FIRST IN PUBLIC SERVICE

WCKY
THE L.B. WILSON STATION
50,000 WATTS

CBS
DOING THE REAL JOB FOR THE ADVERTISER
There's Work to Be Done on the Farm

All winter long, the feeding and the milking; then spring, to plow and plant. Throughout the year — spring, summer, fall and winter — there's work to be done on the farm.

And every year, every season, Radio fills a need, helping the farm family with their work, with their planning and their living.

Many of these rural Americans depend exclusively on clear channel stations for this help . . . such clear channel stations as WLS. In Midwest America for the past 19 years, WLS has met the farmer's needs. We are the farmer's friend and partner. We have his confidence . . . his loyalty — another reason why WLS Gets Results.
PROOF of Power to Pull!
IT'S WHAT OTHERS SAY THAT COUNTS MOST!

J. L. Stewart Agency
ADVERTISING
644 North Michigan Avenue
Telephone Superior 6183-6184
Chicago, Illinois

February 23, 1943

Mr. George Smith
Radio Station WWVA
Wheeling, W. Va.

Dear George:

The results from using your station are amazing and here's the facts to prove it.

Out of thirty of the nation's best stations that were used to solicit inquiries in the fall campaign we were very well satisfied when the inquiry cost on WWVA was around a dime.

But what astonished everybody was the high percentage of sales to these radio inquiries. Actually, in terms of goods sold, WWVA had the lowest sales cost in the entire list.

Your listeners believe in your station and readily respond to offers advertised on WWVA.

Yours very truly,

J. L. STEWART AGENCY

Fred S. Swanson
Account Executive

F.W.S.:m

P.S. We are making up the schedule for next season and WWVA is at the top of the list. F.W.S.

MAIL
First Three Months 1943
266,901 PIECES
(96.4% COMMERCIAL)

Same Period 1942
124,691 PIECES

50,000 WATTS

BROADCASTING • Broadcast Advertising

April 19, 1943 • Page 3
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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February
BROADCASTERS HELP "GREATEST MOTHER"

In addition to giving invaluable nation-wide support to the Red Cross in its recent War Fund campaign, broadcasters are furthering the work of this great organization in many other ways. Below are two splendid examples.

WHOM went after blood in seven languages

Broadcasting from the American Red Cross Blood Bank in New York City, WHOM put on a series of 16 programs running from 11 A.M. to 8 P.M. one day. In Yiddish, Lithuanian, Russian, Polish, German, Italian and English, announcers stressed the painlessness of giving blood and the great need for blood donations. Not content simply to sell the idea to their large foreign language audience, 36 WHOM staff members each gave a pint of blood themselves. As a result of this intensive schedule, the Red Cross received scores of telephone calls from listeners requesting appointments to give their blood.

NBC got nurses by the thousand

The Red Cross-NBC show, "That They Might Live," has caused a sharp upswing in recruitment of nurses. Figures for a seven-week period were: 1794 graduate nurses; 4327 nurses' aids; 15,672 home nursing students. Complete reports were not available — so the total was probably quite a bit higher!

The fair Marines have been landed — thanks to KDKA

When Marine Corps officers in Pittsburgh faced a new problem — enlisting women in the Marine Corps Reserve — they turned to KDKA for help. Station manager Rock and members of the program, promotion and publicity departments gave it with a will. They planned a "Marine Day" climaxed with a "Free a Marine Party" in the ballroom of the William Penn Hotel — handled the preliminary publicity — secured the cooperation of other Pittsburgh stations — put on a broadcast of the mass induction of 38 women who enlisted during the first week of the drive. Result: the Marines got enough enlistees to more than fill their first month's quota.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, it will be used in one of this series of War-Grams.

That's a heap of readin', WOR!

When WOR had a Victory Book Party in New York City recently, listeners to Bebbie Beatty's program turned in more than 3500 books for the boys in service. Not just old, unwanted books, either — but the kind the givers would have liked to keep themselves and the boys will like to read.

WIOD helps soldiers

A servicemen's recreation room was recently equipped with free furniture thanks to an appeal broadcast by WIOD, Miami. Listeners promptly came through with tables, chairs, couches and radios.

BROADCASTING • Broadcast Advertising
PHOTO-GRAPHING A

WJZ’S ALL-NIGHT SHOW—

“Say It With Music” has a big, loyal, responsive audience. We knew that. But we wanted a life-size photo of that audience—to show just how big and responsive.

So we asked, “Shall WJZ continue its all-night, all-music show?”

Votes representing 19,381 listeners answered yes—and the yesses came from Times Square, Tampa and Toledo and points between.

But we weren’t completely satisfied. We went back to these people and asked more questions: Who are you? Where do you live? When do you do your late listening? What are you doing up between midnight and 7 A.M.?

Back came replies from 47% of those we questionnaired. On these two pages are some of the findings “photo-graphed” for your convenience.

Want more details? Write us for the complete survey. We’ll also tell you about the low cost of reaching these stay-ups who listen to WJZ’s “Say It With Music”—all through the night.

LATE NEWS FROM THE LATE SHIFT!

Pepsi Cola and O’Sullivan’s Heels have just swung into line with WJZ’s all night sponsors.
WARTIME RADIO BUY
"SAY IT WITH MUSIC"

HERE'S THE ALL-NIGHT LISTENING PATTERN. Part of WJZ's very complete analysis of its war-time, night-time audience. Write for complete survey and charts . . . so far as we know, the first study of its kind.

HOW ABOUT FARMERS, STUDENTS, HOUSEWIVES?
Ask for this first, detailed study of the rich, night-time market. A meaty, human statistical picture of America working for Victory.

NEW YORK'S FIRST STATION
* KEY STATION OF THE BLUE NETWORK

With primary coverage of more than one-sixth of the Nation's Radio Homes.

REPRESENTED BY BLUE SPOT SALES
The other day an advertiser told us that he was not a prospect for Sonovox because his competitor uses it.

Lord help us, what kind of foolishness is this?!

Would he also have to forego a human announcer, or music, or the English language "because a competitor uses it"?

Sonovox is a new basic art by which words are articulated in new and more arresting voices—are therefore made more dramatic, more memorable and more effective. Witness the Lifebuoy foghorn, the Woodbury singing violins, the Bromo-Seltzer talking train, etc., etc.

If you are searching for ways to make your commercials more dramatic and effective, drop in at our New York, Chicago or Hollywood office, and let us give you a live demonstration.
AFM-Recording Negotiations Again Fail

Recorders Dubious At New York Meetings

IN AN abrupt and complete reversal, negotiations between AFM and phonograph recording companies broke down late last Friday, with no immediate hope seen for settlement of the strike in effect since last August. Transcribers earlier in the day had envisioned a compromise and a disposition on the part of AFM for an accord.

Ralph Colin, counsel for Columbia Recording Corp., said as the conference broke up, that after two days of discussion “we find that James C. Petrillo sticks to his original proposal and only that proposal, and on that we have been unable to reach an agreement.”

