRO manager.

Thelma Kirchner Named
KGFJ General Manager

FOLLOWING withdrawal of Ben S. McGlashan, owner of KGFJ, Los Angeles, from active participation in that station's operation for the war duration, Thelma Kirchner, staff member for 16 years, has been appointed general manager. Mr. McGlashan, now a major in the Civil Air Patrol, is in charge of the San Benito (Tex.) airfield. Miss Kirchner joined the station in 1947, three months after KGFJ started operation. For the last ten months she has been acting manager.

Miss Kirchner appointed W. J. (Bill) Trader as commercial manager and Mrs. Carolyn Caro, program manager. Formerly at KFAC, Los Angeles, Mr. Trader before going to the Coast was on the sales staff of WALA, Mobile, Ala. Mrs. Caro was associated with Los Angeles stations.

Charles Gordon Whyte
CHARLES GORDON WHYTE, 56, radio writer-producer-actor and a staff director in the NBC production division in New York, died April 5 at his home in Long Island City following a heart attack. At one time public relations director for the White Rats, predecessor of Actors' Equity and later with Billboard and Metronome magazines, Mr. Whyte entered radio in 1927 as a free-lance writer and producer. Subsequently, he joined W. W. Ayer & Son where he wrote and produced the early programs sponsored by R. J. Reynolds Tobacco Co. He joined NBC last September and at the time of his death he was working on the Fred Waring show for Chesterfields and the news broadcasting of W. V. Kaltenborn. His wife survives.

RECORD directory issued two weeks ago by Associated Music Publishers is the first full index of AMP copyrights on commercial records, but does not represent the complete AMP reversion of copyrights, as mistakenly expressed in BROADCASTING, April 5.
MANY HINDUS CAN "HOLD THEIR BREATH"
FOR AN HOUR OR MORE—

BUT NOBODY HAS EVER COMPLETELY "COVERED"
THE GRAND RAPIDS-KALAMAZOO AREA—FROM
CHICAGO OR DETROIT!

The Kalamazoo-Grand Rapids Area is the home
of 1,485,509 better than average consumers who
vastly prefer WKZO to any and every other radio
station, either "outside" or "inside" the Area.
Let us prove it!

If you don't want to cover Western Michigan (the Kalamazoo-Grand Rapids area)—well, you're the boss.

But if you do want Western Michigan, don't kid yourself about doing it with any Detroit or Chicago station.

WKZO is the home station to this entire area—has power second to none, has far the best frequency, and
rates first with the vast majority of the available audience . . . Write for all the facts—or just ask Free &
Peters!

WKZO covers all Western
Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
**Feigenspan Quiz**  
CHRISTIAN FEIGENSPAN  
Brewing Co., Newark, will present Fulton Oursler, writer and former editor of Liberty Magazine, in a five-weekly question and answer news program on WOR, New York, starting April 12. Aired for P. O. N. beer and ale, 9:15-9:30 p.m. Monday through Friday, the program will be titled Pay Off News, and will invite listeners to submit questions on current news, with $2 to be paid for each question used. Specific information, rather than editorial comment, will be offered, according to Mr. Oursler. Feigenspan has been using sports broadcasts for the past several years. Radio advertising will be confined to WOR. Maxon Inc., New York, is agency.


CONGRESSIONAL action to settle the time change controversy once and for all was urged last week by Rep. Keefe (R-Wis.), who expressed alarm at the confusion resulting from a wave of sentiment in favor of returning to standard time, particularly in the agricultural areas.

Rep. Keefe has advised the Wisconsin Senate Military Affairs Committee that two concurrent resolutions, calling for repeal of War Time, are in the hands of the House Interstate & Foreign Commerce Committee. His advice had been requested by the Wisconsin Senate Committee, after the Wisconsin Assembly had passed and sent to the Senate a bill to repeal Federal Time in that State (Broadcasting, April 5).

"There seems to be a strong sentiment for return to Standard Time," said Rep. Keefe, "a sentiment I interpret as indicative of the public attitude for the restoration of Standard Time. Whether the benefits which have accrued statistically from War Time are what we were told could be expected I do not know. From the facts that have been laid before me, I would say it was just the contrary. So far I am not convinced that we need War Time, but the big point is—Congress must settle the issue.

"It's too bad to have certain States legislating Standard Time and the Federal Government retaining War Time. I feel that we're attempting to separate the people from Federal Government and actually the people are the Government. We must have universal time, if we are to function in unity, whether it be War Time or Standard Time.

"From the standpoint of agriculture, there's a well-founded demand for the return to Standard Time. Aside from the summertime, when we all enjoyed an extra hour of daylight, I cannot see where War Time is of any great benefit. If it is necessary, we need it and if it is.

"I think the people who have been affected by War Time have brought the confusion with them. But more confusion will result if we are to have two different times, and we must be convinced that the benefits which have accrued will outweigh the costs."

Rep. Keefe said he plans to insist that Congress take action "one way or the other". He deplored the "confusion not only to radio but to all industry and all people" because certain States have repealed War Time.

"If the entire State in these instances adopted Standard Time, there would be less confusion," he commented, "but in Georgia, Ohio and Michigan, where State Legislatures have repealed War Time, the larger cities, I understand, remain on fast time, causing untold confusion."

**Turnover**

UNABLE to find a place to live with his wife and child, Harry Wood, announcer who came from Chicago to WWJ, Detroit, has returned to freedom in Chicago. Paul Williams, WWJ sports announcer and producer, has been commissioned a lieutenant (j.g.) in the Navy and leaves April 24 to report at Quonset Pt. and announce Franklin Ferguson on April 4 joined CBS in Chicago. Now WWJ is considering more women announcers.

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**LeSueur to London**

LARRY LeSUEUR, former CBS correspondent in Russia, who is writing a book of his experiences in that country, is leaving New York in several weeks to join the CBS staff in London, and it is understood that William L. Shriner, CBS news analyst, will follow him later this spring. Correspondents currently in the CBS London office include Bob Trout, John Daly and Paul Manning, with Edward R. Murrow continuing in charge of the branch as well as of the CBS European staff.
A WORLD'S RECORD IN THE TENNESSEE VALLEY

CONSTRUCTION at Dam, in upper East Tennessee, started in February, 1942. Twelve months and nineteen days after construction began, the gates were closed and the dam began to hold water...a world's record for speed in construction.

Total cost amounted to $36,000,000. The electric power will be used in production of aluminum and many other products which constitute a major contribution to our total war effort.

This is TVA-land...a great development in peace and a mighty emergency muscle for the United States at war. WLAC, with its 50,000 watts, covers this vast area of expanded industrial construction.

WLAC

50,000 WATTS

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

THE PAUL H. RAYMER CO.

THE ONLY CBS OUTLET WITHIN 125 MILES OF NASHVILLE
**History In Wax**

THE HISTORY of recorded popular music from the time of Edison’s discovery to the present, makes a new series of early morning programs on WCAU, Philadelphia. Created and handled by Al Taylor, the program is called, The Wax Library, and includes accompanying commentary in addition to the recordings, many of which are antiques and collector items.

**Quips and Tips**

**INTERSPERsing humorous stories with tips on wartime living, a thrice-weekly quarter-hour program, For Ladies Only, has started on KTMS, Santa Barbara, with Frank Weitner as m.c.**

**INQURIing REPORTer of WCOL, Columbus, O., gets Baby Doll’s answer as to Axis chances of winning the war. The 14-year-old songbird, who has appeared before many celebrities, including King George VI of England, rode up nine stories to the WCOL studios, donned a grass skirt and did a hula dance. Milton Metz holds the mike as Manny Block, manager of Kay’s, sponsor of the Inquiring Reporter, stands behind Metz.**

**School of Life**

CONFLICTING philosophies prove the theme for a five-time weekly daytime serial on CBS titled This Life Is Mine. Plot centers around a school teacher and her father, who symbolize two schools of thought—altruism and egoism. The school teacher attempts to bring up a sister and two younger brothers to be considerate of others, while the father opposes her.

**Penthouse Theater**

PERMANENT studio cast plays supporting roles in Penthouse Players, a comedy-drama series heard Thursday nights for a half-hour on WCSC, Charleston, S. C., and each week guest stars are chosen from the Deck Street theater’s Footlight Players, local little theatre groups. Programs are directed by Lt. Charles R. Bell, USNR, and produced by Russ Long.

**Poultry Lessons**

PURDUE U. is presenting The Poultry School of the Air, a series of 10 quarter-hour programs for farmers on its station WBBM, Lafayette, and eight stations in Indiana. Sessions are conducted in classroom manner. The tenth broadcast is a final exam and those passing receive certificates from the Purdue Poultry Dept.

**Schools at War**

OREGON STATE WAR Staff, with KGW, Portland, is presenting Schools at War weekly. Half-hour shows originate in different schools with scripts emphasizing work done by school children to further the war effort. Bands and glee clubs are often featured.

**Weekly Letters**

EXTENDING a personal invitation to visit its studios, KOY, Phoenix, has started mailing a weekly letter to new residents of that city. Names are secured from local gas and electric company’s "turn on" lists.

**Feminine War Role**

WOMEN in factory jobs, in the services and in the news are in the limelight in Fran Harris Reports, a twice-weekly quarter-hour show on WWJ, Detroit. Miss Harris interviews women in interesting war work.
now that nations are neighbors

Radio has made neighbors of all the nations on earth. China and Chile, Brazil and Burma, Portugal and Peru now share the same doorsteps and backyards. And when all the nations become good neighbors, radio will have helped with that miracle, too.

An important role in the creation of this world-community is played by Mutual. Its reputation as the First Network for News rests not alone on supremacy in domestic coverage. Devoting regular time each week to broadcasts direct from the world’s warfronts, with keen analyses from the homefronts, Mutual contributes continuously to a fuller understanding of what the word “global” really means... from the first radioed words of MacArthur to the latest triumph on the remotest battleground.

This phase of the network’s public service helps explain why Mutual has been able to weld the people of all the states into a compact assembly, eager day and night to hear what our correspondents and commentators (and advertisers) have to say.

Wilbur McClintock

THE MUTUAL BROADCASTING SYSTEM
Promotion is building and more listeners for your programs.
Calling the Tune

LEGISLATION is in the works to subsidize small newspapers on a rather grandiose scale as a means of offsetting war losses. This would be accomplished through Treasury purchase of display advertising to the tune of some $25,000,000 to $30,000,000 at the outset. Senators Bankhead (D-Ala.) and Willis (R-Ind.), the latter publisher of a small town newspaper, are collaborating on such a measure.

In the recent past, there has been talk of Government help for broadcast stations unable to stand the gauntlet, though this has not proceeded beyond the conversation stage. Senator Bankhead said last week he was studying broadening of the proposed bill to cover radio advertising.

The whole philosophy of subsidy for newspapers or stations, whatever the cause or by whatever name it may be called, is repugnant to Democratic ideals and principles. Private initiative and free competition would go out the window. The Government would then be paying the fiddler and calling the tune. Favor inevitably would be showered upon those willing to play ball with the politicians.

Radio, to be sure, has its problems born of the war. Conditions generally, however, aren’t as serious as some highly placed officials in Washington indicate. There are stations in the red now and were there long before Pearl Harbor. Others may have been on the verge of making money at the war’s outbreak, and have lost ground. But only a handful, as far as we can ascertain, have dropped from several years’ history of earnings to net losses.

Irrespective of all that we think it will be a tragic day when Uncle Sam steps in to subsidize these media to “channel information to the people”, as Senator Willis puts it. The independance of press and radio would be sacrificed. It is the function of these media to disseminate Government information as long as it constitutes news. Time and talent donated by radio for war messages total almost $80,000,000, according to OWI Director Elmer Davis. Newspapers have published millions of columns, without compensation and as their recognized obligation.

Proponents of the subsidy plan evidently want it confined to small publications which have been hardest hit. But where would the line be drawn? Politicians promptly would get busy on behalf of their own constituent newspapers (and stations) for a cut in the advertising melon. Inevitably it would spread from war bond promotion to other Government fields for which time and space now is donated.

The answer is in less quantity and higher quality of Government news and information releases. And, in the case of radio, an opportunity should be allowed for sponsorship locally and nationally of such processed war effort programs. This is being done in the case of newspapers.

While radio wants no Government subsidy, it nevertheless doesn’t relish discrimination. Aside from the fact that newspapers are permitted to cover Government campaigns, whereas radio generally is not, the House the other day received a favorable report on a bill to relieve small newspapers which voluntarily suspended publication, from payment of second-class application fees upon resumption of publication. That means they retain their privileged status with regard to legal notice advertising, and are not required to start from scratch.

In the case of broadcast stations, the FCC has refused to permit stations to suspend and retain their licenses (comparable in many respects to the second-class privilege). A station which is unable to survive, therefore, must close shop altogether and take its chances on getting a new license after the war.

The Postoffice Dept. recommended passage of the second class provision for newspapers suspending publication and cited that it was “in accord with the program of the President”. We feel that similar legislation for relief of broadcast stations forced to suspend likewise would win Congressional favor.

Radio’s Mr. Brown

HIGH TRIBUTE has been paid radio with the selection by Economic Stabilization Director Byrnes of Walter J. Brown, general manager of WSPA and WABD, Spartanburg, S. C., as one of his four assistants. Mr. Byrnes is regarded in Washington as the “Assistant President”, whose duties cover virtually the entire wartime economic front.

Mr. Brown was selected for this important assignment, presumably for the duration, because of the high esteem in which the erstwhile Senator and Supreme Court Justice held him. For a decade he knew him as a Washing-
HOWARD LEONARD CHERNOFF

LAST SUMMER the future Farmers of America made Howard Leonard Chernoff an Honorary State Farmer. That isn't the most important thing that could be said of Howard Chernoff but it is highly significant. For Howard's success as managing director of the West Virginia Network has grown with his recognition and prestige are in direct ratio to its service to the home community.

When West Virginia University went to New York's Madison Square Garden to win the national basketball championship a couple of years ago the miles of the WVN were there. And when the price of milk was raised in Charleston and the consumers and dairymen had it out, the issue sizzled in the studios of WCHS with a Charleston minister as moderator.

Howard's theory is that a station actually wins friends and influences people (and the phrase is not a gag) by wringing the last drop out of local events and affairs.

If Mr. and Mrs. Zabosky or Mr. and Mrs. Atwater have a 50th wedding anniversary--do a remote from their living room surrounded with friends. If the miners go on strike in the southern part of the state, send a newsmen into the fields to interview the strikers and their families and air their sentiments by direct wire.

In all these things he is support-enthusiastically by his boss, John A. Kennedy, president of the network, now on active duty as a commander in the Navy, who himself grew up in the traditions of so-called small-town newspapering. Com. Kennedy spotted Howard for radio in 1938, two years after he had become a localization's worth three Kennedy newspapers with headquarters at Clarksburg. The first radio station was the manager-ship of WCHS, Charleston, key station of the four-outlet network.

WCHS then was operating on 1,000 watts day and 500 night and Howard found that it needed considerable promotion not to mention business.

Twelve and 14 hours daily corrected these handicaps. It was hard work but audience surveys took an upturn and business went right along. Power was up to 5,000 watts night and day and in 1940 Howard was made managing director of the other stations—in Huntington, Clarksburg and Parkersburg.

Today he is filling the chair vacated for the duration by Mr. Kennedy who is serving as a commander, Naval Reserve.

Mr. Kennedy and Howard Chernoff met in West Virginia when the former left a career as a Washington (D.C.) newspaper correspondent and Howard came east. He has been reporting in Ohio to work for Mr. Kennedy's papers.

Howard was born in Cleveland in December, 1907. He remains a fast friend of one of his grade school pals, Vick Knight, producer. He attended the University of Cincinnati and for eight years after completion of his studies covered the usual newspaper gamut—reporter to solicitor. Slow to speak, thoughtful and quiet, Howard is a business portrait in self-control and solid judgment. Down around Charleston they tell you that many a man in lines of business far removed from broadcasting come to Howard Chernoff for counsel. When he left Clarksburg for Charleston the Clarksburg merchants signed a petition urging him to remain in their community.

A quiet demeanor does not imply that he is ultraconservative. He was the first station manager in the country to hire girl engineers—as early as mid-year 1941.

The reward for knowing one's business and then practicing that gospel is best illustrated in Howard's case by the recent honor to WCHS of the Peabody Award for The Home Front, a program in which listeners have the opportunity to ask a panel of local authorities all sorts of questions on the war effort. WCHS's award came "for outstanding public service by a regional station".

It was a fitting reward, too, for a Howard who operates on the belief that "our news services and the network protect us on all the national but the best way to operate a radio station is to make the community feel it's their station."

Howard has a hobby. Despite wrestling with the problems of four stations, he likes to listen to the radio! Magic is a strong word used by Noble Chernoff, director of the International Brotherhood of Magicians he probably could make a comfortable living. His professional performances are punctuated by amazing shows put on for the delight of NAB District No. 4 meetings.

(Two of the fellows he takes greatest pleasure in fooling are Mr. and Mrs. Donald Ryan. They're easy, he says.)

Howard is married to a young lady who once applied for a job on one of his papers and who now is the education of WCHS. Melva Graham Chernoff's particular activity is the CBS School of the Americas which feeds into 1260 West Virginia schoolrooms.

VICTOR SHOLIS, director of Clear Channel Broadcasting Service, who was recruited to the private firm Jan. 1, has been promoted to corporate. He is stationed at Camp Crowder, Mo., Signal Corps base, and received his promotion after attending a special training course designed for executives by both commissioned officers and enlisted men. He attained the highest grade in the class.

MURRAY B. GRABHORN, national spot sales manager of BLUE, is the grandfather of a baby boy. Child was born to Mr. Grabhorn's daughter Mary, wife of Lt. Robert J. Stewart.

JOSE JAEN Y JAEN, owner of HOK, York, and HOK, Panama City, is in the United States on a six-week business trip. HOK now broadcasts in English daytime and 8-11 at night.

BARRY FARIS, editor-in-chief of INS, was guest speaker at the weekly luncheon of the Advertising Club of New York, last Wednesday. His subject was "War in the Pacific."

EVERETT ROSENTHAL, former manager of Rockhill Radio Inc., New York, has been named recording manager. New sales manager has not yet been mentioned.

LEONARD KEPPER, vice-president and general manager of WCAE, Pittsburgh, is back at his desk after an absence of several years from direct work.

EARL MAY, President of KMA, Shenandoah, Ia., reported on what the Army could do to help the farmer through a series of radio and newspapers last week before a session of the Public Service Division with Service Command in Omaha.

EVERETT ROSENTHAL, sales manager of Rockhill Radio Inc., New York, has been made recording manager.

KENNETH C. MCCARTHY, former general manager of Harper District House Inc., Los Angeles, has joined KFAC, that city, as auditor. He was succeeded at Westwood by W. Conklin, now in the armed services.

MARY JANE PORTER, sales traffic manager of KPO, San Francisco, and Miss Laura Gleen, communications officer of Air Forces, were married in Watsonville, Calif., recently.

MILTON SIROHAN, account executive of KPO, San Francisco, recently was sworn into the United States Merchant Marine.

Vic Cassidy, publisher of the Downville Mountain Messenger at Downville, Cal., has joined KOW, San Francisco, as account executive.

ERNST DAVIES, in charge of North American Intelligence in the London BBC Research Division, left BBC's New York office last week on an extended tour of the United States. Mr. Davies, who is in this country to make a study of American radio, will visit stations carrying BBC programs.

JERRY CROLLARD, account executive of KERO, Seattle, has been appointed executive vice-president of the Junior Chamber of Commerce.

ARNOLD CARLSEN, sales director of the Chicago division of Packard Motor Co., has joined the sales staff of MBS, Chicago.

ART MCCOY, salesman of Free & Fair, Chicago, is the father of a girl.

FRANKLIN M. DOOLITTLE, general manager of WOR, Hartford, recently has been appointed to the Connecticut War Council. Raymond E. Baldwin, has been named to the communications division of the Council, representing Connecticut radio stations.

WAYNE H. JONES, salesman with WOAC, Chicago, is the father of a girl.

ALDEN BAKER, former assistant sales manager of WCCO, Minneapolis, has joined KDAL, Duluth, as program director. Mr. Baker was national sales director of WKBK, Youngstown, O. Gilbert Faw, former manager of KDAL, is now staff producer, becomes production manager, a newly-created position; Chuck Logan, in addition to his present duties as head of the special events department, is handling production assignments.
BEHIND THE MIKE

PVT. MARION MOORE, a former announcer for WJZ, New York, and featured on "Moon River" at WJZ, Cincinnati, is stationed at George Field, near Vineyard, Ind., and is writing and directing a show appearing weekly on WVAL, Vineyards, Wednesday night at 7:30. Titled "Aero-Baseball," the program pits two teams against each other in answering questions put by Pvt. Moore, as mc.

JOHN K. CHAPEL, news commentator of KIOW, Oakland, left March 27 on a good will tour to four throughout Mexico and Southern California.

PAUL LYNDE, Jr., program director of KFXX, San Bernardino, Cal., has returned to Flight C, Santa Ana, Cal., for flight training. Alan Mann has been promoted from chief announcer to program director. Shirley Levine, announcer and writer, from the script department of KKNX, Hollywood, and James Gyra, former announcer of WRKO, Cairo, Ill., have joined the staff.

HEDWARD FERRO, former CBS announcer recently honorably discharged from the Army, has joined WNEW, New York, as announcer.

BOB LIEB, former announcer of WTRY, Troy, recently honorably discharged from the Army, joined WNEW, New York, last week as an announcer.

JACK GALE, former West Coast radio manager of National Concert & Artists Corp., talent service, has joined 20th Century-Fox Film Corp., Los Angeles, as radio director in its West Coast services division.

CÉCILIA K. LIPSCHUTZ, former radio director for the Philadelphia Evening Public Ledger and author of radio scripts for network shows, has been commissioned a 3d officer in the WAMC, Fort Dix, N.J., where she is connected with the public relations office.

INTERVIEWED over WWPG, Palm Beach, by Joe Ford, special events announcer, are Ed Joannin, R. S. and Capt. Miguel R. Naves-ette of the Mexican Army just before their return to Mexico City on completion of their radio training on Camp Murphy, Fla.

NORMA NELSON, program editor of KIRO, Seattle, and Ted Baughum, announcer who was recently commissioned an ensign in the USNR, were married recently and Helen Thynyn, staff member, was married to Lt. Thomas D. Wells, USNR.

STELLA ROTH, staff writer of WOR, New York, has been appointed staff assistant for Red Cross Club Overseas, and leaves April 25 for three weeks training in Washington. Eric Norman has joined the announcing staff, coming from WTXA, Springfield, Ill. Nat Abramson, manager of the entertainment department, has been appointed chairman of the radio activities committee of USC Camp Shows Inc. to supervise the production of shows on a voluntary basis.

Ray Nelson, former eastern production manager for ABC, has been appointed assistant director of daytime programs for WOR.

ROBERT C. COLESON, director of West Coast offices of Radio Bureau, Public Relations, War Dept., is acting as technical advisor on the Universal film, "We've Never Been Licked," for the NBC Army Hour sequences.

PAUL GILBERT, formerly of KXIR, South Dakota, has joined the news and announcing staff of KTHA, Thomas.

TOM JONES

TOM JONES, writer, producer and announcer, formerly of KFV, San Francisco, died in the San Francisco Hospital following an illness of more than a year. He had been with KYA nearly five years and before that at KJH, Los Angeles.

LADY VINE, singer with well-known dance orchesters, has joined the announcing staff of KBG, Albuquerque.

ALEX ROSEBAUM has joined KCMJ, Prince Albert, Sask., as the first full-time girl announcer. She will also help out in the control room. Jack Mitchell is their newscaster.

FRIEDA FLINT, formerly of WOCH, West Yarmouth, Mass., has joined CROH, Timmins, Ont., as traffic manager. She replaces Jo Anne Crockett, who has taken a wartime post with a construction company in Edmonton.

ROBERT STARK, in guest relations department of NBC Hollywood, has made a junior announcer. He succeeds John Lally, now an announcer of KGW, Portland.

ALBERT LIPITIN, actor heard on CBS and NBC programs, and Clifford Weeks, former announcer of WIRL, Boston, have joined the announcing staff of WHYN, Brooklyn.

TED BLISS, producer of CBS, Hollywood, has been assigned to the weekly "Dr. Christian," sponsored by Chesapeake Mfg. Co. He replaces Joan Cameron who resigned as McCarron-Eissenman producer of the show to join her husband in Washington, D. C.

DICK TYLER, commentator, has joined KMTR, Hollywood, as head of its news service department.

HARRY WIGE has left the announcing staff of KFBE Chicago to join the Chicago Daily News service.

JACK TOTT has joined KSAL, Salina, Kan., as announcer, after receiving a medical discharge from the Navy. Mr. Todd, who has served on the Pilot One Carrots Lexington, is not related to Jack Todd of KANS, Wichita.

BOB SABIN, news editor of WIND, Chicago, has joined WGNX, Chicago, and has been replaced by Bruce Macdonald, WIND announcer-commentator. Ted Williams has resigned as Turf commentator to resume as publicity head of his former race track affiliation. He is replaced by Joe Wilson, newcomer to WIND.

HAL MOON, who had been stationed at Norwalk, Conn., has received an honorable discharge from the Seabees and returned to KGU, Missoula, Mont., to resume his post as news editor.

WILLIAM J. BROWN, announcer of WLM-WSAI, Cincinnati, has been appointed night manager of the station and general manager of the FM division, with general responsibility for handling night programming and handling emergencies as one nature.

TOM REIFFNER, who made a portion of Gleneagles Dodgers on WHN, New York, is the father of a baby girl.

NOW 5,000 WATTS DAY & NIGHT 600 KC

The Only Columbia Station in Maryland

Captain Kidd

Kidd-Boise, Ida.

This Coverage Brings Results Like These:

1440 minutes & top
2 flower seeds.
12 program
1000 women enrolled
in school
3 announcements
235 orders for
income tax books

Ask a
John Blair Man
DAVE ELTON, producer of NBC Hollywood, has resigned to join Young & Rubicam, that city, April 16. As agent producer of the weekly NBC _Time to Smile_, he will replace Stanley Jossdoff, who joins the Office of War Information, San Francisco.

PAUL LANGFORD, former special events director of KPAS, Pasadena, Calif., is now a 2d lieutenant in the Army Air Forces.

PETE SMYTHE, former orchestra leader, and more recently connected with the Ball and Davidson Advertising Agency, has been made program director of KZL, Beaver.

Lee Phillips, announcer of WCAE, Pittsburgh, is the father of a baby girl.

PVT. BILL THEIMAN, continuity chief of WCAE, Pittsburgh, before joining the Army, was stationed at Camp Swift, Tex. and Pet. Warren Girard of the announcing staff is taking basic training at Cochran, Tex.

Martin Weldon, program director of WKNX, Kingston, N. Y., on April 4 married Shirley Prewis, of New York City. Mrs. Weldon is a musician, specializing in accompanying classical and novelty singers.

WINSTON BLAKK, announcer from WDBV, Wagerbury, Vt., has joined WWJR, Mt. Vernon, has left to join WIRL, Pittsfield, Mass.

DON E. DAVIS has returned to the announcing staff of KLJ, Oakland, after a leave of absence.

Don Page, announcer at KMGE, Coffeyville, Kans., before joining the Marines, has been a marine's radio operator. Warren Morey from KFRI, Wichita, and Margaret Jean Mills, new to radio, have joined the continuity staff.

DAN K. LONG, program director of WAKR, Akron, Ohio, has left to join WTVL, Waterbury, Conn., as announcer.

Van Woodward, who has been continuity editor of WLY-WSAI, Cincinnati, has been appointed assistant to the program director. His duties will be principally building and writing special type shows, though he will also be available for help on other shows, and the assignment does not change the status of Howard Chamberlain, who continues as assistant program director of WLY. Lengthy Mitchell, writer, becomes continuity acceptance editor, responsible for checking all WLY-WSAI copy and is in charge of all administrative detail in the continuity department.

Harriet Lloyd, formerly of the WLS radio department, has joined the office staff of Fulton Lewis Jr., Mutual commentator.

Charles Wolfe, from the radio department of Young & Rubicam, New York, has been made continuity editor of WSKH, Stamford, Conn.

**McCain Promoted**

EARL C. McCAIN, former assistant KLZ news editor, has been made news editor, succeeding Fred D. Fleming, deceased. Mr. McCain has had nearly 25 years experience in newspaper and radio news.

JACK LAWRENCE, announcer of WEEI, Boston, is in training as a radio technician in the Army Air Forces, but is continuing at WEEI on a part-time basis. He married Josephine Goddy April 3. Sherman Felker, WEEI announcer, entered the Army at Fort Devens April 1.

Jack Wexlinder, music director of KMY, Kansas City, who resigned to serve in the Navy, has returned after being given an honorable discharge for medical reasons. Leigh Havens, who took a post in the music dept., has shifted to the program dept.

JESS OPPENHEIM, formerly Hollywood gag writer now in the Coast Guard, has transferred his base from Wilmington, N. C., to OWI headquarters in Hollywood and is writing and directing three shows weekly for OWI, the WAVES and SPARS. Charles Isaacs is assistant on scripts.