Mr. Petrillo said his group had made the proposal, and it was now up to the recorders to make a counter-proposition. “It seems to us they are not anxious to make a settlement at this time”, he complained.

The recorders were to meet with the transcription companies at noon Saturday to decide whether to carry the case to the War Labor Board, or pursue separate courses.

At earlier conferences Thursday and Friday at the Ambassador Hotel in New York, the transcription companies appeared to be progressing nicely. Mr. Petrillo, who was accompanied by his staff and by the union’s full international executive board, sat down with a score of representatives of the companies who produce most of the country’s phonograph records and transcriptions. Friday morning the union executives conferred with the transcription men alone; Friday afternoon with the record people.

Friday morning meeting between transcribers and AFM was described as “largely educational.” The company representatives explained to the union officials what a transcription library service is, how transcriptions are made and distributed to stations, how used by the stations and how many the stations pay for these records. It was explained that the total library services income does not exceed $1,000,000 a year, with $400,000 of that being paid to AFM members, by far the largest proportion to any single group.

Cannot Charge More

They further told the union it would be impossible for them to put into effect any appreciable increase in rates to stations because of the competition between transcriptions and phonograph records, which stations can obtain at the same rate as any individual purchaser, or frequently at a wholesale rate through a local distributor, and to which the smaller stations who are the largest users of recorded music will turn entirely if the transcription costs become too high.

Following the morning session Mr. Petrillo said they were beginning to understand each other” and announced that following the afternoon meeting the AFM board would discuss the matter and would then either make a proposal to the two groups of recorders or would request these groups to submit proposals to the union.

Harmonious atmosphere of the meetings came as somewhat of a surprise as recent exchanges between the union and the recorders have been somewhat less than cordial. Union’s mid-February proposal for a fixed fee on each record, to be paid by the manufacturing companies to the AFM for the establishment and support of a relief fund, was rejected by the recording industry as embodying “a startling new kind of social philosophy” which could not be accepted without Congressional approval.

The union, in turn, rejected the counter proposal of the recorders that they be allowed to employ AFM members pending the winning of this Congressional approval and accused the recording companies of not acting in good faith.

To this communication from the AFM the recorders responded by denying the allegation and by inviting Mr. Petrillo and the union board to a meeting March 24 to “confer and bargain with you on the question of wages, hours and working conditions which, under both the National Labor Relations Act and universal practice, are the appropriate subjects for collective bargaining, and to enter into a written agreement for a definite term which will provide for the immediate resumption of recording.”

“Real Progress”—Petrillo

Mr. Petrillo said that his group could not meet that early date and suggested that the meeting be held April 12 in Boston. When the recording companies demurred at that city, he agreed to a meeting in New York on the 16th. Thus it had been expected that the current meetings would be fruitless and settlement would be through the War Labor Board, to which the dispute could legally be taken between both the District Federal Court in Chicago and the United States Supreme Court had held the AFM ban on recordings to constitute a labor dispute.

Three-hour opening session Thursday afternoon, attended by 10 AFM members including President James C. Petrillo and the full international executive board and by 20 representatives of the transcription and phonograph record industries, produced two important results.

First, following a frank discussion of their problems, both sides left the session satisfied that a satisfactory solution can be worked out through negotiations and without recourse to the War Labor Board or other Government agencies. Second, and scarcely less important, was the decision to conduct separate negotiations for the transcription and phonograph record industries.

Speaking to the press at the conclusion of the session, Mr. Petrillo said: “We’ve had a very nice meeting here this afternoon. We all feel we’re making real progress and we are satisfied that somewhere along the line we will come to a satisfactory agreement.”

Announcing the decision to “separate the phonograph transcription companies as they are separate businesses,” he said that the AFM group would meet with the transcription company representatives the following morning and at the Wheeler Calls Hearings May 6 On FCC Reorganization Bill

HEARINGS on the White-Wheeler Bill (S-814) to reorganize the FCC and sharply restrict its regulatory functions have been called for Thursday, May 6, by the Senate Interstate Commerce Subcommittee, Chairman Wheeler announced last Friday. With unusual celerity, the subcommittee evidently proposed to hold swift hearings preparatory to reporting out legislation for reorganization of the Commission.

Would Separate Functions

Basically, the White-Wheeler bill would divide the FCC into two autonomous divisions of three members each—one to handle broadcasting and related matters and the other common carrier activities.

The chairman would be the executive officer. Since the legislation would amend rather than supersede the existing Communications Act, it would not necessarily entail changes in FCC membership, since existing offices would not be abolished.

The hearing call was another step in the sequence of developments on the Washington front auguring reorganization of the FCC at this session. The Cox Select Committee inquiry into the FCC shortly is expected to get under way at formal hearings also, with much preliminary work being done by the committee and its legal and investigating staff, headed by Eugene L. Garey, of New York (see page 50).

Determination of the Senate committee to hold hearings is expected to expedite action by the House Interstate & Foreign Commerce Committee, which has agreed to establish a standing committee on communications to be headed by Rep. Bulwinkle (D-N.C.). The full membership of this committee has not yet been selected, but announcement already has been made that plans for legislation at the current session will be devised by the committee.

There is thought to be little like—

(Continued on page 15)
Continued Vigilance Expected Of Newspaper-Radio Group

On Eve of ANPA Meeting, Kaye Says Ownership Question Can Come To Life 'Any Time'

NEWSPAPER-RADIO Committee will meet at 4:30 p.m. Tuesday (April 20) at the Waldorf-Astoria Hotel, New York, where most of the committee's publisher-broadcaster members will be attending the 67th annual convention of the American Newspaper Publishers Assn., beginning that day and continuing through Thursday.

The NRC was organized during the ANPA convention two years ago with the original purpose of representing newspaper-radio interests in the FCC's investigation of the newspaper-ownership situation. Full group met again during the ANPA sessions last year and decided to continue the organization as long as might prove necessary. Such action is expected from this year's meeting, despite the recent statement of James Lawrence Fly, FCC chairman, that the ownership issue is "academic at this moment." Sydneys Kaye, associate counsel of the committee, told Broadcasting last week that while this expression has generally been interpreted to mean that the question of the 'viability' of newspaper-ownership will not be raised for the duration of the war, it might come to life again at any time if the present need for any station were to apply to the FCC for permission to transfer its license to a newspaper publisher. It is almost certain that the matter will remain in "academic" after the end of the war, when the normal flow of applications for new or expanded facilities is resumed, Mr. Kaye said.

Members Enter Services

During the two-year life of the committee, both it and the nine-man steering committee have been headed by Harold V. Hough of the Fort Worth Star-Telegram, operator of WBAP and co-owner of KGK. The original members of the steering committee have also served for the two-year period, with the exception of replacements for members who have resigned upon entering Government service.

Members of the steering committee, in addition to Mr. Hough, are: Walter J. Damm, Milwaukee Journal (WTMJ), vice-chairman; H. Dean Pitzer, Kansas City Star (WDFA), treasurer, who was elected last year to succeed Tenant Bryan, Richmond News Leader (WRNL) when Mr. Bryan went on a duty with the Navy; Gardner Cowles Jr., Des Moines Register & Tribune (KSO, KNRT, WMT, WNA); Guy Hamilton, McClatchy Newspapers (KFRK, KFKN, WUIK-KFDM), and Jack Howard, Scripps Howard Radio (WMC, WNOX, WMPD, WCPD); John E. Person, Williamsport (Pa.) Sun (WRAK); A. H. Kirchhofer, Buffalo Evening News (WBUF) elected last year to succeed Nelson Poynter, St. Petersburg Times (WTSP) who is now with the OWI; Col. Harry M. Ayers, Anniston (Ala.) Star (WHMA) elected to succeed James M. Cox Jr., Cox Newspapers (WHO, WIOD, WSB) who is now in the armed forces.

During the past year Mr. Cowles has joined the Navy and Mr. Hamilton has resigned from the McClatchy organization, so the NRC meeting this year will probably authorize the steering committee to appoint new members to fill these vacancies. Steering committee will meet Monday at 4 p.m. for a final session before reporting to the full committee membership the following day. At this latter meeting Mr. Hough and Mr. Kaye will review the history of newspaper-ownership regulations during the last year and the full group will then decide on future plans.

Radio Not on Program

Since the formation of the Newspaper-Radio Committee, the ANPA has dropped its own radio committee and radio has no part in the advance agenda of the convention. Meetings will follow the usual schedule, with Tuesday devoted to the problems of newspapers of less than 50,000 circulation and general sessions on the following two days. ANPA's president, Walter M. Dear, Jersey City Journal, will deliver his annual report Wednesday evening and the following convention will be held in the Waldorf-Astoria.

Freeze Is Thawed On WSAY Change

WPB Appeals Board Rules It Essential to War

In a Ruling that may open the way for other cases involving construction or re-location of broadcast facilities, the WPB Appeals Board Wednesday approved an application from WSAY, Rochester, N. Y., to install equipment enabling it to operate as an all-night station with 10,000 watts on 1,870 kc, in lieu of its local assignment.

Granting of the WSAY appeal marks the first time the Appeals Board has considered new construction since the L-41 freeze order went into effect a year ago. Some installations under the order were approved by the WPB Construction Board, but the L-41 case is the first in which an appeal has been granted over the Construction Board's veto.

Had FCC Okay

The FCC had approved a change in power and frequency for WSAY and issued a construction permit for a new site. The station would have retained the equipment, but failed to get permission from the WPB to proceed.

A new application was urged this week by Reed Rollo, Washington- ton attorney, and on Wednesday the appeal was granted as essential to prosecution of the war effort. Mr. Rollo told the Board that Rochester would need additional broadcast facilities in case of air raids.

Since September, 1936, WSAY has operated on 1240 kc. with 250 watts from the Waldorf-Astoria and is owned and operated by Gordon P. Brown, and is a Mutual affiliate.

19th Year for WLS

WLS, Chicago, on April 12 celebrates its 19th year on the air. Edgar Bill, now owner of WMIB, Peoria, was the first manager of the station, while among the notable incidents of the station's career was the election of April 13, 1924 in the Hotel Sherman were William S. Hart, Gloria Swanson, Ethel Barrymore, H. B. Warner, Charles S. Sears, Robjuck & Co., the original owner of station, established the call letters WLS after the "World's Largest Store," Burridge D. Butler, now president, purchased the station in 1926. Charter employees of WLS were Gaye Wilson, program director; Thomas L. Rowe, chief engineer; Charles Nehlsen and Burr Whyland, engineers; Grace Cassidy, head of traffic; Bill O'Connor, vocalist.

Sewing Book on 200

FOllow ing the completion of a test campaign, Book Presentations, which was sponsored by Radio, has completed the launching of a drive for the Sewing Book for War Work. The campaign has been a success and a $250 prize was awarded.

The book is available at all bookstores and is also being sold by mail. The book contains instructions for making clothes for the war effort, and proceeds from the sale of the book will go to the Red Cross.

Sewers, seamstresses, and clothing manufacturers are urged to support this drive in order to provide clothing for our troops and to keep the home front supplied with clothing for the war effort.

Sewing Book on 200

Broadcasting • Broadcast Advertising
Elmer Davis To Speak On Government Ad Proposals

Despite efforts to hold down attendance at the NAB War Conference in Chicago this year, because of the transportation and hotel accommodation he queue, indications are that the annual meeting at the Palmer House April 27-29 will equal or eclipse the records of the last two years.

1,000 Registrants Expected

With the tentative agenda restricted to war operating problems which concern every broadcast station owner and executive, advance reservations indicate that the attendance probably will exceed 1,000 NAB members and nonmembers. Last week, advance registrations (paid up) aggregated more than 300 as against about half that number at the same time last year. The overall attendance at the last convention was approximately 1,500.

Flanking Byron Price, Director of Censorship, and James Lawrence Fly, FCC Chairman, as keynote speakers at the conference, will be Elmer Davis, Director of the Office of War Information and former network news analyst. Mr. Davis has accepted the invitation of NAB President Neville Miller to address the Tuesday luncheon session. [See tentative agenda, Broadcasting, March 22.]

At the closing session Thursday, an inspirational address by a prominent military figure is expected. While no definite announcement has been made, it is understood Gen. H. Arnold, chief of the Army Air Force, has been invited to make the closing address. A veteran Army airman, he was one of the early experimenters of radio communication between plane and ground and plane and plane.

Aside from previously scheduled subjects on the agenda, covering virtually all aspects of wartime station operation, President Miller announced last Thursday that a special session on the role of advertising in time of war has been scheduled for Thursday morning.

Problems involved in Government purchasing of time, to alleviate the plight of smaller stations, will be fully explored at the session, following submission of a report by a special committee named by President Miller.

For and con discussion of the advisability of Government purchase of time, opposed by OWI Director Davis, but supported by director of stations, resulted in Mr. Miller's decision to schedule the special session. The NAB is on record, however, as opposed to sale of time to the Government for any purpose on the ground that it would tend toward subsidy. Disclosure of plans by Mr. Davis to have Mr. Willis (R-Ind.) to sponsor a bill for a 25 to 30 million dollar appropriation for purchase of space in small newspapers by the Treasury, has resulted in pleas from many small stations which have suffered economic adversities for similar treatment for radio.

La Roche on Agenda

Among those scheduled to address the Thursday session on the role of advertising in time of war are Chester LaRoche, director of the Advertising Council, and William B. Price, assistant director of OWI Domestic Branch. One or more representatives of small stations also will discuss the problem.

"Many in the industry have expressed keen interest in the station's problems and many solutions have been suggested, including Government payment for time," President Miller announced the appointment of the following committee to consider the overall subject and report to the conference:

Mr. J. Woodruff, an NAB director-at-large representing small stations, also will preside at the Thursday morning War Conference session at which the topic will be considered.