Jose Rodriguez, chief news editor of KFI-RDBC, Los Angeles, and producer of the Classic Hour on KFI, has been signed by Walt Disney Studios to do story ideas for war effort films.

William A. Rauher, producer of Sheriff & Marquette on the CBS Monte Wonder-Al Jolson Hour, in addition will be assistant producer of the Warner Bros. film, "The Blue Veil".

Ed Murphy, announcer of WROK, Rockford, Ill., has been accepted for the Army. OWI will assign to Ft. Benjamin, Ga. He left for Ft. Sheridan, Ill., on April 2. Pvt. Robert Vague, in charge of the radio department of the public relations office at Camp Grant, Ill., is handling seven programs a week on WROK. He was an announcer at WGN, Chicago, before joining the Army. Robert Candel, senior high school student, is taking station breaks and operating studio controls in the afternoon. Robert Candel, new to radio, works days in a Rockford warehouse and takes a part-time announcing shift at night.

Bert Julian, former manager of WJIC, Hammond, Ind., has been connected in a similar capacity with WJIC, Indianapolis, replacing John Arthur, who has taken over the news department.

Edward Jaeger, has left the announcing staff of KBIZ in Ottawa, Ill., to join WVOX, Jerseyville, Ill., where he will serve as announcer-writer.

Roger Forster, announcer of WNYW, New York, is the father of a baby girl.

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**It's still growing! George!**

You helped to start this city of Washington, George. When you were here, it wasn't much as far as people and power were concerned. You know, George, we have 1,242,000 people in and about this town now. They have more money per family than any other city in the nation. They have an effective buying income of $1,509,211,000! That's more money than the whole nation had in your time, George.

It's more than that, though. These million and a quarter Washingtonians control the destiny of this whole nation of ours. Why George, they're spending over TWO BILLION DOLLARS A WEEK just to insure democracy. TWO BILLION dollars a week for guns, goods, and groceries!

**But Washington is like that, George, and**

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**WBZ Boston's most powerful station 50,000 watts**

**WRC in Fort in Washington**

Represented nationally by NBC Spot Sales

April 12, 1943 • Page 33
### The Business of Broadcasting

#### Station Accounts

<table>
<thead>
<tr>
<th>station</th>
<th>program</th>
<th>description</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSBT, South Bend, Ind.</td>
<td>10 ws, 22 ss, 25 weeks</td>
<td>thru Huber &amp; Sons, N. Y.</td>
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<tr>
<td>American Chicle Co., Long Island City (Denture), 15 ws, 10 weeks, thru Leggett &amp; Posse, N. Y.</td>
<td>15 ws, 10 weeks, thru Leggett &amp; Posse, N. Y.</td>
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<tr>
<td>J. Brach &amp; Sons, Chicago (candy bars), 10 ws, 5 weeks, thru Sherman Ellis &amp; Co., Chicago.</td>
<td>10 ws, 5 weeks, thru Sherman Ellis &amp; Co., Chicago.</td>
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<td>Pillsbury Flour Mills Co., Minneapolis (pancake flour), 10 ws, 5 weeks, thru McCann-Erickson, Minneapolis.</td>
<td>10 ws, 5 weeks, thru McCann-Erickson, Minneapolis.</td>
<td></td>
</tr>
<tr>
<td>American Minn polis weekly, 9 ws, 4 weeks, thru Firth &amp; Barlow, Chicago.</td>
<td>9 ws, 4 weeks, thru Firth &amp; Barlow, Chicago.</td>
<td></td>
</tr>
<tr>
<td>Lambert Pharmacal Co., St. Louis (vitamins), 5 ws, 2 weeks, thru Ruthrauff &amp; Ryan, N. Y.</td>
<td>5 ws, 2 weeks, thru Ruthrauff &amp; Ryan, N. Y.</td>
<td></td>
</tr>
<tr>
<td>P. Lorrillard Co., New York (old Gold), 5 ws, 2 weeks, thru J. Walter Thompson Co., Chicago.</td>
<td>5 ws, 2 weeks, thru J. Walter Thompson Co., Chicago.</td>
<td></td>
</tr>
<tr>
<td>Raikaid Co., Detroit (Marmola), 3 ws, 3 weeks, thru Frank Ritz &amp; Co., Chicago.</td>
<td>3 ws, 3 weeks, thru Frank Ritz &amp; Co., Chicago.</td>
<td></td>
</tr>
<tr>
<td>Planters Nut &amp; Chocolate Co., Wilkes-Barre, Pa. (candy bars), 3 ws, 3 weeks, thru Goodkind.</td>
<td>3 ws, 3 weeks, thru Goodkind.</td>
<td></td>
</tr>
</tbody>
</table>

#### More Resinol Spots

<table>
<thead>
<tr>
<th>station</th>
<th>program</th>
<th>description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resinol Chemical Co., Baltimore (soap), 30 ws, 30 weeks, thru Resinol Chemical Co., Baltimore.</td>
<td>30 ws, 30 weeks, thru Resinol Chemical Co., Baltimore.</td>
<td></td>
</tr>
<tr>
<td>WOR, New York</td>
<td>1 ws, 4 weeks, thru WOR</td>
<td>1 ws, 4 weeks, thru WOR</td>
</tr>
<tr>
<td>American Chicle Co., Long Island City, N. Y. (gum), 30 ws, 30 weeks, thru throughput</td>
<td>30 ws, 30 weeks, thru throughput</td>
<td></td>
</tr>
</tbody>
</table>

#### Radio Sales Staff Expanded by CBS

The expansion of sales and promotion departments of CBS' Radio Sales division was announced last week by Howard S. Meighan, eastern sales manager of radio sales, who named George Dunham as account executive in the sales department, William S. Rayburn as promotion manager, George Ma teyo as supervisor of research in the promotion department, and Joyce Farnham as copy assistant. Mr. Dunham, who joined CBS in 1937 as director of sales promotion at WEEI, the system's Boston outlet, has been supervisor of promotion for CBS-owned stations since December 1940. Previously, he was an assistant sales manager at the Boston Woven Hose & Rubber Co.

A copywriter in the CBS sales promotion department since 1941, Mr. Rayburn has been an editor of a Westchester county weekly and a copywriter of Lennen & Mitchell, New York. George Mateyo, previously bookkeeper for WOR, New York, and prior to that an instructor in marketing and advertising at New York U., has been assistant to the CBS director of research since he joined the network in 1940. Miss Farnham has been a secretary in radio sales since April 1942.

#### WKBK, San Francisco

Anne Brewing Co., San Francisco, 3 ws, 3 weeks, thru Bissinger & Davis, San Francisco.

#### KNX, Hollywood

Sears Roebuck & Co., Los Angeles, 3 ws, 3 weeks, thru Mayers Co., Los Angeles.

#### KFI, Los Angeles

American Chicle Co., Long Island City, N. Y. (gum), 3 ws, 3 weeks, thru through.

#### WZJ, New York

B. Altman Co., New York (moderate priced dresses), 3 ws, 3 weeks, thru Kelly-Nason Inc., N. Y.

#### WSBT, South Bend, Ind.


#### WBT, Charlotte

Tennessee Coal, Iron & Railroad Co., Birmingham, 3 wp weekly, thru BBDO, N. Y.

| P. Lorillard Co., New York (friends to bacon), 3 ws, 3 weeks, thru Lennen & Mitchell, N. Y. | 3 ws, 3 weeks, thru Lennen & Mitchell, N. Y. |
| Walker Remedy Co., Waterloo, ia. (proprietary), 3 ws, 3 weeks, thru Westover-Barrett, Waterloo. | 3 ws, 3 weeks, thru Westover-Barrett, Waterloo. |
| Minnesota Brewing Co., Minneapolis, 208 ws, 208 weeks, thru BBDO, Minneapolis. | 208 ws, 208 weeks, thru BBDO, Minneapolis. |
| Service Life Insurance Co., Waterloo, ia. 312 sp, direct. | 312 sp, direct. |
Agencies

LOIS ROBERTS, former assistant space buyer of Hirsloh-Garfield Inc.,
New York, has been named head space buyer.

M. P. WAMBOLDT, former program
supervisor of Compton Adv.,
New York, has been named assistant
account executive for Soony-Vacuum
Oil Co., and will have charge of
the accounts radio activities, which
include Raymond Gram Swing’s com-
ments on BLUE.

RICHARD H. PENNDORF, Robert
Buchner and C. R. Brown have joined
the New York office of N. W. Ayer &
Son as account executives, and
Robert Moore has joined the Philadelphi
office.

HOWARD A. STONE, previously di-
rector of field research for Daniel
Starch, business research firm, has
joined the eastern division of Camp-
bell-Ewald Co., attached to the mar
ket and copy research staff.

RAYMOND SPECTOR Adv. Agency
after May 1 will be located at 506
Madison Ave., New York. The tele-
phone number will remain the same.

JOHN GUEDEL, Hollywood vice-
president of Russell M. Seeds Co., has
been placed in charge of all radio.

C. CHURCH MORE has discon-
tinued his Los Angeles agency to join
the public relations division of Union Oil
Co. His accounts have been taken
over by Stellar-Miller Adv.

ROBERT H. SCHMELZER, former
Los Angeles manager of Beaumont
& Holman, has joined Logan & Arnold,
that city, as account executive and
copy writer.

ARITA HASSON, writer, formerly of KJBS, San Francisco, recently
joined Bircher, Davis & Van
Nord, San Francisco.

ADDISON SMITH, production super-
vision at Ruthrauff & Ryan, New
York, for Nokomis Chemical Co.’s
Quiz of Two Cities, is the father of
a boy.

PAUL ADAMS, for three years a
writer and director of Young & Rubi-
cai, New York, where he has been
working on CBS’ WE, the People,
will be conducting inter-views April 15.
Since last year, Mr. Adams has also
been producing programs for the
overseas branch of the Office of War
Information.

MRS. ELINOR L. BROWN has
bought out her partner, Maurice W.
Aaron, in the Aaron & Brown Ad-
vertising Agency. She will continue
operations as the E. L. Brown Adv.
Agency, moving to new quarters at
1600 Walnut St. Mr. Aaron has
not disclosed his future plans.

Frey Names Williams

JOHN E. WILLIAMS, for eight years vice-president and director
of the Di-Noc Co., Cleveland (plas-
tics), on April 1 took over new
duties as vice-president and general
manager of Charles Daniel Frey
of advertising, Mr. Williamson was
with Colber’s, New York, for 15
years where he became advertising
manager. He is a former vice-
president in charge of sales at Franklin
Automobiles, Syracuse, and former
executive vice-president of United

CALVIN D. WOOD has joined the
staff of West Marquise Inc., Los
Angeles, as account executive. Mr. Wood
was media director and copy writer
for Buechans & Co., New York, and
before that Southwest manager for
Miller Freeman Publications.

BILL KRAUCH, account executive
and radio producer of Milton Weint-
zer Adv. Co., Los Angeles, is the
father of a boy.

WILLIAM DASHIEFF, former ac-
count executive of Wesley Amone
and Pettigrell & Fenton, New York,
has joined Buechans & Co., New York.

EDWARD C. STODEL, head of
Stodel Adv. Co., Los Angeles, antici-
pating active Marine duty, has closed
his office for the duration and turned
over accounts for servicing to Wil-
man-Shans-Breyer Inc., Fort city.
Selma Schonfeld, assistant to Mr.
Stodel, has joined the latter agency.

J. M. RUSSELL WILSON, former
secretary and treasurer of Industri-
als, Inc., manufacturing concern in Phi-
alclphia, has joined the research
dept. of Genre-Marathon Inc., Phila-
elphia agency.

N. Y. Club Nominees

AMONG directors selected by the
nominating committee of the Ad-
vertising Club of New York for
the slate at the club’s annual meet-
ing and election May 11 are Daniel
S. Tuthill vice-president of Na-
tional Concerts & Artists; Her-
bert L. Stephen, news editor of
Printers’ Ink; Frederic R. Gamble,
managing director of the Ameri-
can Assn. of Advertising Agen-
cies, and Charles C. Green, man-
aging director of the Advertising
Club. Eugene S. Thomas, sales
manager of WOR, New York, is
one of the directors who will con-
tinue in office next year.

JACK BENNY has recovered from
pneumonia and was to return to the
air April 11, for his regular NBO Sun-
day program for General Foods Corp.

CALIFORNIA COVERAGE

K MJ MORNING AUDIENCE SHOWS
DECISIVE DOMINANCE*

8 AM. 12 N Monday thru Friday
K MJ
“MM” 34.1
“CC” 12.7
others 1.5

* Hooper Station Listening Index
Mid Winter 1943 Fresno, Calif.

K MJ
5000 Watts on 580 KC. Basic NBC

THE McCUTCIIY GROUP

BROADCASTING • Broadcast Advertising

April 12, 1943 • Page 35
Wingo Indicted
OTIS T. WINGO Jr., former commentator and at present assistant public relations director of Young & Rubicam, New York, was indicted by a Federal Grand Jury in Washington on charges of wilful failure to register as an agent of the Finnish and Swedish governments. Mr. Wingo in a statement denied there had been “wilful violation” of any official requirement.

ALLAN T. PREYER of Vick Chemical Co., has been appointed chairman of the Advertising Federation of America committee to judge winners of the AFA 10th Achievement Award. Also on the committee are Dorothy Shaver, Lord & Taylor vice president; John Platt, Kraft Cheese Co.; Chester J. LaRocque, chairman of the board of Young & Rubicam, and Gardner Cooks Jr., Des Moines publisher and station owner. All are AFA directors.

FORT PITT BREWING Co., Pittsburgh, has renewed for the sixth consecutive year Tap Time, half-hour program on KDKA, Pittsburgh. Tuesdays at 7:30 p.m. KDKA feeds Tap Time to four West Virginia stations, WVTW WHKJ WHU H.

BEAMON CHEMICAL Co., Philadelphia, which recently appointed James G. Lamb Jr., for zero cleanser and other household products, has started a spot campaign [Broadcasting, March 21].

NORTH AMERICAN AVIATION Inc., Inglewood, Cal., in an employment campaign on April 3 started sponsoring the 60-minute Saturday Night Merrie-Go-Round on KKN Hollywood. Contract is for 13 weeks.

Tom Houlon conducts the program of recorded music and chatter. Agency is INDO.

SEARS, ROEBUCK & Co., Los Angeles, on April 5 starts sponsoring the Monday through Friday night quarter-hour news program, Toto Clock Wire, on KKN Hollywood. Contract is for 52 weeks with placement through The Mayors Co.

CHARM KURL Co., St. Paul (hair dressing), is sponsoring the first quarter-hour of its Time for Company on WTS Chicago, five times weekly for 13 weeks. Agency is Guenther Paul, Chicago.