Price, Falk, Richards To Attend NAB Session

Official of the Office of Censorship, including its director, Byron Price, will speak at the Foreign Language Broadcasters Breakfast session at the NAB War Conference, Chicago, April 28. Also present will be Lee Falk, director of the Censorship foreign language section, and Robert Richards, assistant to J. Harold Ryan, director of censorship for broadcast programs. Presiding at the meeting will be Arthur Simon, general manager of WIPN, Philadelphia, and chairman of the Foreign Language Radio Wartime Control Committee.

Breakfast will be held at 6:30 a.m., Tuesday, April 27, to discuss the subject and prepare its report for the conference. It was suggested that broadcasters interested in the topic convey their suggestions to the committee.

Mr. Woodruff, an NAB director-at-large representing small stations, will also preside at the Thursday morning War Conference session at which the topic will be considered.

Price, Falk, Richards To Attend NAB Session

Sul-Ray Test

To Promote Sul-Ray, a colloidal sulphur mineral bath in powder form, Sante Chemical Co. is using news and musical programs and spot announcements on key Eastern markets in a test campaign which started towards the end of March, and will continue for about three months. The radio campaign in each area follows up department store newspaper ads featuring Sul-Ray. The 15-week test, by Capt. H. A. Salzmann Inc., New York, is handling the account.

Test for Post-Tens

GENERAL FOODS Corp., New York (Post-Tens), has purchased a five-minute news program on WQXR, New York, for a seven-week broadcast. Contract for the 6:30 p.m. period is effective April 19, and continues for 52 weeks. The WQXR schedule is the first radio advertising for the package.

In addition to Mr. Simon, members of the FLCW are James F. Hopkins, WJBR, Detroit; vice chairman; Joseph Lang, WJBC, Jersey City, secretary-treasurer; Arnold Hartley, WGES-WBCC, Chicago; and Miss Reilley, Phoenix; Merwyn Dobyns, KGER, Los Angeles; William Welch, WSAR, Fall River, Mass.; David Baylor, WZAR, Cleveland.

Ringling Bros. Barnum and Bailey Circus

ON MANEUVERS with the Tennessee State Guard under supervision of the U. S. Second Army at Camp Forrest, Tenn., are Lt. Hackett W. Nyberg, manager of WMC, Memphis, and Sgt. John Cleghorn, WMC program director. The WMC manager commands the State Guard signal corps, with E. C. Frase Jr., WMC chief engineer as a technical sergeant in his unit.

KEYNOTE SPEAKER

Lt. Tom Harmon Missing In Army Bomber Flight

Lt. Tom Harmon, Michigan U. all-American football star and sports commentator for WJR, Detroit, before he entered military service, has been reported missing in a bomber flight in the Latin American area. Secretary of War Stimson wired Lt. Harmon's parents in Ann Arbor that he had last been heard from April 8.

Lt Harmon graduated from the U. of Michigan in 1940, Tom Harmon took a brief fling at pro football, made a movie, and then returned to his real interest—sports broadcasting. He was sports announcer at WJR when he enlisted in the Army Air Corps, March 22, 1942, and was sworn into the Army on his evening roundup from the station.

ELMER DAVIS

Fly to Open Up

In addition to his address to the NAB War Conference in Chicago last week, April 28, during which he proposes to "let my hair down," FCC Chairman James Lawrence Fly will speak over a nationwide CBS network the same day 2:15-5:30 (CWT), on radio conferences in the war effort. Arrangements for the broadcast were completed last week. Queried last Monday at a news conference on the value of the War Conference, Chairman Fly commented it would be "perhaps more constructive than last year".

ON MANEUVERS with the Tennessee State Guard under supervision of the U. S. Second Army at Camp Forrest, Tenn., are Lt. Hackett W. Nyberg, manager of WMC, Memphis, and Sgt. John Cleghorn, WMC program director. The WMC manager commands the State Guard signal corps, with E. C. Frase Jr., WMC chief engineer as a technical sergeant in his unit.

RINGLING CIRCUS

AGAIN BUYS SpotS

Ringling Bros. Barnum and Bailey Circus, is using spot announcements on a staggered schedule on key stations in the New York area to promote its current engagement in New York. Campaign, consisting of 60 and 100-word announcements at varying frequencies per week, started April 12 and will continue until May 16, closing date for the stay in Madison Square Garden.

Ringling Bros. used spot announcements the first time last year, giving preference to stations which had advertised in 1942 in giving free circulation promotion. Capi$ Co., New York, is agency.
**Davis Opposes Advertising By U.S.**

**NAB War Conference Will Take Stand For Industry**

WITH government purchase of time slated as a major issue at the NAB War Conference next week, OWI Chief Elmer Davis clearly stated that his organization “has always been and continues to be opposed to Government paid advertising.” Mr. Davis was commenting on legislation now being prepared by Sen. Bankhead (D-Ala.) to place Government advertising in rural newspapers. The OWI chief extended his remarks to cover radio as well as the newspapers included in the Bankhead proposal. He explained that government advertising leads to “all kinds of difficulties” resulting from potential discrimination in placing the advertising.

No Radio in Bill Despite the Davis position, Sen. Bankhead’s office said Friday that the bill allotting $25,000,000 for advertising in newspapers would probably be introduced before the holiday recess. The Senator said that he had decided not to include radio in this appropriation but that the time was something for radio once the program got underway.

At Chicago next week small station operators, Kingfishers have presented the demand for a Government subsidy are likely to advance a resolution to supersede NAB’s present policy on Government time. The small station operators have sent several proposals to OWI Radio Bureau chiefs, including a letter from George McGinley, manager of WKNY, Kingston, N. Y., suggesting that the Government use time at half card rate. [BROADCASTING, April 12]

Don Stauffer, chief of the OWI Clapper Goes to Europe, Sullivans Air Program

RAYMOND CLAPPER, syndicated columnist and radio news analyst on Mutual for General Cigar Co., New York, on April 14 left for a month’s visit to Stockholm, Sweden, after which he will go to England and probably on to North Africa. During his absence Paul Sullivan will review the news on Clapper’s Monday and Thursday 10 p.m. period on MBS, each broadcast to feature a cable from Clapper. Later on, when Clapper reaches England, he will handle his own programs with Sullivan standing by in case of transmission difficulties.

As promotion for the Clapper-Sullivan tie-up, J. Walter Thompson Co., New York, agency for General Cigar has sent some one-minute recordings of a conversation about the trip between Clapper and Sullivan, together with suggested live announcements for announcers at the 54 Mutual stations which carry the series.

**OWI Announcement Demands To Be Cut May 10; Breaks Eyed**

**ADJUSTING Government radio activities to immediate needs, Don-
ald D. Stauffer, chief of the OWI Radio Bureau announced last week that the number of daily spot an-
nouncements on both affiliate and non-affiliate stations will be re-
duced May 10 for an indefinite period. At the same time, Mr. Stauffer said OWI was examining its spot program with the object of replacing spots with station breaks wherever possible.**

Beginning May 10, Mr. Stauffer said, non-affiliate stations will use 12 instead of 16 spots daily; affili-
ates, 9 instead of 12. Revision of the station announcement plan had been promised at the OWI regional consultant’s meeting April 5 when the Radio Bureau chief assured the OWI managers that he 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,” he promised, “the OWI will effect such proposals. The OWI will not fill in announc-
ements just to complete a quota.” Mr. Stauffer said it was realized that increased use of station breaks is under consideration, particularly since regional offices report these 30-word announcements are effect-
ive. He pointed out that there was a definite limit to the types of Gov-
ernment messages which could be “sold” in 30 words, however. Spot announcements, running one-minute, offer greater opportu-
nity for special messages.

The bureau chief denied that OWI would discontinue its present production activities. He said the office keeps production at a mini-
mum and that each production is designed to do a special job but not to duplicate work assumed by ad-
vertisers and radio people. A production reduction report had circu-
lated last week after 15 writers re-
signed from the OWI domestic branch in protest of policies of Gardiner Cowles Jr. and William Lewis, radio men holding top policy jobs in the Domestic Branch. Mr. Cowles was quoted as saying that in the future OWI would concen-
trate on factual reports to be made available through established chan-
nels.

According to the writers, however, the chief issue was the adoption by OWI of ballyhoo techniques which made it “impossible for us to tell the whole truth.” The writers complained that OWI activities on the home front “are now dominated by measure promoters who prefer slick salesmanship to honest information.”

**OWI Chief Davis replied that OWI deals in facts and that “all facts must be presented accurately and in proper proportion. Emo-
tional appeals of the type usually associated with promotional ac-
tivities are not applicable to war problems.”**

Commenting on the opposition to advertising men on OWI jobs, Mr. Cowles, station owner and deputy director of OWI said, “It seems laughable if I am to be condemned for persuading private industry to contribute as much as possible for the war effort.

“For instance,” he said, “if the food people spend some of their money to publicize point rationing that’s all to the good.”

Mr. Cowles expressed confidence that radio, newspapers and maga-
azines would be able to give OWI material all the attention it needed without creating “new information channels.”

The OWI expressed confidence in radio and newsmen last week, when Elmer Davis issued a statement commending more than 600 radio commentators, writers and others who have become accredited corre-
spondents since Pearl Harbor.

At the same time, Mr. Davis revealed that OWI is recruiting up-
wards of 300 writers, reporters and radio production men for propa-
ganda activities with the Army and Navy. The last will for the most part be deferred from the draft but will live under military regulations and wear uniforms. They will work directly under the Army.

**THE PHILADELPHIA STORY of Westinghouse Sta-
tion KYW was the topic when Westinghouse re-
representatives met in Chicago with officials of the Central Divi-
sion of the NBC Spot Sales Department to discuss their mutual s-
atisfaction with current operations. Seated at the conference table, clockwise, are: Phil Steitz, NBC Spot Sales; Frank B. Webb, assistant advertising and sales promotion manager, Westinghouse Radio Stations, Inc.; Harold M. Coul-
ter, sales promotion manager, KYW; Oliver Morton, NBC national spot sales manager, Chicago; Leslie Joy, general manager, KYW; B. A. McDonald, sales man-
ger, KYW; Rudi Neubauer, NBC Spot Sales; James P. Begley, program manager, KYW; Louis E. Tilden and M. R. Tenerstedt, NBC Spot Sales.**
Radio Not Callous to Spot Users

AGENCIES can save spot advertisers confusion and unhappiness, if they take trouble to explain the problems of time clearance, says Clair Heyer, assistant advertising manager of Armour & Co., explaining the troubles of station men who might seem callous in kicking spots around the schedule. Mr. Heyer, once national sales manager of WHBF, Rock Island, Ill., and now an active user of radio himself, has seen the problem from both sides. He answers the complaints of Walter Guild, Sidney Garfinkel Agency vice-president and radio director, who wrote in BROADCASTING, April 5, that stations favor network clients.

—and then come the requests from various stations for permission to transcribe and rebroadcast at another hour.

And we are right back on a spot which religious programs on network are fewer in number but are more difficult to clear when the uninstructed sponsor thought network meant the same time on all stations—100%.

It may be true that a small percentage of the stations do not realize how much extra work a time shift in one market causes the advertiser—the explanation to salesmen and managers, and merchandising material that has to be handled separately.

Should Understand

But I wonder if agencies themselves are not responsible for much of the sponsor's confusion and unhappiness by selling him the radio campaign on its good points only, without explaining in advance what may be involved in time clearance, and hoping it won't be too difficult. If the client understands how spot (or network) programs have to be approved the campaign, then most of the problems can be solved with a minimum of anguish.

After all, the advertiser doesn't always get the number one preferred position in magazine and newspaper.

In the meantime, maybe the NAB and the networks can do something to improve the situation. It is encouraging to see them renew interest in standard coverage data following publication of John Gil- lin's new WOW map.*

* The WOW standard map was compiled from 150,000 items of mail showing listener strength in primary, secondary, and tertiary areas and the contour of 164 field strength tests. Map will be sent by request to all broadcasting stations. [BROADCASTING, March 22].

Net Option on Half of Each Day Hour, 45 Minutes Each Night Hour Proposed

By A. J. MOSHY
GENERAL MANAGER, KGVo, MISSOULA, MONT.

THE FCC frowns at radio's present policy of pre-emption— and we in radio have reason to feel a trifle uncomfortable when the FCC frowns. Agency executives, timebuyers and spot advertisers resent having their spot programs kicked around because of present pre-emption privileges of the network advertiser.

The bewildered listener, tired of trying to follow his favorite program as it jumps here for 13 weeks, there for four more, and into still another slot for another period, gives up and reads a good book instead. Don't say those aren't definite radio problems, mister; you know they are!

An Easy Answer

The funny part about it is that there's an easy solution—so simple and obvious that we've overlooked it entirely up to now. We've been straining instead over complicated systems that would create more problems than the condition they were created to alleviate. During daytime hours, from 6 a.m. to 6 p.m., the networks will preempt the first 30 minutes of every hour, leaving the remaining half-hour to the affiliate. From 6 p.m. to 12 midnight, the networks preempt the first 45 minutes of every hour, leaving the remaining quarter-hour to the affiliates.

This plan permits, without conflict, the operation of state and regional networks, regardless of the affiliation of the stations of such a group, and local affiliates can guarantee time to local and national spot accounts during the last half-hour of any hour during the daytime, or the last quarter-hour after 6 p.m. This means a great deal during state political campaigns and other regional spot business.

This plan will also permit delayed ET programming and networks, in line with FCC suggestions, thus doing away with the monopoly cry.

Such a system also breaks up the steady daytime parade, hour after hour, of soap operas, permitting the local station to present programs of relaxation in the intervening periods, and granting the listener surcease from too many quarter-hours of emotional anguish.