FEDERAL OUTFITTING Co., Los Angeles (chain clothes), in a spring campaing started April 11 is sponsoring a weekly 60-minute musical on KFAC, that city. Contract is for 13 weeks.

C. R. Watts Co., Los Angeles, has the account.

NOSUCH Ltd., Toronto (silver cream), has started announcements on a number of Ontario stations. Account was placed by Ellis Adv. Co., Toronto.

SUPPILER-WILLS-JONES Milk Co., Philadelphia, started a special foreign-language campaign for April 5 over WDBF Philadelphia, to apprise the Jewish population of the fact that specially-prepared milk and dairy products will be available during the Passover religious holidays during the April 20 week. The services of eight cantors in this city are used for five nightly programs during Passover on station’s Jewish House, W. N. Ayer & Son, Philadelphia is the agency.

HAL R. Wernick, of Des Moines, San Francisco, is sponsoring What’s That? Ladies, featuring Art Linkletter, five times weekly on KGO, San Francisco.

Coca Cola Names Bell
HUNTER BELL, former sales manager of the Atlanta region of Coca-Cola Co., has been named advertising manager of the entire company. He succeeds Deloney Sledge, now a captain in the Army.

CAMERON HAWLEY, former assistant director of advertising and promotion of Armstrong Cork Co., Lancaster, Pa., has been appointed director of the department. He succeeds M. J. Wernick, who has been named treasurer. Gray Playter and John P. Watts have been named assistant directors of advertising and promotion.

Raymer’s 10th
TO CELEBRATE his 10th anniversary in the station representa-
tive field, Paul H. Raymer, owner-manager of his own company, gave a dinner last Wednesday night at Sherry’s in New York for a small group of friends with whom he first had business contact in the early years of Paul H. Raymer & Co. In addition to Fred Brokaw, manager of the Raymer New York office, Perice Roman and Madeleine Vose of the same branch, Mr. Raymer invited Elizabeth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co.; Reggie Schuebel, Duane Jones Co.; Margaret Jessup, formerly of McCann Erickson, Rubbell Robinson Jr., Young & Rubicam; Jack Latham, MBS; Wilfred King, J. M. Mathes Inc.; Jack Davidson, Federal Adv. Agency; C. E. Midgeley, CBS, Ben Bodec, Variety.

FULTON LEWIS, JR.
SPEAKS BEFORE SPECIAL SESSION OF TEXAS LEGISLATURE

Indicative of the widespread popularity of Mutual’s Commentator on Political Affairs was the invitation he received to speak before a special joint session of the Texas State Legislature. A resolution was adopted that the usual custom of not meeting on Friday or Saturday be dispensed with in order that Lewis could be heard.

All over the country Fulton Lewis, Jr.’s informative, authoritative style has made friends for himself ... and sales for his sponsors.

NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY

a feature that means immediate results for any sponsor (Fulton Lewis, Jr. is sponsored on 117 Mutual stations by 96 advertisers). You can sell him at your one station for quarter hour rate per week. Wire, phone or write time request to WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C. Affiliated with the MUTUAL BROADCASTING SYSTEM

RADIO STATION WHKY HICKORY, N. C.
5000 watts day 1000 watts night 1290 kilocycles Blue Network

w gives low cost coverage of this rich area

HOWARD H. WILSON CO. Chicago - New York - Kansas City - San Francisco

BROADCASTING • Broadcast Advertising
Among The Features

ADVERTISING'S ROLE IN THE WAR
By Chester LaRoche,
Chairman, the Advertising Council; Chairman of the Board, Young & Rubicam

ELECTRONICS AND THE BROADCASTING INDUSTRY
By Dr. O. H. Caldwell,
Editor, Radio Retailing Today and Electronic Industries

THE NAB WAR CONFERENCE
By Neville Miller,
President, NAB

RADIO AS AN IMPLEMENT OF GLOBAL WAR
By Maj. Gen. Dawson Olmstead,
Chief Signal Officer, U. S. Army

RADIO'S FUNCTION IN NAVAL WARFARE
By Capt. Jennings Dow,
Chief, Radio Division, Bureau of Ships, U. S. Navy

CIVILIAN RADIO DURING WARTIME
By Frank H. McIntosh
Assistant Chief, WPB Radio and Radar Division

POST-WAR RADIO HORIZONS
By T. A. M. Craven,
FCC Commissioner

FM AFTER THE WAR
By Dr. Edwin H. Armstrong,
Professor of Electrical Engineering, Columbia University

POST-WAR RADIO REGULATION
By E. K. Jett,
Chief Engineer, FCC, Chairman, Coordinating Committee, Board of War Communications

PLUS
FULL NEWS COVERAGE
FTC Charge Hits P&G Teel Claims
Celanese Corp. Is Named for Advertising of Its Fabrics

CHARING misrepresentation by the makers of the liquid dentifrice Teel, the Federal Trade Commission last week issued a complaint against the claims of Procter & Gamble Co., Cincinnati, for the product. The FTC also alleged unfair disparagement by P&G of toothpastes and powders sold by competitors.

Claims for Product
Advertisements disseminated by the firm over the radio and in publications allegedly represented that Teel is a very revolutionary discovery in dental science, cleans teeth to the highest degree and is a complete and satisfactory substitute for the popular brands of tooth pastes and powders; that most such pastes and powders contain abrasives and cut cavities which require filling in the soft portions of the tooth structure exposed by receding gums; that a large proportion of the public is constantly exposing its teeth to serious damage through the use of toothpastes and powders; and that the insolubility, in water, of the ingredients in toothpastes and powders is evidence of the presence of harmful abrasives.

These claims are not only false and deceptive, the complaint charges, but unfairly affliger competing products in that they represent that most widely-used tooth pastes and powders are harmful to the teeth and dangerous to use when such is not a fact.

The FTC also alleges that abrasives contained in most toothpastes and powders do not result in harmful effects described in the Teel advertisements and that since Teel has no abrasive qualities it cannot as effectively clean teeth; that it is inferior as a cleansing and polishing agent to many of the popular brands of pastes and powders since its use permits discoloration which can only be removed by a substance having abrasive properties. A mild abrasive, the complaint continues, is necessary in an effective dentifrice.

That yarns and fabrics manufactured under the name "Celanese" by the Celanese Corp. of America are acetate rayon products and not composed of silk and wool, which they resemble in texture and appearance, is not made sufficiently clear to the public, according to a complaint announced last week by the FTC. Purchasers, the FTC continues, are unable to distinguish between rayon fabrics and natural fibre fabrics, and in some radio and other commercial stations the firm employs terms which lead the public to believe that the products referred to are not actually rayon.

The FTC adopted an order requiring Atmoray Inc. and Atmoszone, both of Portland, Ore., to cease advertising in radio continuities and other media certain claims as to the therapeutic value of the medical device known as "Atmo-ray", an ozone generator. The Commission also found that the advertisements referred to fail to reveal material facts respecting consequences which may result from use of the device under conditions prescribed in such advertisements. Atmoszone manufactures the device, while Atmoray Inc. distributes it.
RATING DROP DUE TO BALMY WEATHER, C. E. HOOPER TELLS IRATE UPTON CLOSE

LOGICAL REASONS for the drop in audience rating for March of Upton Close's Sunday afternoon news program on NBC were set forth in an interview with C. E. Hooper, after he had received an irate wire from Mr. Close demanding an explanation.

Mr. Close's wire to Hooper reads as follows: "Your pocket piece for March just reached me. Shows loss of 3.4 my Sunday 3:15 p.m. news show NBC for Sheaffer. What in blazes are you trying to do to me? This would be nearly half audience by our figures. We have felt no loss and CAB rating card for March prepared by CBS research department, one of the best ratings of any news shows or, air, being 9.8 coincidental and gain over February. Will you please make double-check and explanation and do what is necessary to correct harm done?"

Mr. Hooper replies that the wire from Mr. Close produced some confusion for the day. You see, the 'Pocket Piece' he referred to is part of a strictly confidential service to subscribers, of which he is not one. We were at a loss as to what, if anything, we should supply to him in this way of further information.

"Actually, the pattern of Sunday afternoon listening revealed in our March 14 report was not new to us. Each spring there is a Sunday when people who have been housed up for the winter can get out in the dirt and scratch for the first time. This doesn't always coincide with a program-checking Sunday, but this year it did."

"The Close program rating was unchanged from our February findings in the South, Mountain and Pacific areas, but in the Eastern and North Central areas he was affected by what amounted to a 40% drop in radio set use."

"The CAB did not measure audiences on the 14th. The CAB rating Close refers to was an average of calls made in late February and earlier in March when they could not later writing what we did in February, namely, that people were huddled by the fire listening."

SPECIAL REPORTS

WHAT'S HOLDING YOU BACK IN BARRIER (KY.)?

Lack of buying power is of course the real obstacle to doing big business in little towns like Barrier (Ky.). But there's no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the area's normal 57.5% of Kentucky's buying power to record proportions!...To cover this market—without paying extra for a lot of little Barriers—you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see!...
WOV TO FIGHT NLRB DECISION IN COURT

NEW LITIGATION in the case of 26 former employees of WOV, New York, was forecast last week, when the station notified the National Labor Relations Board it declined to comply with an order that it rehire members of American Communications Assn. Local 16 (CIO) discharged after a strike 2½ years ago. (Broadcasting, April 5.)

In a ruling April 1, the NLRB had given WOV, owned and operated by Arde Bulova, ten days in which to signify that it would rehire the men and women, and make full repayment for wage losses in that period. In declining, WOV contended that the order lacked factual and legal basis, and said that the company will await a determination by appropriate court.

The WOV case originated in November, 1940, when the station discharged union members who struck after the break down of wage contract negotiations. The union had sought a contract covering the entire station personnel, while WOV was willing to recognize its jurisdiction only for technical work. The station fired the men after contending that they committed an act of sabotage.

Annual AFRA Session To Be Held in Chicago

ANNUAL CONVENTION of the American Federation of Radio Artists, cancelled last year at the request of the Office of Defense Transportation, will be held this year in Chicago Aug. 28-29.

It was also reported that KSD, St. Louis, has renewed its contract with AFRA covering actors, singers and announcers. Contract contains standard AFRA provisions.

KOA-WHDH Case

(Continued from page 18)

... disqualified themselves, the former because his brother-in-law, C. J. Durr, is a member of the FCC, Justice Rutledge because he wrote the majority opinion in the KOA-WHDH case in the court below. Associate Justice Murphy was absent because of illness.

Without going into the background, Mr. Freund contended that KOA was accorded adequate hearing before the Commission and that the court below had erred in reversing the FCC's ruling on that score.

Discounting the contention that KOA was deprived of its facility or that the matter was degraded, he contended that the Denver station still retained its same assignment with the same power of 50,000 watts and that the only change in its status, by virtue of WHDH's assignment to the 850 kc. channel, was that interference was caused in a sharply circumscribed second service area of the Denver station.

In so doing, he said the Commission reclassified the 850 kc. channel from 1-A to 1-B.

Pointing out that KOA was not being tested on the merits of the grant, he said he was not clear as to its objection. He said that a majority of the court below held that KOA was entitled to hearing as a matter of right and not as a matter of grace.

Chief Justice Groner and Associate Justice Vinson in the lower court held KOA was entitled to participate at the hearing. Associate Justice Stephens concurred, he pointed out.

Declaring he was not arguing the abstract question of validity of the rule governing interferences but its application in the present case, Government counsel pointed out that since the WHDH grant, WJW, Akron, was given an assignment on the 850 kc. channel without a hearing and that KOA was permitted to intervene in that situation. He said he understood the Commission had held in abeyance hearings on that matter pending decision on the current court case.

Under questioning from the bench, Mr. Freund contended that there was no modification of the KOA license. Responding to Justice Jackson, he said that if the signal of KOA had been "blotted out" by virtue of the assignment, then he felt it would have a basis to protest.

Mr. Hennessey, in beginning his argument Thursday, pointed out that KOA was in no way complain- ing about competition and that it relied only upon the electrical, physical interference with KOA caused by licensing of WHDH. He called the court's attention to a map showing the area of interference caused by the grant and said that signals of KOA had been capable of reception in that area from 1928 until the WHDH assignment on the frequency.

Interference Claim

Arguing that the assignment actually and added a modification of KOA's existing license, Mr. Hen- nessey explained that there is no way a receiver can accept the signal of KOA and reject that of WHDH.

Alluding to the original broadcast allocations of 1928, under which 40 clear channels were established, he pointed out KOA was given a clear channel assignment guaranteed to be interference-free at night in the United States. The number of clear channels subsequently was reduced to 25, he de- clared, and added that the FCC changed the station popularity survey conducted by the FCC revealed that 76.3% of the rural resi- dents preferred clear channel stations.

Resuming his argument Friday, Mr. Hennessey pointed out that in spite of the fact that KOA was not made a party to the WHDH pro- ceedings, it nevertheless had been served with hearing notices. Associate Justice Jackson inquired whether that in effect did not make KOA a party. Mr. Hennessey, how- ever, said that he did not recall the precise nature of the notices.

Questioned closely by Justices Jackson, Frankfurter and Reed, Mr. Hennessey said that KOA claimed it was a party entitled to a hearing within the meaning of the act. He argued that the facilities of KOA had been changed in character but that the station was given no opportunity to offer testimony. The action of the FCC constituted a modification of KOA's license, he said, within the meaning of the act and the Commission's regulation.

In The Fast Growing SALT LAKE MARKET

It's Fast SLAM's...
OWI Seeking Ideas On U.S. Paid Time
Bankhead Bill for Paid Ads Being Held in Abeyance

OFFICIALS of the OWI Radio Bureau will look toward the NAB War Conference in Chicago, April 27-29, for an indication of how the radio industry feels on Government purchase of time before making any recommendations to OWI chief Elmer Davis, and the heads of other agencies, Donald D. Stauffer, chief of the bureau, said Friday.

Admitting there has been considerable pressure from individual station operators, Mr. Stauffer said that OWI still has no idea how the radio industry in general feels about selling time to the Government. Among the recent suggestions, mostly from small stations, was one from George McGinley, manager of WKNY, Kingston, N. Y., that the Government buy time at half of card rates.

He said, however, that the Radio Bureau recognized that the purchase of time was now a live issue, and that a memorandum would probably be prepared to advise OWI chiefs on policy.

Adverse editorial and industry reaction may cause Senator Bankhead (D-Ala.) to withhold introduction of his proposed bill to subsidize small newspapers by authorizing the Treasury to spend some $30,000,000 annually for advertising; it was indicated last Friday when the measure failed to make its scheduled appearance.