Under this plan the same desirable periods will be available in all time zones. Many programs not suitable for national sponsorship, because of the element of time variation—such as children's programs, which, when presented at a proper time in New York are too early for the West Coast—may have guaranteed time in all time zones. Every station could thus present its children's programs between 4 and 6 p.m.

Plan Would Build Sales

The only objection brought forth to the idea so far is that network advertisers will be reluctant to buy time following a local program. This can easily be overcome by publicizing the fact that network programs are broadcast by affiliated stations "on the hour every hour". It will not take long for the listening public to adjust itself to this schedule.

Finally, few networks—few stations, have consistently intensive listening anyway. If the local show which intervenes between the network offerings is no good, the listener can take time out to read "Radio Plug Uglies" in the Reader's Digest, or light up a cigarette, relax, and await the network's next super-collossal.

If the networks gain nothing from the plan except having a happy family of affiliates, it is worth their while. The development of regional and national spot advertisers under the plan will build more network business, for when they're big enough, the spot advertisers will go network as they have before.

This simple plan of pre-emption offers the answer to network individuality—station individuality—spot broadcasting opportunities—and equality of availabilities. Moreover, it offers the best means of taking advantage of listener habits, which vary from time zone to time zone—from city to city.
This little budget went to WORL, Boston
Brown Passes Ball On Grade Labeling To Hostile Congress

Says He Lacks Authority, Virtually Killing OPA's Order

REPEAL of an OPA order requiring grade labeling of the 1943 pack of fruit and vegetables became virtually certain last week after Price Administrator Pren- tiss Brown told the Smith Investigating Committee of the House that he was not sure that he had the authority to enforce the order, and said that he would adopt other steps if Congress did not act to cancel the debt.

In view of a declaration by the House Agriculture Committee last week that grade labeling seemed impractical this year, there appeared to be little likelihood that legislation would be adopted in time to permit enforcement of the regulation on this year's crop [BROADCASTING, April 12].

Mr. Brown indicated to the Smith Committee that in place of compulsory grade labeling of cans, OPA might compromise by requiring that grades be marked on dealer's invoices, and that retailers make these invoice grades available to the public. Under such an arrangement, grade might be marked on store price tags instead of on cans.

The plan which the OPA chief described to the Smith Committee was similar to a proposal advanced by Rep. Voehirs (D-Cal.). In a House debate last Saturday, when the Halleck resolution (H. Res. 98) authorizing another inquiry into grade labeling and standardization plans of Government agencies was adopted by voice vote. Rep. Voehirs remarked that he was not sure OPA had power to require grade labeling, but that he felt consumers were entitled to protection under price ceilings. He suggested that invoices bearing the grade of merchandise be made available to the public.

Defending his resolution on the floor Saturday, Rep. Halleck visualized grade labeling as only the beginning of social reform through administrative measures. He cited efforts to standardize work clothes and women's hosiery, and declared that the measures attempted to "satisfy the long-standing economic and social theories of those whose proposals would never stand the light of day."

Support for the Halleck resolution was bi-partisan, with leading Democrats insisting that no official who violated his authority should be spared.

Family Affair is the weekly NBC People Are Funny, when this familiar production staff goes into high gear. Trio, relatively speaking, are John Guedel (at microphone), vice-president in charge of radio for Russell M. Seeds Co., and agency writer-producer of the show; Beth Guedel, his wife and assistant producer; and Walter Guedel, his son and gag writer. Brown & Williamson Tobacco Corp. (Kools) sponsors the half-hour series.

Ward's Chicago Test

MONTGOMERY WARD & Co., Chicago, (mail order house), in an intensive one-week test, is using radio in Chicago for "Help Wanted" promotion. Company placed a quarter-hour Sunday program on WLS April 11 and continued through the week with five nightly quarter-hours on WCFL, three to four one-minute announcements on WBBM, three participating announcements on WGN, and one-minute announcements daily on WBBM. Copy is slanted for secre-taries, comptometer operators, stenographers, other office workers needed by the company. Agency is Foote, Cone & Belding, Chicago.

ASSOCIATED Music Publishers has notified all U. S. broadcasters that the pronunciation of "Farrill" has revised his renewal rights with AMP and the tune may now be broadcast only by AMP licensees. During the original term of the copyright stations with ASCAP licenses were also authorized to broadcast this composition.
here is factual evidence of

WDOD'S AMAZING DOMINANCE IN!
CHATTANOOGA!

As one time buyer put it, "The Hooper figures for Chattanooga show an amazing dominance for WDOD in this market." See for yourself.

THE TIME BUYERS' STATION

C. E. HOOPER, INC.
MIDWINTER 1943
STATION LISTENING INDEX, CHATTANOOGA, TENN.

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the time-buyers' station

A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD's dominance.

THE TIME BUYERS' STATION

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

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.
Army Stiffens Program Rules, Moves 'Wings' Show to MBS

WITH future broadcasts coming under more direct guidance of the War Dept. Bureau of Public Relations, according to that Bureau's director, Maj. Gen. Alexander D. Surles, the weekly half-hour program, Soldiers With Wings, formerly on CBS stations, shifted to MBS network April 14, Wednesday, 9:30-10 p.m. (EWT).

Directive was contained in a wire to Kenneth Thomson, chairman of Hollywood Victory Committee, organization clearing film talent for appearances on that show.

Program transfer was effected after CBS had attempted to spot the series opposite weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Grape-Nuts Flakes). HVC protested at that time because the sustaining feature competed with a sponsored network program whose talent contributed services generously to the war effort. An early Saturday afternoon spot subsequently offered by CBS was also declined.

Entering the controversy when the issue of film guest stars was raised, Gen. Surles in a wire to Kenneth Thomson recommended resumption of the guest talent format and approved the recommendation of Col. William Nuekols, public relations director of Army Air Forces, that the half-hour spot offered by MBS be accepted, latter being subject to HVC approval. He further suggested that a reexamination be made of the situation in 13 weeks.

Soldiers With Wings was a CBS weekly feature for the past year.

Agency Is Censor, Winchell Charges

Lennen Radio Manager Says All 'Tempest In Teapot'

DESPITE front-page prominence given by PM last week to Walter Winchell's disagreement with Lennen & Mitchell, New York, over reputed "censorship" of scripts for his Sunday programs on the BLUE, the whole matter seems a "tempest in a teapot" and will probably be settled amicably, according to S. J. Andrews, radio director of the agency, which handles the program for Andrew Jergens Co., Cincinnati.

Mr. Andrews denied a report that Philip Lennen, president of the agency, planned to see executives of Jergens in Cincinnati last week to work out a compromise to Mr. Winchell's request that his scripts should not be "censored.

The radio director intimated that the situation would work itself out and that Winchell probably would not carry out the threat reported in PM that "you fellows better begin looking around now for another show."

Option Due in May

Winchell is under contract to Jergens until Dec. 31, 1945, with yearly option renewals due by May 31 for the ensuing year, effective Jan. 1. His current salary for the Sunday night series on the BLUE is reported as $250,000 a year, at the rate of $5,000 per broadcast.