Margarine Spots

STANDARD BRANDS Inc., New York, is conducting a spot campaign in cities in the East and Midwest, for Blue Bonnet Oleomargarine, a product acquired with the purchase of Standard Margarine Co., Indianapolis, and its subsidiaries, Standard Food Products Inc., Indianapolis, and Southern States Foods Inc., Dallas, producers of margarine and salad dressings. Blue Bonnet spot campaign started Feb. 22, entailing the use of one-minute spot announcements on the basis of 15 a week. Ted Bates Inc., New York, is agency.

SMILES FROM CHICAGO staff and scores of congratulatory messages surrounded John Blair (seated), on the tenth anniversary of the founding of the John Blair radio representative firm. The occasion was observed on April 1 with staff celebrations in New York, Chicago, and branch offices. (1 to r): Gale Bleich, Paul Ray, Blake Blair, and Charles Ditcher.

CALIFORNIA GROUP FORMED IN FRESNO

FORMATION of the California Inland Broadcasters Assn., comprising stations from Eureka to Bakersfield, was announced last week following an organization meeting April 2 in Fresno. Clyde Coombs, manager of KARM, Fresno, was elected president and Charles Scott, manager of KTKC, Visalia, secretary.

Wartime broadcasting problems were discussed and Lou Keplinger, former manager of KVOD, Denver, recently named regional radio director of OWI's Domestic Branch on the Pacific Coast, addressed the group concerning programming matters and radio publicity.

Attending the session, in addition to the officers, were Leo Schamblin, KPMC, Bakersfield; Paul Hartlet, KFRE, Fresno; Keith B. Collins, KJL, Fresno; Mel Marshall, KYOS, Merced; William Bates, KTRB, Modesto; J. Brown Ma-loney, McClatchy Radio Stations.

The RIGHT INTRODUCTION smooths the way

Take advantage of WMBD’s unique position of leadership in rich Peoria area—it gives your product a confidence-building introduction by an old and trusted friend. WMBD is close to the family circle of the homes in 17 of Central Illinois’ richest agricultural and industrial counties.

The RIGHT Introduction

Recently completed 36955 call survey by Robert S. Conlon and Associates shows impressive coverage; WMBD delivers the Peoria market as no other medium can.

Call Free & Peters or Write WMBD for copy of complete Conlon Survey

WMBD is a member of CBS

BROADCASTING • Broadcast Advertising April 12, 1943 • Page 41
Power Commission Favors War Time Electricity Savings Important To War Effort, Olds Says

AN ADDED influence in favor of maintaining War Time nationally appeared last week when the Federal Power Commission, through its chairman, Leland Olds, advised the House Committee on Interstate and Foreign Commerce that "there is no question but that, as war production reaches higher levels, War Time will make an even more important contribution to the war effort."

The Commission, according to Chairman Olds' letter to Chairman Clarence F. Lea of the committee, is convinced that repeal of War Time would be a mistake. War Time, according to the Commission, reduces the demand on the nation's electric generating facilities in the winter evening hours when the demand would normally be greatest, thus releasing capacity to carry greater war production.

Chairman Olds' letter covered eight conclusions all directing attention to added electric consumption burdens as a result of war production and the savings of use of War Time in consumption.

"Under War Time the increased daylight between 5 and 6 o'clock postpones the greatest lighting use to a later hour when factory and urban railway use, which is governed by the clock, has fallen off for the night," the letter points out. "As a result the combined uses of electricity for home, store, office and street lighting under War Time require less capacity at the power houses than would be needed under Standard Time."

The FPC position follows a similar one adopted by the War Production Board.

**Presidency of Mississippi** Broadcasters Assn. went to R. L. McLaney, WCBJ, Columbus, last week when a Delegation met in Jackson. Most important business passed was determination to write all Mississippi Congressmen in regard to the farm radio battery situation. At the session were (first row, 1 to r): F. C. Ewing, WGRM, Greenwood; Mr. McLaney; L. M. Sepaugh, WSLJ, Jackson; C. J. Wright, WFOR, Hattiesburg; Hugh Smith, WAML, Laurel; Bert Ferguson, WJPR, Greenville; H. O. Jones, WGCM, Gulfport. Back row, 1 to r: M. B. Wray, WSLI; F. E. Wilkerson Jr., WSLI; J. L. Eatherton, WCBJ; George Blumenstock, WSKB, McComb; Wiley R. Harris, WJDX, Jackson; P. K. Ewing Jr.; WMSI, Natchez, and Allen Lacey, WJDX, Jackson.

Norman Ross, Chicago freelance announcer and m.c., has been commissioned a captain in the Army Air Forces, and will leave April 19 for Miami Beach, Fla., for indoctrination training.

**NBC Radio - Recording Signs 10 New Accounts**

Ten new subscribers have contracted for transcribed programs produced by NBC's Radio-Recording Division. Renewals have been received from three stations. Programs, stations and sponsors involved in the new contracts are: Betty & Bob, WILAC, Nashville; JEG Coffee Co.: The Name You Will Remember, WXYX, Detroit; WSTV, Steubenville, Ohio, jewelry firm; WBAI, Cincinnati, Thompson Heating & Insulating Co.; Sing for Freedom, WBLB, Columbus, Ga., Foremost Dairies; Five Minutes Masterkey, KIT, Yakima, Wash.; WDHQ, Boston, Kasper-Gordon Inc.; Let's Take a Look in Your Mirror, WRC, Washington; WATT, Chicago, Dr. Ellis Sales Co.; and Time Out with Allen Prescott, KGNC, Amarillo.

Renewals include: Betty & Bob, K HLD, Dallas, Skillet's Drug Co. (350 programs); Getting the Most Out of Life Today, WJZ, New York; Fairchild Sons Inc.; and The Name You Will Remember, WAGE, Syracuse. E. D. Chappell & Sons.

**MBS Billings Drop**

MBS BILLING for March, 1943, totaled $941,533, a decrease of 10.6% from the corresponding month in 1942 when the total was $1,053,444. Billings for January, February and March of this year were $2,768,722, a decrease of 5.6% from the first three months of 1942 when the total was $3,016,141.

Reopening Asked In Ruling on CBS

IBEW Asks Labor Board To Reconsider CBS Case

An Appeal for the War Labor Board to reconsider its refusal of a shorter work day and wage progression scale for CBS technicians was filed Tuesday by Lawson Wimberly, international representative of the International Brotherhood of Electrical Workers (AFJ).

The WLB had approved a 7-cent hourly wage raise for the technicians, but had refused other provisions of the contract which the IBEW considered essential. [Broadcasting, April 5].

New Data Ready

Mr. Wimberly's letter to the WLB explained that the union, through misinterpretation of a statement of objection, had not submitted all its case in defense of the revised work day, and of the new wage scale. He also said the union felt WLB's refusal of the change, on grounds that it created inequities with NBC and Mutual, was unfair. IBEW asked permission to submit additional information to this effect.

The appeal specifically protested the WLB for refusal of a shortened scale of automatic wage increases, which would have permitted technicians to reach their maximum wage in six years instead of the present nine. In addition, it questioned the propriety of enforcing a 12-hour maximum day for CBS instead of a proposed 10-hour day.

IBEW objected to judgment of its case through comparison with NBC and Mutual. The union pointed out that Mutual stations are all independently owned and operated, and that only two of them are 50,000-watt outlets. Of these, IBEW said, WGN, Chicago, is an IBEW station with entirely different working conditions from WOR, which has an "inside" union. It pointed out that the CBS contract covered six cities in addition to New York.

The union said that there is no agreement between any 50,000-watt station and the IBEW where the wage progression exceeds four years. It also said that so far as it could determine, the maximum day without payment of overtime in a 50,000-watt station, other than agreements between stations and independent unions, was ten hours.

The letter showed that NBC technicians in effect received overtime pay for 12-hour days, through special clauses in their contract.

A decision on whether the Board will permit a rehearing of this case and allow the union to submit additional information, may be forthcoming this week. Meanwhile IBEW said that it would not ask CBS to invoke the new pay scale until the case has been finally decided.

Cincinnati and Station WSAI

Cincinnati...One of the "Must" Markets of U.S.A. — for now — for after the war. Ideal for spot-testing.

W. S. A. I.
5,000 Watts in cost of station time...50,000 Watts in SELLING POWER. Sales Aid Program which makes Cincinnati GO and BUY.

The Cincinnati Station of Assured Sales Action!
Station Announcement Plans Of OWI Slated for Revision

Regional Consultants Confer in Chicago on War Informational Program of Next Few Months

Providing a frank discussion of Office of War Information radio policies to date, OWI's regional consultants conferred last Monday with Government officials in Chicago, discussed cooperation of stations in coming Government campaigns, made recommendations on the OWI local allocation plan, and heard Donald D. Stauffer, chief of OWI Radio Bureau, outline the work informational program which faces its greatest task within the next few months.

Out of the one-day closed meeting, the first since consultants were appointed last January from station executives as liaison between the OWI and the industry, came suggestions for a greater flexibility of the OWI local-announcement quota, at present 12 one-minute spots daily on network affiliated stations and 16 a day on non-affiliated stations.

Announcement Plan

Revisions of the station announcement plan were indicated by Mr. Stauffer when he said, in a statement at the close of the meeting, that “we are as much interested in keeping the announcements down to a minimum to do an effective job as are the stations.”

“The Government will ask only as much time as is necessary to get across Government information. If a reduction in terms of needs seems to be in order, the OWI will effect such proposals. The OWI,” he said, “will not fill in announcements just to complete a quota.” In addition to Mr. Stauffer, the OWI Washington office was represented by Philip H. Cohen, recently appointed assistant radio chief; Richard P. Connor, head of station relations; Elaine Ewing, assistant chief of station relations. The stricter enforcement of OWI Regulation No. 2, which provides that all Federal Government requests by local or regional offices of Federal Government agencies must be cleared through OWI for time and policy, was seen by the broadcasters as materially reducing the number of announcements for the same effort. Recommendations for the use of chain break announcements of 30-second duration, to be substituted in many cases for the straight one-minute announcements, were made by the consultants. OWI rulings on this and other recommendations will be effected shortly, it was said.

Mr. Stauffer, emphasizing the importance of the coming information drive, enumerated the various campaigns. “Radio has a big job to do,” he said, “in helping solve the food problem—helping stamp out the black markets, educating home-makers in food conservation and nutrition, recruiting labor and urging care for victory gardens. Next on the list,” he asserted, “is the Get Ready for Winter campaign which embraces (1) urging home owners to stock up on coal (2) conversion in certain sections of the country from fuel oil to coal.”

Other Problems

Other important problems are: Transportation, voluntarily cutting down unnecessary rail and bus travel; Salvage, with emphasis on copper; Household Conservation, urging home-makers to take care of household equipment and appliances; Personnel, securing help for War, Price, and Rationing Boards, which serve without pay; Absenteeism; Manpower; continuing campaigns for the recruiting of WAVES, WAAFs, SPARS, Marine Corps Reserves and Nurses; selling war bonds; and combating inflation. “Understanding” themes must continue to get radio emphasis,” Mr. Stauffer concluded. “Themes treating of the issues (what we’re fighting for), the enemy (who we’re fighting), the

In Great Demand as a lunchtime and club speaker is Andy Woolfries, WMT, Waterloo, Iowa, Farm Editor, just returned from a special mission for the British Navy in England. Mr. Woolfries went through four air attacks and is shown here examining a piece of bomb fragment with WMT’s receptionist, Betty Shimel. Mr. Woolfries, a radio personality in Iowa for 20 years, was in England four months.

The fighting forces, the working forces, the United Nations, all must be included,” he said.

The regional consultants who attended the session were: Harold E. Fellows, WELI, Boston; Leon Levy, WCUA, Philadelphia; Thad Holt, WAPI, Birmingham; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Leslie C. Johnson, WHFB, Rock Island; Merle Jones, KMOX, St. Louis; Kenneth M. Hance, KSTP, St. Paul; Allan Page, KVOS, Tulsa; Martin Campbell, WFAA-WBAP, Dallas- Ft. Worth; Robert Hudson, Rocky Mountain Radio Council, Denver. Neville Miller, NAB president; James D. Stage, WJR, Cincinnati; O. L. (Ted) Taylor, KGNC, Amarillo, Tex. of the Station Advisory Board; Carl Havener, headquarters consultant on station relations; M. H. Peterson, Paul Jordan, OWI, Chicago; Walter Schwimmer, R. J. Scott, Schwimmer & Scott, special consultants.

Barnard to OWI

Thurman L. Barnard, formerly vice-president and manager of the Detroit office of N. W. Ayer & Son, has joined the New York office of the Office of War Information as associate chief of the outposts service bureau, where he correlates OWI activities here with outposts throughout the world.

Meservey Honored

Regret over resignation of Douglas Meservey, deputy chief of the OWI Radio Bureau, and best wishes for future war work, were noted in a resolution adopted by the Regional OWI Radio Consultants and Station Advisory Committee meeting in Chicago April 4. Resolution was introduced by NAB President Neville Miller.

Worcester Top City

Per Family Food Expenditure - 1942

(Manual Data Book - 1943)

Cities of Over 100,000 Population

<table>
<thead>
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<th>City</th>
<th>Average Expenditure</th>
<th>Total Population</th>
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<td>$1,009</td>
<td>600,000</td>
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<td>Seattle</td>
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When You Buy Time—Buy an Audience

The only station which delivers the Central New England audience.

Associated with The Worcester Telegram-Gazette

BROADCASTING • Broadcast Advertising

April 12, 1943 • Page 43
WRAL Aroused As WAAC Soliicts Ads

Officer Sells Merchants Two Pages in Raleigh Papers

SOLICITING of display advertising for two Raleigh newspapers by a WAAC officer was reported to the office of the Secretary of War, last week by Fred Fletcher, manager of WRAL, Raleigh.

"I cannot for the life of me explain satisfactorily the necessity for recruiting officers of the armed services to sell advertising locally to merchants in order to get proper display support from the local press," Mr. Fletcher wrote.

Free Time Offered

Mr. Fletcher explained in his letter that his station had offered free of charge two 10-minute periods (well-established women's shows) and two announcements a day calling attention to the locations of recruiting stations in Raleigh.

"This was done," Mr. Fletcher advised Mr. Stimson, "in addition to the 12 spot announcements and two 15-minute programs carried daily in cooperation with the OWI and U.S. Treasury." He said that he believed this was on the way in terms of time and interest of stations everywhere.

Mr. Fletcher said he had learned from a WAAC lieutenant named Ferri that eleven hours had been spent by her in selling Raleigh merchants space in order to pay for two full page advertisements. Both ads appeared and were "well sponsored," according to the WRAL manager.

"I believe if some action originates from your office, it will be constructive and helpful both for radio and the WAACS," Mr. Fletcher wrote the Secretary.

WXYZ AND HOOKUP GET TIGERS GAMES

EXCLUSIVE broadcasting rights to the Detroit Tigers baseball schedule this year go to WXYZ, Detroit, for the first time since inauguration of play-by-play description of the sport in that city.

The games will be aired over WXYZ and the Michigan Radio Network, under sponsorship of Goebel Brewing Co. Harry Heilmann, veteran baseball broadcaster, will handle home and away games for the 10th straight year.

Build-up to the season opener on April 21 will be the broadcasting of the exhibition games April 17, 18 and 19. All figuring in the air promotion is current series of training camp shows by transcription, broadcast over WXYZ 6:15: 6:45 p.m. on Tuesdays and Thursdays and from 6:15 to 6:30 a.m. on Saturdays. Brooke, Smith, French & Dorrance, Detroit, is agency.

Check Production Data, Price Warns Stations

INDUSTRIALISTS and manufacturers are not always appropriate authorities on news of new or secret military weapons or progress in war production, Byron Price, director, Office of Censorship, informed broadcasters and editors April 7.

Mr. Price warned that such statements must not be accepted without special scrutiny, and that Code restrictions on vital information must be enforced. Great care must be used in release of such matter, Mr. Price said, and responsibility for what is broadcast and published lies with broadcasters and the press, not the industrialists who are the source. He said media should make certain that war production disclosures have been authorized by the responsible Government war agency. Otherwise great damage can be done to national security, he asserted.

Major Markets Used

SIX-MONTHS CAMPAIGN for Pepto-Bismol, stomach remedy, gets under way Monday, April 12, with a schedule of one-minute transcriptions, aired from six to ten times weekly on approximately 43 stations throughout the country. Norwich Pharmacal Co., Norwich, N.Y., makers of Pepto-Bismol, is concentrating on major markets, using stations large enough to be of 50,000 watt caliber. Entering the New York market for the first time, Norwich has taken a live five-times-weekly five-minute program on WJJD, New York, featuring Grace Morgan, singer, with accompaniment, in a program produced by Allan Kem and Ginger Johnson, musical jingle producers, who will present some of the commercials. Lawrence C. Gutiart, New York, handles the account.
Some Market to Corner!

Who's making the big money now? War industry workers? Sure—and we have a generous number of them. What about farmers? Have you overlooked the current farm prices lately? They'll give you a vivid idea of all-time high income that WILL GO RIGHT ON WHEN WAR INDUSTRIES STOP!

Worth your serious study is a "corner" on this: 3 metropolitan centers . . . 27 important county seat towns . . . 11 million acres of highly productive land—30 counties of wheat in the heart of the food-producing area.

And, as for the "corner" . . . An average of 62.5% of this audience listens to ONE station (75 to 82 percent during many periods). The other 37.5% is divided between 8 to 10 "other" stations mentioned. That ONE station is WTAD. (We have the proof—ask us to see.)

A good market—for now, and for post-war—worth "cornering" anywhere, anytime. That's why the WTAD schedule is consistently well-filled. There are several good availabilities, through that, can readily become a "corner on this market" for you!

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WTAD
QUINCY, ILLINOIS
Represented Nationally by the Katz Agency

April 12, 1943 • Page 45
South African Sets
UNDER pressure of war, the Union of South Africa has developed its own radio manufacturing plants, according to the Dept.
of Commerce. Using as a nucleus several firms that assembled public address systems, the Government organized an electronics industry that produces large amounts of military equipment for Middle and Far East forces. No commercial sets are made at present, and most components are still imported. Early in 1940, South Africa prohibited any radio listener to have any parts not essential for maintenance of his set. In October 1939, all amateur licenses had been suspended.

All Operators
HERE'S one hard to top! Harper M. Phillips, manager of KYUM, Yuma, Ariz., believes he has the only station in the country with every member of the staff a commercially licensed operator. That goes for the manager, sales manager, announcer and chief engineer and two assistants. (Yes, you're right. There are only six employees all told.) Mr. Phillips would like to know of some other station so blessed with that rare employ commodity—engineers.

PAA War Meeting
DISPENSiNG with its usual annual convention, the Pacific Advertising Assn. this year will hold a Wartime Emergency Conference in San Francisco June 22-23.

Pulse N. Y. Survey
PULSE OF NEW YORK Inc., has completed its second house-to-house community survey of licensed receivers, covering the first quarter of 1943. Data have been gathered on number of people listening per set, on the age and sex of the listeners. Survey is based on 60,000 personal visits.

ONLY 7,100 persons, all Qualifying party members and high Nazi officials, have radio receiver listening licenses in Norway at present. Almost all of the nation's 494,000 receivers licensed were confiscated in July, 1940, by the Dept. of Commerce reports.

OTHER FELLOW'S VIEWPOINT

Funds for Papers
Editor, Broadcasting:
I cannot refrain from calling the radio industry's attention to a news item recently published in the New York Times, wherein it stated that Senator Bankhead was drafting a bill which would give the United States advertising to the newspapers as virtual subsidies. I quote from the news release:

"In an atmosphere of secrecy, a bill is being prepared for introduction in the Senate which would authorize the payment of what is viewed in some quarters as Government subsidies, in the form of Treasury Department advertising, to a large part of the American press."

"Provision is being made that at least a half of a $25,000,000 to $30,000,000 annual fund is to be distributed among weekly newspapers in small towns and rural areas."

Tax Money to Papers?
The proposed legislation is supposedly originated among publishers of Alabama and Georgia newspapers and they are trying to enlist the interest and cooperation of newspapers elsewhere.

Every radio station that I know of, large and small, fills the air with hundreds of programs day and night as its contribution to the war effort, for every department of our government, including the Treasury Dept. It costs money to broadcast these programs as well as it costs money to print announcements in newspapers in cooperation with the war effort.

Are we going to permit our tax money to be paid out to newspapers for Government ads when we are giving our broadcast time as a contribution to the war effort?

I think the radio industry better get busy and investigate this and see to it that radio stations receive equal consideration, and further, apprise the Hon. Senator Bankhead of the part that radio is taking in the war effort, which I feel, far exceed the contributions that contributed by newspapers.

John W. Boler,
President, North Central Broadcasting System.

April 7.

Walker a Lt. Colonel
RALPH L. WALKER, principal attorney of the FCC who was called to active duty in the Army last October as a major, on April 3 was promoted to a lieutenant colonelcy. He is assigned to Army headquarters in the War Department with the executive officer of the Joint Communications Board of the military services. Col. Walker has been a National Guard officer for more than a decade but had been retired several years ago for physical reasons. These were waived with his recall last fall.

"Nothin' done, Mom—unless WDFD Flint Michigan says it's a breakfast for champions."

Bounced Around
Editor, Broadcasting:
Walter Guild's article [BROADCASTING, April 6] hits nail on head. Spot advertisers are bounced around. Personally, I was surprised to find that WOW was only station in 19 on one advertiser's schedule that guaranteed time. If broadcasting does not encourage spot broadcasters, we will have no new network advertisers. Skippy Peanut Butter definitely great prospect for any clicker, treatment as spot advertiser is anything but encouraging to client to expand further in radio.

John J. Gillin Jr.,
General Manager,
WOW, Omaha.

April 8.

Musicraft's Plea To AFM Rejected
SECOND OFFER by Musicraft Corp., New York, to negotiate with James C. Petrillo, president of the American Federation of Musicians, was turned down last week in much the same manner as the first rejection by Petrillo in which Musicraft proposed to pay so much for each record made by union musicians.

According to Paul Puner, president of the record company, a wire was sent to Petrillo offering to negotiate under any circumstances. The AFM answer merely said "Your wire will be presented to the international executive board on April 15; date on which Mr. Petrillo has set to meet in New York with the record and transcription manufacturers.

Original proposal of Musicraft, first tendered the union's executive board Feb. 18, offered to pay AFM one cent for every record made by union musicians and sold to the public at a retail price of 50 cents plus excise tax; 15 cents for records selling for 75 cents plus tax and two cents on records selling for $1 plus tax.

If this plan were followed by the entire recording industry, an estimate based on record sales for 1942 indicates that it "would have brought in more than $1,500,000 to the unemployment fund of the union," Mr. Puner stated at the time the original offer was refused.
AFRA, BLUE ARGUE TRUE STORY STATUS

QUESTIONING whether the program tieup between the BLUE and True Story Magazine for the series My True Story makes the program sustaining or commercial, the New York local of American Federation of Radio Artists last week requested commercial rates for the dramatic talent now appearing on the broadcasts on a sustained basis.

On behalf of the actors on the show, George Helser, executive secretary of the local, took the position that the opening and closing announcements used on the program changed its status from sustaining to commercial, despite the BLUE's statement that the time was given free. The announcements read:

Wording in Question

"This program is brought to you with the cooperation of the editors of True Story Magazine. If you enjoy hearing it, you will enjoy reading similar stories in True Story Magazine."

Although Mark Woods, president, and Phillips Carlin, vice-president in charge of programs of the BLUE, appeared before AFRA's national board to argue the case, Mr. Helser's claim was sustained. The BLUE asked for and AFRA agreed to arbitration, and the case will be considered in the next week or so by a panel of the American Arbitration Assn. As broadcasting went to press, AFRA had selected its arbitrator, Robert S. Lynd, of the Dept. of Sociology at Columbia U., but the program had not decided on the person to represent its side of the case.

Curtiss Offers Schools Use of 1 Hour Disc Free

DISTRICT SCHOOL superintendents, representing 10,000 schools, are being offered free a transcription of an institutional program sponsored by Curtiss-Wright Corp., Buffalo, and broadcast over Mutual April 11 (BROADCASTING, April 5). Schools requesting the record of one-hour's length, as offered in a letter by Mutual President Miller McClintock, will be asked to return a form indicating the uses to which it was put and any listener reactions. Each record also is to be returned for passing along to other schools.

Program, titled He Does Not Fly Alone, was intended to impress Curtiss employees and the listening public with the need for "backing up the battle lines." Disc plan is intended to show children what assembly workers are accomplishing with the hope that they will carry the message for the need of top production back into the home.

Metzger Joins ASCAP

ROS METZGER, Ruthrauff & Ryan vice-president and radio director in Chicago, has been notified by Deems Taylor, president of his election to membership in ASCAP. Metzger, who has written over 100 popular songs, has been in radio since 1924 and with Ruthrauff & Ryan for nine years.

PER CAPITA

RETAIL SALES

U. S. Dept. of Commerce

UNITED STATES .... $265.00

TWIN FALLS .... $1,105.04

K T F I

"Magic Valley"

Twin Falls, Idaho

NBC
Industry Assumes Vital Role
In Big Treasury Bond Drive

Networks and Stations Turn Over Facilities for Special Features to Promote Campaign

DEVOTING its resources to the Treasury's Second War Loan Drive, a radio network launched the "world's greatest selling campaign" on Radio Day, April 12, as all four networks began day-long drive broadcasts and virtually every station in the country aired special features and announcements.

Over 800 stations broadcast some form of Bond promotion, using many special and incorporating Treasury transcribed shows and spots, programming plans supplied in a special NAB bulletin, ideas described in an OWI fact sheet, and information given in a special edition of the War Finance Committee News. Network and local sponsors are giving some or all of their broadcast time to drive programs and announcements.

Special Features

In addition to station and network features, hundreds of stations are carrying a half-hour Treasury Star Parade transcription and stepping up their three times weekly, quarter-hour Treasury Star Parade series to six times a week.

Talks by Henry Morgenthau Jr., New York's Governor Thomas E. Dewey, and President William Green, and CIO President Philip Murray, scheduled for 9 p.m., EWT, tonight on NBC, will emphasize the significance of the campaign to sell 13 billion dollars in Government securities within a three-week period. Sponsors of the Telephone Hour have donated their time for this broadcast.

The Army Hour was keyed to the Second War Loan April 11, and NBC's Radio Day shows include the return for one program of Garry Moore, who begins a personal appeal to his followers to support the drive. Tuesday night's Battle of the Seas will bring over its time for a Treasury drama.

Mutual began its participation yesterday when its Sunday program, This Is Fort Dix, included an interview with Lieutenant William Tucker and Sophie Jessel among the show's guests. One of the winning spots in this week's Mutual broadcast theme is "Mutual Goes Calling," with a broadcast from the Sampson (N. Y.) Naval Training Station.

In the Mutual reports from the network's war correspondents promote the drive from Australia, Hawaii, Algeria. Our Morale program contains picks of Chicago, Buffalo and Hollywood, with Chaplain of the American Legion Dean Austin Pardee, St. Paul's Cathedral boys' choir, and aircraft company executives taking part on the program.

CBS midnight roundups, 95 Min-
utes From Broadway, which premiers April 12, will devote the program to the drive, originating from WCAU, Philadelphia, to the war loan campaign, with Sophie Tucker and George Jessel among the stars on the show. CBS makes bond purchase the subject of its interviews. CBS began its participation in the campaign yesterday with Deems Taylor and Madison Carroll using bond themes.

Hospital Pickups

BLUE features interviews from Army and Navy hospitals, with Breakfast Club doing a pickup from the Great Lakes Naval Training Station and other network shows - Meet Your Neighbor, Lowell Thomas, Earl Godwin, Raymond Gram Swing - carrying similar interviews. Service hospitals to be visited include the Brooklyn Navy Yard Hospital and the Walter Reed Army Hospital.

Also on the BLUE Men of Land, Sea and Air presents George Hicks from London, interviewing American service men on duty there. W. L. Hemingway, president of the American Bankers Assn. discusses the war's President program from a banker's viewpoint.

Last Saturday before the drive began, members of the radio industry, and field workers of the Federal Reserve Banks, War Savings Staff and Victory Fund Committee heard pep talks by Treasury Secretary Morgenthau, Undersecretary Daniel Bell, and William Robbins, assistant to the Secretary, over the closed circuit of Mutual and NBC.

To run for three weeks, this year's drive has an emotional theme in contrast to the last drive's financial investment appeal. Following are some special events and promotions planned for the drive's opening day.

KROC, Rochester, Minn., fathers, mothers and wives of men in service read one-minute local program announcements which they helped write. WQAM, Miami, through a local war industry arrange an exhibit of a fighter plane and tank, establishing a bond depot there and making direct broadcasts from this location.

Marine, Army and Navy programs are broadcast from a basic training camp in Greensboro, N. C., on WBIG, with other broadcasts from an Army plane in flight and from a tank moving into the city. KWON, Bartlesville, Okla., airs interviews between citizens and district chairman of the bond campaign. WOWO, Warren, broadcast a rally of a championship basketball team during several special games and sets up bond curb service where motorists drive up and buy bonds while sitting in their cars.

DECORATING THE ARMY - Niles Trammell, NBC president, presents a silver plaque to Maj. Gen. Alexander D. Surles signifying that the Army Hour, heard Sundays on NBC, was selected by the nation's radio editors as the best Government program. Program completed its first year April 4.