According to the facts in the dispute, as reported in PM and confirmed by the agency, Winchell complained to Mr. Andrews because some sentences praising President Roosevelt were changed in his April 11 script. He queried Mr. Andrews: "Is it because there's a Presidential campaign coming up pretty soon and you're all afraid I'm too pro-Roosevelt?"

On April 4, when some other parts of his script had been changed or deleted, Winchell unexpectedly signed off the show with "With lots of love and oceans of censorship," a line definitely not in the script.

According to the agency, Winchell's scripts are gone over in the same way the scripts of other radio talent are checked. Mr. Andrews defined for PM the "editing" given Winchell's scripts, as follows:

"Supposing Walter is talking about a group of people. He might say, for example, 'Washington politicians ...' In that case we put in a qualifying word so the script will read 'Some Washington politicians ...' After all, you can't include everybody when you speak about a group of people like that. Roosevelt is a politician. But he may not be in the group Walter is talking about."

Mr. Andrews further pointed out that the agency naturally wanted to avoid Winchell's drawing "more fire on himself than is necessary."

Thousands of Pins

OVER A thousand Bobby pins have poured into WNYC, New York's municipal station, because a ballerina in an interview on that station had casually mentioned the difficulty of obtaining them. Ted Cott, m. c., gallantly suggested that listeners help out the dancer by sending her one or two of the now scarce hair clips. Extra pins will be donated to the salvage drive, the ballerina promises.

When Pabst Brewing Co. bought the Saturday night time for its Blue Ribbon Town, the network was forced to move the Army program to another spot or cancel it. The series originates from the West Coast Army Air Forces Training Center at Santa Ana, Cal.

SHOWMANSHIP

Lang-Worth has captured the glamour crop from New York to Hollywood and leads the transcription field in bringing Showmanship to broadcasting.

Give your advertisers Showmanship via Lang-Worth specialties. Give them variety without end—quality without equal.

LANG-WORTH INCORPORATED

420 MADISON AVE. • NEW YORK
BLUE, MUTUAL GET MEMBERS ON FREC

MILLER MCCLINTOCK, president of MBS and Dr. H. B. Summers, manager of BLUE's public service division, were appointed last week as additional broadcasting representatives on the Federal Radio Education Committee executive committee, Dr. John W. Studebaker, U. S. Commissioner of Education announced. FREC promoted cooperation between the industry and educators.

Two additional educator members on the committee are Bruce E. Mahan, director of Iowa U. extension service and Danby S. Lancaster, Virginia supt. of public instruction. Previous radio appointees to FREC are: Lyman Bryson, CBS director of education; John Elmer, president WCBM, Baltimore; Harold B. McCarty, director of WHA, Madison, Wis., representing NAB; Neville Miller, NAB president; Judith C. Waller, NBC central division education director; George P. Adair, assistant chief engineer, represents FCC.

Dr. Studebaker has been nominated for education director of the State of New Jersey Broadcasting (April 5). His appointment awaits approval of the legislature which has been hostile to Gov. Edison's appointees.

CARR AND ORE

Develop Government Empl oye-Bond Selling Guide

TWO RADIO men have developed a salesmanship guide which will soon be used in distributing Bonds to Gov- ernment employees. They are Eugene Carr of the Broadcasting Division, Office of Censorship, and former sales manager of WGAR, Cleveland and Leigh Ore, public relations officer for the Interdepartmental War Bond Savings Com- mittee, and one-time manager of WLBW, Oil City, Pa. (now WHO, Dayton) and general manager of WVWA, Wheeling, W. Va.

To teach Treasury “Minute Men” how to sign Government workers for the 10% Payroll Savings Plan, Mr. Ore is producing a film strip on good sales technique. Idea for the 58-frame strip originated with Mr. Carr when he was asked to talk to Censorship’s Minute Men. He dramatized the job and based the dialogue on arguments he used to persuade Geraldine Klancke, of the Broadcasting Division, to pledge 10% of her salary to Bonds. Miss Klancke is secretary to Robert K. Richards, Venues to J. Harold Ryan, Assistant Director of Censorship. In the film strip, which has translated sound track, Mr. Carr and Miss Klancke take the same roles.

The strip will be circulated among Minute Men in every Gov- ernment agency. Coca-Cola Co. will contribute the use of projectors and projectors. Mr. Carr explains that the film strip teaches Bond salesmen to capitalize on the tremendous War Bond advertising—and to close the sale. “We learned in radio that an advertising campaign can’t be 100% effective unless the sales organization—which does the actual selling—is properly trained,” he said.

TWO TANKS that serve different purposes. The one on the right is the real thing. One on the left is the Victory Bond Tank of WBRL, Columbus, Ga., designed by J. W. Woodruff Jr., manager, as a bond and stamp selling booth. WRBL’s tank was dedicated with Brig. Gen. Robert W. Grof, of Benning, reading the official order of Maj. Gen. Neugharden, commanding officer of the 10th Armored Division, recognizing the vehicle as an “armed auxiliary”. Bond tank is in heart of downtown section and manned by beautiful ladies—wives of Army officers—as regular members of the WBRL staff.

IN THE FACE of competing demands for money, such as the Red Cross, income taxes, a WAAC drive and new auto licenses, Howard W. Davis, owner-manager of WMAC, San Antonio, recently got his forces rallied for a two-week Bond drive and hit a ceiling of almost 7 million dollars.

Highlight of the campaign was the General Kreuger Victory Concert in the San Antonio auditorium at which thousands were turned away (5,000 got seats) and a broadcast over the Texas Quality Network which was transmitted and rebroadcast by NBC to armed forces overseas, particularly those of the General Kreuger who formed the central attraction of the drive.

Cooperating with Mr. Davis were WOAI, which originated the network program, and RTSA, KABC, and KONO. New stations featured large space on the campaign.

Dutch Boy Using 40

NATIONAL LEAD Co., San Francisco (Dutch Boy paints) recently started an extensive spring and summer campaign for 30 weeks on approximately 40 stations throughout the West. Account is using one-minute transcribed announcements and station breaks. The campaign will be augmented in May when Alaska stations KEQD, Anchorage; KINY, Juneau and KTFN, Ketchikan are added to the list. Agency handling the account is Erwin, Wasey & Co., San Francisco.

N. Y. Office for NCBS

NORTH CENTRAL Broadcasting System has opened a New York office at 8 East 41st St. under the direction of Katherine Waters. John W. Boles, president, expects to divide his time between the New York office and the recently opened Chicago office of the LaSalle-Wacker Bldg. NCBS telephone number in New York is Lexington 2-6902.

Two Changes Announced In War Savings Staff

STAFF CHANGES in the Treasury War Savings Staff have been announced by Vincent P. Callahan, director of the advertising, press and radio section. Jack Delehanty, present chief of the art and production section, has been named as assistant director of Mr. Callahan’s section. Walter A. Shead, a member of the press section, has been named acting chief of the Press Section, replacing A. R. Williamson who resigns to return to a public relations position in Illinois.