WSYR, Syracuse, carries an exclusive 15-minute broadcast from London in which an entire unit of Syracuses in overseas service participate; uses spots and brief musical stunts throughout the day and establishes an office in its studio where bond buyers may transcribe short interviews to be played at some later time. At KMA, Shenandoah, la., War Bonds will be awarded to those station artists and production men who prove to be the best bond salesmen.

"Wipe Out Hitler" is the theme at WROK, Rockford, Ill., where buyers' names on small strips of paper are pasted over a huge picture of Hitler in the studio.

WIBA, Madison, Wis., includes among elaborate plans for today free ride to the city's Capital Square in a jeep for every bond purchaser. In Yankton, S. D., the WNAX farm director interviews outstanding farmers on bond purchases, for special playbacks. Elaborate campaigning by WLS, WSAI, Cincinnati, calls for a caravan of station talent to move between 10 building and loan offices where bonds are sold, in addition to a long list of features.

Buy LISTENERS
Buy WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER, Inc.
BLUE Network
Headley-Reed, Rep.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

The 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

218,000 city CUSTOMERS
in 11 contiguous cities and town

WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

WCBY

<image>
M. H. COLLINS, 64, vice president of Collins Radio Co., Cedar Rapids, died at his Cedar Rapids home April 2 after two weeks' illness. Mr. Collins was well known to many broadcasters through his interest in sales activities of his firm.

Born Oct. 5, 1878, in Henry County, Ill., the son of a Congregational minister, Mr. Collins had been a rancher in Oklahoma until 1916, when he moved to Cedar Rapids and organized the Collins Manufacturing Co. From 1929 to 1932 he headed the Collins Farm Co., a corporate farming venture involving 160 farms covering 50,000 acres.

Less than 10 years ago, the Collins Radio Co. was founded in a shop operated by Mr. Collins' son, Arthur. Father and son together built the firm, until today it is an extensive plant, flying the Army-Navy "E" as a token of its war job. Arthur is president of the firm.

Mr. Collins was a member of the Minneapolis Lodge, A.F. and A.M., the Iowa Consistory and the Chamber of Commerce. In addition to his son, he is survived by his wife, the former Faith Andrews, whom he married in Topeka in 1904, and a sister, Mrs. Morgan Duke of Dubuque, Ia.

Arthur Millet

ARTHUR MILLET, 84, freelance announcer for various programs on NBC, CBS and the BLUE, died April 8 at his home in New York, following a long illness. Former staff announcer on WRR, Dallas, WGN, Chicago, and CBS, Mr. Millet had been freelancing since 1937. Programs he handled included the American Album of Familiar Music on WABC, The Goldenes and Famous Jury Trials on the BLUE. Surviving are his parents and his wife, Mrs. Helen Jackson Millet, a radio singer.

W. JOSEPH AUSTEN, engineer of WELI, New Haven, before joining the Communications Section of the Army Air Forces last August, has been promoted to first lieutenant and transferred to the Signal Corps. Pvt. George Hues and Lc. George Dlugos, also engineers from WELI, are at MacDill Field, Tampa, Fla., with the Army Air Forces.

GORDON GREENFIELD, studio engineer of WLIB, Brooklyn, joins the armed forces April 24.

NORMAN LEONARD, engineer of KPI-KFCA, Los Angeles, reports to Fort Monmouth as first lieutenant in the Army Signal Corps on April 14.

CBS Promotes Sill

JEROME SILL, formerly manager of station services for the Station Relations Department of CBS, has been appointed to the newly-created position of Director of Promotion for CBS-owned stations, as announced last week by Paul Hollister, CBS Vice-President in charge of advertising and sales promotion. Mr. Sill will be responsible for promotion service for the five CBS owned and operated stations, WABC, WCBS, WTOP, WCCO, WEEI, WBWW, WBT, KXOU, KMOX; promotion for the CBS New England Network, Columbia Pacific Network and Columbia California Network, as well as for Radio Sales, spot sales division of CBS.

Frank G. Kane


15th Anniversary

DR. WILLIAM A. O'BRIEN, professor of Preventive Medicine and Public Health at The University of Minnesota, last week completed 15 years of uninterrupted medical broadcasting on WCCO, Minneapolis. Dr. O'Brien began his series of informal medical discussions in 1929 at the suggestion of Henry A. Bellows, then manager of WCCO.

but the name . . ." Next time you forget a name, just count up how long it is since you heard it last. Then recall how long since the public has heard your name and seen your product. Still willing to gamble they'll remember after the duration?

To keep your name familiar, give people something they value—radio entertainment—to remember you by.
Three Assignments Approved by FCC

Owners' Other Interests Cause

KVAK, WBKB, WOSH Sales

THREE voluntary assignments were approved last week by the FCC in actions involving KVAK, Atchison, Kan., WBKB, Dubuque, Iowa and WOSH, Oshkosh, Wis.

In disposing of KVAK to S. H. Pat-
terson for a total consideration of $9,500, Carl Latenser, who is 64, told the Commission that he would finally retire from the broadcasting business in order to devote all his time to his music company. The Carl Latenser Music Co., music and home appliance stores in Acheson and Leav-

Rev. Patterson, who is sole owner

eer of KSAN, San Francisco, oper-
ing on 1450 kc., 250 watts, has announced that his son-in-law, Gor-
dor Peterson, will become as-
sistant manager of KVAK, and that Paul Roscoe is to continue as manager. Mr. Patterson’s son Nor-

Oshkosh Broadcasting Corp. has

acquired WOSH from Howard H. Wilson, head of the station which he represents.

Rev. Patterson is Myles H. Johns, Way-

III., who holds 165 shares or 55%; vice-president and secretary is Fred W. Renshaw, Chicago, with 40 percent or 15%; Wm. F. Johnson Jr., Chicago, vice-president, and Wm. G. Johnson, Chicago, treasurer, each holds 42.5 shares. All are di-

rectors.

William F. Johns is vice-

president of WTCN Minneapolis, and president of Ridder-Johns, Chicago newspaper representatives.

Dubuque Broadcasting Co., a new

orporation of local business men and a financing organization, purchased WBKB, Dubuque, from Walter E. Kraver, owner, for $25,000. Mr. Kraver, president of the Kraver Mfg. Co., a plant engaged in war work, has two-

vealed his intention to retire from

radio to give all his time to his busi-

war plant. Last December he an-
nounced that WBKB would go off the air, but later notified the FCC that he was reconsidering. [BROAD-

CASTING, Jan. 11, Dec. 7]. He had believed, erroneously, that the FCC had decided to permit stations to suspend operation without prejudic-
during the war.

The new corporation, organized by James D. Carpenter, WBKB manager, is controlled by Inter-

state Finance Corp., which holds 50% of the stock and has two members on the board of directors. [BROADCASTING, Feb. 9]. The remain-
er of WBKB stock is split 12 ways, with Mr. Carpenter holding 15%. A B.B.B. affiliate, the station operates on 1490 kc., with 250 watts, and was a participant in the celebrated “free competi-
tion” case in the Supreme Court.

AN OFFICIAL SENDOFF was

given John Sample (left) as he joined the Marine Corps and left the radio department of Blocket-

Sample-Hummitt, Chicago, for the Marine training base at San Diego. Bidding him bon voyage are H. McC. (Mac) Dancer (center), B-S-H president, and Col. Chester L. Fordery, Officer in Charge, Central Division USMC Recruiting, Pvt Sample, who is holding one of the ads prepared for the Marine Corps by B-S-H, is the nephew of Lt.

Com. Glenn Sample, B-S-H partner, who is serving in the Navy at Great Lakes, Ill.

Control of WGST

May Go to School

Proposed Plan Gives College

Entire Interest in Station

An agreement, to be effective April 1, is expected toward the end of this month as a result of nego-
tiations now in progress between representatives of the Georgia School of Technology, located in Atlanta, the BROADCASTING, and Southern Broadcasting Stations Inc. where-

by the school would acquire the entire interest of the corporation, which has controlled the operation of WGST under a management contract signed in 1930 [BROAD-

CASTING, March 29].

The amount involved was not re-

vealed by attorneys for WGST, as the agreement must finally be passed upon by the board of re-
gents, which meets later this month.

But it was indicated that the com-
pensation would be based on a per-
centage of the station’s net re-
cipts over a period of approxi-
mately eight years. The board is

expected to approve.

Conforms to Order

The proposed agreement, in eliminat-
ing all interest of Sam Pickard and Clarence H. Calhoun, owners of Southern Broadcasting Stations, would according to WGST attorneys, fulfill conditions of the FCC in proposed findings of fact and conclusion adopted March 25, which required in effect the with-
drawal of the Pickard-Calhoun interests from management of WGST before the Commission would con-

consider the question of license re-

newal.

The Commission found at that time that Mr. Pickard, a former member of the old Radio Commis-

sion, and Mr. Calhoun, Atlanta at-

torney, had solicited for the operation of the station since the signing of the management con-

tract in 1930, “to the almost com-
pleteness of exclusion of the station li-
cense.” The FCC in its March 23 findings ordered WGST to file within 60 days a new application for re-

newal of license “setting forth the plan of the station for the ac-
quisition of the necessary facilities and equipment, and for the business management, representa-
tion, and control of the future operations, together with a list of all persons to participate therein.”

Full NBC Net for Three

GENERAL MILLS, effective May 31, will expand its three NBC Monday thru-Friday daytime serials, 2 to 2:45 p.m., from 34 stations to the full 120-station network. Programs are Light of the World (Cheer-

ioats), Lonely Women (Gold Medal Kitchen Test Flours) and Guiding Light (Wheaties). These programs will be discontinued on a trans-

sferred lot basis on approximately 30 stations. A quarter-hour news program three to five weeks weekly will be placed also on an undeter-

mined number of stations for Wheaties.

Agency for Cheerioats and Gold Medal Flour is Blacket-

Sample-Hummitt, Chicago; for Wheaties, Knox Reeves, Minne-

apolis.

HILL, STEPH, NBC sports com-

ments has been cited by Post No. 14 of the American Legion, St. Peters-

burg, “for outstanding services ren-

dered the community during the na-
tional emergency.”
Cigarette Hearings
Of FTC to Begin In New York April 19
False Advertising Charged To
Philip Morris, Many Others

HEARINGS on Federal Trade
Commission charges of false
advertising for Philip Morris and
Canal cigarettes have been set for
April 19-20 in New York and
Washington. This represents the
first action by the FTC on com-
plaints involving most of the well-
known brands of cigarettes.

The Philip Morris hearing is
scheduled in New York April 19,
with Allen C. Phelps representing
the FTC and Floyd F. Toomey of
Alford & Alford, Washington law
firm, representing the Philip Mor-
ris Co.

The Camel hearing is set for
Washington April 20 with the Re-
ynolds Tobacco Co. represented by
the Washington firm of Davies,
Richberg, Beebe, Fitch & Rich-
adson, and the FTC by Edward
L. Smith.

Challengers Claims
Hitting nearly all claims made in
radio and other advertising by the
firms, the FTC issued complaints
last August and October, re-
ceived replies in general denying the
sweeping FTC complaints and
branding some charges obsolete and
others unfair. Also cited in August
were the American Tobacco Co.,
makers of Lucky Strike cigarettes,
and its subsidiary, the American
Cigarette and Cigar Co., makers of
Pal Mall cigarettes. In March
three more cigarettes, Old Golds,
Sensations and Beech-Nuts, and
Friends smoking tobacco, all pro-
duction of the P. Lorillard Co., Jersey
City, were cited. As in the earlier
cases, the Commission claimed
almost all of the leading claims in
the advertising. [BROADCASTING,

The Lorillard Co. had been
granted an extension to April 12
for filing answer, and the Ameri-
can Tobacco Co. answer is due
April 20. Mr. Phelps, in charge of
the Lucky Strike case, told BROAD-
CASTING that he was to confer with
attorneys for American Tobacco
Co. in New York over last week-
end in an effort to set the basic
issues for the latter part of April or
early in May.

It is reported likely that FTC
lawyers may attempt an agreement
to consolidate the parts of the cases
involving medical and scientific
testimony which would require the
expert testimony of many of the
same witnesses. Lawsuits by the
firms involved could not be reached
for a statement as to their attitude
on this question should it arise.

An important decision affecting
use of broadcast advertising tech-
nique is expected to result from the
Reynolds hearing, inasmuch as the
company’s use of simulated voices
purportedly giving testimonials for
their product was questioned in the

McClintock to Take
Countrywide Tour

To Meet Agency, Advertiser
And Affiliate Executives

ITINERARY of a business trip by
Miller McClintock, president of
Mutual, to start the after April 26
meeting in Chicago of Mutual’s
board of directors and stockholders,
was announced last week by MBS as
having a three-fold purpose: To
give Mr. McClintock an oppor-
tunity to speak before advertising
clubs in cities from coast to coast,
to investigate the facilities and
meet the staffs of Mutual’s key
affiliates, and to meet agency men,
individual advertisers, and potential
clients outside New York.

Mr. McClintock will meet the
Mutual board and stockholders in
Chicago during the morning and
afternoon of April 26, after which
Mutual affiliates will meet at the
Hotel Drake to see a preview of
Mutual’s Kodachrome film presen-
tation. This film, which tells history
and development of MBS, will be
used this fall as a sales presenta-
tion to agencies and advertisers.

From May 2 through May 15,
when he returns to New York, Mr.
McClintock will make the follow-
ing stops: May 2-4, Hollywood,
where he will meet Southern Cali-
ifornia advertising executives, the
Los Angeles Advertising Club;
May 5, Mutual’s president will
speak to the San Francisco Adv.
Club, and a luncheon of 40 adver-
tising executives; May 7-10, Mr.
McClintock will arrive in Kansas
City to confer with executives of
WHB, speak at the city’s Adv.
Club, and meet with radio editors
and radio executives of all Kansas
City stations; May 11, he visits St.
Louis, meets staff of KWK, speaks
to the Adv. Club, and is introduced
to radio editors in the city; May
12 he addresses the Cleveland Adv.
Club, and is guest of honor at a
dinner given by WHK; May 13, the
fixture schedule is followed in Cinc-
nati, and May 14, he meets the
staff of WHK, and speaks to the
Columbus Adv. Club.

Lester Gottlieb, MBS director of
publicity, will accompany Mr.
McClintock on the business tour.

Noted War Garden
cxpert gets amazing
mail response on KGO

KGO’s war garden editor, Rolly Langley (who also
writes garden news for 27 California newspapers), aired
his first “V for Vegetables” program on KGO February
17. One announcement on the initial program pulled 1425
letters from 43 California counties and three neighbor-
ing states . . . two later an-
nouncements brought the mail
response to 3457. Such heavy
mail proves the popularity of
gardening in Northern Cali-
ifornia where planting is done
year ’round. Too, it proves
the pulling power of our
editor. This kind of service is
available one or two nights weekly. See your Blue Spot
Rep. or write us for details.
HELP WANTED
THREE AVAILABLE OPENINGS ON ALERT, PROGRESSIVE STATION FOR  
• ANNOUNCER  
• SALESMAN  
• TECHNICIAN  

GOOD SALARY • EXCELLENT WORKING CONDITIONS • OPPORTUNITIES FOR ADVANCEMENT  

Write, giving background, draft status, and details to HOWARD H. WILSON CO.  
75 E. Wacker Drive  
CHICAGO, ILL.  

GILLETTE SAFETY RAZOR Corp., Boston, on Saturday, May 1, 6:15-6:40 p.m. will sponsor broadcast of Kentucky Derby on 122 CBS stations. Agency: Maxon Inc., N. Y.  
LAURA SECORD CANDY shops, Toronto, have announced that on April 6 they will sponsor broadcast of Miss America program on 108 CFR stations. Agency: Secord-Candy Co., Toronto.  
CONSOLIDATED RAZOR BLADE Co., Jersey City, N. J., on April 12 starts Better Hair, a new program, on 13 MBS stations, 8:30-9:00 a.m. Agency: A. W. Lewis Co., Newark, N. J.  

RENEWAL ACCOUNTS  
FIRESTONE TIRE & RUBBER Co., Akron, in May will renew its full national hookup on 144 MBS stations, 8:00-8:30 a.m. Agency: Cleaver & Co., Cleveland.  
BELL TELEPHONE System, New York, has announced that for 62 weeks the Telephone Hour on 124 NBC stations, 5:30-5:50 p.m. will serve as an institutional program, with the agency handling institutional announcements. Agency is Arthur Kudner Inc., New York.  

BROADCASTING  • Broadcast Advertising  

CHEERFUL EARFUL  
FOR WAR workers, many of whom are women, and soldiers, who make up more than 60% of the forces, Blissful Earful will be a welcome addition. Blissful Earful, a program broadcast over NBC stations by Blissful Earful, Inc., 3-5:30 p.m., will serve as a home entertainment program and will create other early features for women war workers.
Help Wanted

Announcer—Draft deferred. Want stable, experienced voice for commercial work. Non-radio voice who can handle continuity assignment for sales department, including fill-in for sales staff if you have production ability. 6 k Western NBC affiliate. Will, Columbia, South Carolina.

Salesman—Permanent position with opportunity for advancement with 5 KW station. Network affiliation. Give experience and references. Box 512, BROADCASTING.

Chief Engineer—With knowledge of Western Electric low power equipment. Blue affiliate. Salary good, living conditions. Permanent. Whil, Olean, N. Y.

Announcer—Experienced, commercial, news ad lib, draft deferred. Non-radio, permanent, network affiliation. Detail experience, salary expected, phone number. Box 501, BROADCASTING.

Sales Promotion Manager—Clear channel station in midwest desires man well versed in promotion, publicity, merchandising and public relations. Excellent opportunity for advancement with one of nation's most progressive broadcast organizations. Send details, including dick experience, etc., to Box 496, BROADCASTING.

Anouncer—For general staff work. Some news experience desired. Good pay, permanent job for right man. Five KW NBF affiliate. Send full details to WSSJ, Winston-Salem, N. C.

Experienced Announcer—Capable of handling news and do good commercial selling job. Would prefer full time to part time. Salary and status desired. Send address record to WTB, Sheboygan, Wisconsin.

Capable Announcer—For local network station with heavy schedule. Prefer full time. Send all information with first letter. Box 508, BROADCASTING.

Engineer—First class only—draft deferred. For network stations. East coast better than average man for assistant chief engineer. Good pay and salary desired. Box 507, BROADCASTING.

 Operators Wanted—Radio telephone FIRST or second of 5 kw net station, States, experience and draft status. Box 513, BROADCASTING.

Help Wanted (Continued)

Announcer—Man to handle Musical Clock program, $5,000 watt station. Present announcer to stay. Salary minimum $1.00. Pay in advance. Count three words for box address. Forms close one week preceding issue. Send replies to JANSTY & BAILEY, National Press Building, Washington, D. C.

Situations Wanted

Supervisor—First class license, draft 4-D, twelve years experience, ten years present employer, seeking permanent position, Pacific Coast or Mountain States. Box 504, BROADCASTING.

Experienced Announcer—Single. 25, 6-F. $A in music-Vocal-Instrumental. Wants steady job. Available June 15 Box 459, BROADCASTING.

Engineer-Announcer—First class phone, experienced, transmitter and studio controls. Some announcing. Draft exempt $40.00 weekly. Box 455, BROADCASTING.

Chief Engineer—Desires immediate change, seven years' broadcast experience. Three years supervisory 5000 watt NBC outlet. Former RCA transmitter installer engineer. References. P. O. Box 821, Winston-Salem, North Carolina.

The Salesman—Next, aggressive, successful, one or five kw experience, salary deferred. Box 966, BROADCASTING.

Program Director—Announcer-writer, presently employed as station program director. Would like connection with agency or station. Box 516, BROADCASTING.

Wanted to Buy

Two or New or Good Used Turn-Tables—Western Electric or RCA 7B-6 or 7B-C or similar with pickups. Station KLO, Ogden, Utah.

For Sale

Complete Broadcasting Plant—Consisting of modernized 1900-watt RCA transmitter with rectifier, 180-foot Blaw Knox self-supporting tower with obstacle lights. Plenty of spare tubes, etc. Everything in A shape. Ready for use. Box 514, BROADCASTING.

Larus on WOR

LARUS & BROS., Co., Richmond, is augmenting its current spot campaign for Edgeworth, Tobacco, Chelsea and Domino Cigarettes, with the addition of three one-minute announcements weekly on WOR, New York, for a 39-week period. Agency is Warner & Legler, New York.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

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

PAUL F. GODELY

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

MO 2-7859

GEORGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg. District 8456

Washington, D. C.

Frequency Measuring Service

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg., Republic 2347

Versatile Voice

WHAT HUMS like a dynamo, cows like a rooster, sings like a yodeler, mimics the tones of the lowly harmonic or the noble harmonics of the organ? Sonovox does—in 14 station breaks on WCKY, Cincinnati. The station is the second to use the Wright-Sonovox trans- 3"-5-2-1-

Situations Wanted (Continued)

RADIO• Broadçast Advertising

April 12, 1943 • Page 33

BROADCASTING • Broadcast Advertising
Increased Output in April of Batteries For Farm Radios Is Foreseen at WPB

PRODUCTION of farm radio type batteries will show an increase in April, WPB officials predict, but they will not commit themselves on the extent to which they will be able to meet the B battery needs of the nation’s 3,200,000 sets.

WPB recognized several weeks ago [BROADCASTING, March 29] that a serious shortage of dry cells was foreseeable. As a result, WPB is taking steps to prevent cutoffs of rural radio sets, cutting farmers off from essential market information, and other war reports.

Serious Shortage

At that time, the Consumer’s Durable Goods Division explained that a shortage of dry cells could be increased only if needs of competing war claimants showed a lag. Officials report that such a lag has now developed and that April figures are likely to reflect some relief for the farmers.

Seriousness of the battery shortage was admitted by WPB which said that batteries were now being made at a rate of only 200,000 monthly. The Office of Civilian Supply is reported to have told WPB that almost 6,500,000 batteries should be made this year.

Little chance is seen for completion of the Civilian Supply program, since production until recently was below the modest rate previously authorized. WPB had permitted manufacturers to meet 62% of their 1942 commitments for civilians, but because of material shortages, the industry had only been able to maintain about 52% of its 1942 output for home radios.

Jorgensen, Law Editor, Named Secretary to Fly

NORMAN E. JORGENSEN, until recently editor-in-chief of the U. of Chicago Law Review, has been appointed secretary to FCC Chairman James Lawrence Fly. He succeeds Edward M. Brecher, who resigned last August to take a post at the Board of Economic Warfare and then returned to the FCC in February as a member of the legal division.

Mr. Jorgensen, before coming to the FCC, worked in the sales department of Firestone Tire & Rubber Co. and later became sales manager of Chalmers & Co., merchantile distributors of Iron Mountain, Mich. Born July 23, 1908 in Chicago, Mr. Jorgensen was educated in Chicago schools, receiving the degree of Ph.B. from the U. of Chicago in 1933 and the law degree of L.L.B. in 1937. He is married and has two children.

Wine in Midwest


Ray Hamilton, of BLUE, Takes Job With Airline

RAY V. HAMILTON, veteran of 14 years in radio sales, who has been with the sales staff of WTMJ, Milwau- kee. Subsequently, he became assistant sales manager of WLOL, Cincinnati, and then for 14 months was general manager of the St. Louis Star Times radio properties. He joined BLUE Feb. 1, 1942.

WAAC at Last

IT HAD to come. Someone, sooner or later, was going to name a stable, WAAC. The WAAC call has been chosen as the name for the yard's station at Fort Myers, Fla., formerly WFTM. Mr. Woodyard, general manager of WING-WIZE, Dayton and Springfield, O., said he changed the call because of his "admiration for the fine work of the WAACs." He added: "Every time these call letters go out over the air it will honor the WAACs; it's a privilege to be authorized use of the letters."

Burbach Goes to WNOX As Commercial Manager

APPOINTMENT of George M. Burbach Jr., NBC salesman in New York for the last eight years, as commercial manager of WNOX. Known last Friday by Richard B. Wester- gaard, vice-president of Scripps-Howard Radio and Mr. WNOX general manager of the Knoxville station. Mr. Burbach is the son of the general manager of KSD, St. Louis. For the last few years, Mr. Westergaard has acted both as commercial manager and general manager of WNOX. Expansion of the station's activities, however, indicated the need for a separate sales executive, Mr. Westergaard said.

A native of St. Louis, the younger Burbach for a time served on the sales staff of KSD. In 1935, he joined the staff of BROADCASTING in Washington and participated in the preparation of the publication's first Yearbook. He returns to WNOX April 18.

Wendell L. Willkie, 1940 Republican candidate for President, will be an official guest on April 21 in a two-way discussion on the London blits with Rt. Hon. Herbert Morrison, British Ambassador to Home Sec- retary, the latter speaking from London.

Maintenance Tube Gets Special Mark

‘M. R.’ Designation Selected For Civilian Product

A SPECIAL identifying mark will be stamped by all manufacturers on tubes made from materials intended for maintenance of civilian radios, the WPB Radio & Radar Division said last week. The mark will consist of the letters "M.R.,” standing for "maintenance and repair.”

Tube makers have adopted the marking as a means of signifying tubes earmarked for civilian use. These tubes are not subject to military rationing, but in the past have frequently been used to fill military rush orders, thus deplet- ing the civilian supply, and contributing to shortages of some types.

Double Protection

The “M.R.”, it is argued, on civilian tubes will protect both the civilian and the military, since officers in the field will be protected against obtaining tubes which have not been subject to inspection by military authorities. It signals "M.R. Must not signify any relaxation of engineering standards, the WPB points out, but merely marks the tube as specifically intended for civilians.

Meanwhile, WPB officials also stated last week that brand names would be used on civilians tubes for at least the next 90 days. The division is still considering a "Vic- tory" label, but there is no immediate indication that a change in labeling is imminent.

New Series at Midnight Features CBS Affiliates

NEW POLICY instituted by CBS of devoting the time between 11:30 p.m. and 12:30 a.m. to special programs conceived by the network’s New York headquarters and its affiliates got under way last Tuesday night 11:30-12 midnight with "Listening, Listening, Listening," with Howard Barlow and the Columbia Concert Orchestra. As announced by Douglas Couller, CBS director of broadcasts, such programs are produced and directed by the CBS program department in New York, will occupy the first section of the special hour, while broadcasts from key CBS stations in other parts of the country will be heard on different nights from 12:05-12:30 a.m.

Second series in the group from New York, titled "Good Listening," a comedy quiz show which has been temporarily off the air, starts April 15, while a series of romantic dramas titled "Romance Begins" will start April 19 in the 11:30 p.m. period. First of the new productions by CBS is "Moreover," which will originate from WCAU, Philadelphia, April 12 under the name of "95 Minutes From Philadelphia." Featured will be humorous comments by Powers Gour- raud, chronicler of Philadelphia night life, music by Johnny Warr- rington’s orchestra and the Jericho Quintet, with guest stars.

"And You Still Claim Your Wife’s a Singer!"
WLW delivers 47.7% of All Nighttime Listening

IN ONE OF THE WORLD'S LARGEST MARKETS:
twelve million people ... nearly 10% of the country's total population ... almost 13% of the nation's rural radio families. In this WLW dominated market, sales of drug and grocery stores are greater than the five boroughs of New York and the City of Chicago combined.

* Based on Hooper Mid-Winter WLW Area Rating, 1943; a weighted average figure which does not represent the size of our audience in any one city. Remainder of the audience is divided among fifty-one other stations identified by call letters in the Hooper report.

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

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

A NEW SALES SERVICE: Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.
RCA TYPES 207, 891, 891-R, 892 and 892-R

REBUILT TUBES
An RCA Emergency Service to Help Keep Broadcast Stations on the Air

Through experience gained in RCA services, RCA has proved that it is entirely feasible to rebuild certain old tubes which, although worn out electrically, are still in good mechanical condition. This wartime service is now offered broadcast stations covering RCA Transmitting Tube types 207, 891, 891-R, 892, and 892-R.

Under this plan, old tubes of the five types listed are returned accompanied by a suitable priority order which will enable us to ship rebuilt tubes in replacement. At present, an A11 priority under terms of WPB Order P133 is required.

Actual use in RCA services over a long period of time has proved the efficiency of RCA Rebuilt Tubes beyond question. They are fully guaranteed against defects in workmanship, materials and construction, and any adjustments will be made on the basis of 85% of the adjustment that would be made on new tubes of the same type. Similarly, prices are based on 85% of the price of new tubes. Ratings or characteristics are in no wise impaired or changed.

Although even this service must be carefully managed to avoid any interference with RCA's all-out war effort and is subject to WPB regulations, it is one that we believe will play an important part in keeping vital broadcast services on the air during these critical times when new tubes for civilian uses are difficult to obtain promptly.

If your station utilizes any of the five listed types, we suggest that you write today for full details on the RCA Rebuilt Tube Plan.

Do Not Send Tubes
Without Return Authorization!

Return authorization including specific shipping instructions will be issued by RCA covering old tubes to be turned in for rebuilt ones. Do not return any until such authorization has been obtained.

RCA TRANSMITTING TUBES
Proved in Communications Most Exacting Applications

RCA Victor Division, RADIO CORPORATION OF AMERICA, Camden, N. J.