The new assistant director of advertising, press and radio, Mr. Delehanty, will continue to super- vises the work of the art and production section.

Mid-Continent Revue

MICHAEL OIL Co., Tulsa, has started a Saturday evening quarter-hour variety program titled D-X Melody Revenue on WLS, Chicago. Avis Leone, Rusty Gill, the recently returned There Radio Pardon contestant, and the organ, are featured on the program, placed for 8 weeks by R. J. Potts-Calkins & Holden Adv. Agen- cy, Kansas City.

WAPI non-stop record completes 63rd month

In Birmingham, national advertisers buy more spot quarter-hours on WAPI than they do on the two other local stations combined. This record reaches back to January, 1938.

During March, 1943, (the 63rd consecutive month) national spot quarter-hours in Birmingham were distributed like this:

In Birmingham, national advertisers buy more spot quarter-hours on WAPI than they do on the two other local stations combined. This record reaches back to January, 1938.

During March, 1943, (the 63rd consecutive month) national spot quarter-hours in Birmingham were distributed like this:

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

WAPI* BIRMINGHAM

CBS NETWORK. Represented nationally by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte...
Rousing Radio Day Contributes To Success of Second War Loan

Reports of Full Schedules and Special Features to Promote Bond Sales Still Coming In

As bond sales surpassed expectations at the close of the first week of the Second War Loan, special network and station promotions were credited with much of the drive's success. Reports of network and local features on Radio Day (April 12) and during the week are still coming in.

NBC and WEAF carried bond appeals on almost every show last Monday. Stars followed their appeals on WEAF by going on duty in a telephone room to answer all phoned pledges in person, while 60 operators assisted from dawn to midnight.

Willkie Appears

NBC's Information Please picked up last Monday from WTIC, Hartford, sold one-quarter of a million dollars in War Bonds as admission to the broadcast. Wendell Willkie was guest star and Connecticut's Governor Baldwin also appeared. Paul W. Morency, general manager of WTIC, and Dan Golenpaul, owner and producer of the program, arranged the Hartford broadcast.

BLUE and WJZ scheduled Treasury Day appeals and programs round-the-clock from 1 a.m. Monday morning to 1 a.m. Tuesday. Interviews with American service men by George Hicks were broadcast from London on Men of Land, Sea and Air.

CBS also used War Bond themes on a 24-hour schedule. Joe and Ethel Turp, for example, had the Second War Loan as the episode theme. From the Aberdeen Proving Grounds in Maryland and the Washington Navy Yard, CBS presented a special feature broadcast to describe war equipment and tell how much money is needed to keep it on the move. Stars of 95 Minutes From Broadway plugged the drive.

Alberti Changes Job

JULES ALBERTI has left the job of Chief of Station Relations, Radio Section of the Treasury Dept., to be in charge of booking and routing of all shows for War Savings and to handle requests for talent and war heroes. His new job is in the Motion Pictures & Special Events Section of the Treasury, under Carlton Duffus, who heads the section.

TREASURY THANKS RADIO

The Secretary of the Treasury, Henry Morgenthau Jr., has asked me to thank the radio industry in behalf of the Treasury for the tremendous success of Radio Day which was so gratifying to all of us associated with the Second War Loan Campaign.

The enthusiasm with which the entire radio industry responded to our request to help inaugurate this drive to raise $3 billion in bonds was deeply appreciated by the Secretary. He wrote personal letters to each and everyone who had a part in Radio Day. But since it is not possible, I welcome the offer made by Broadcasting Magazine to reach bond buyers in this way.

I wish to thank the managers and program directors of all the radio stations and networks who without hesitation and without reservation offered their facilities and cooperation to the drive. The effusive demonstrations of friendship sent through their stations in this day to the campaign; the war propaganda managers and special events directors whose ingenuity made special broadcasts possible; the commercial sponsors who so generously relinquished their time so that that time could be devoted to the Second War Loan; the advertising agencies who made possible guest appearances and special scripts on commercial programs; commercial managers of stations who acted as liaisons and coordinators; the script and continuity writers who gave so generously of their time and talent; and the stations' press departments as well as all newspapers and radio publications which so successfully publicized Radio Day.

Our thanks to the National Association of Broadcasters for their support and endorsement of the campaign and for their dissemination of special material to all the stations through their regular and special bulletins.

Our thanks to the Office of War Information for clearing additional time and making every effort to place effective messages.

And I should like to publicly thank my regular ad staff—Marjorie Spiegel, Chief of the Radio Section, for her valuable suggestions and competent direction; as well as Emerson Waldman, Ruth Girard, Estelle Broderick, Mort Milman, Jules Alberti, Charles Alspa, Everett Opie and William Rainey who make up the section.

Radio again made, and I know will continue to make throughout the entire campaign, a tremendous patriotic contribution by sending out the vital message of how urgently financial resources are needed by our Government to help win the war.

Sincerely yours,

VINCENT F. CALLAHAN

Publisher of Radio, Film, Press and Advertising.
When the bells toll again for peace in our time, you will come to know some such design as this one—of bull's-eye, concentric circles, and cuneiform lines. It will be Westinghouse Radio Stations' test-pattern for television in the home... an optical device for focusing the image on the screen, comparable to tuning-in a radio program. Commercial television was sidetracked by the war, but it will emerge at war's end as the eighth wonder of the modern world... the ability to hear and see what is happening as it happens! Westinghouse Radio Stations will be ready with television, you may be sure. They will have had the obvious benefits of first-hand radio-electrical knowledge and experience, learned and earned in the furious crucible of war's laboratories. When the curtains part on a new, exciting world, Westinghouse will be well down-stage.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
Radio Silence Is Ordered
On Coast in Red Alerts
NEW rules on radio silence during West Coast alerts, apparently
designed to avoid confusion such as followed the March 16 mid-day
alarm in Los Angeles, have been announced by Gen. John L. DeWitt,
of the Western Defense Command, in San Francisco. "Radio silences,"
the order said, "will be ordered whenever the Fourth Fighter
Command causes the red air raid warning to be given."

The order explained further that
radio silences, as previously in effect,
may be imposed at any time during an alert, either at the first
(yellow), or second (blue) warning. The great percentage of the
Los Angeles area populace ignored the air-raid alarm on March 16
because radio stations were not silenced. Many considered it a prac-
tice drill.

and in 1939 joined WBEN, Buffalo. From 1932-34 he was a production
man and announcer for CBS.

WBRC Is Silenced
As Engineers Quit
But Station Returns to the
Air After Third Day

AFTER three days of silence, WBRC, NBC outlet in Birming-
ham, Ala., returned to the air Wednesday following the walkout of its
six-man technical staff in protest of a decision of the Atlanta Re-
gional War Labor Board rejecting a general wage increase, and sev-
eral other adjustments of the contract between the station and Lo-
cal 253 of the International Brother-
hood of Electrical Workers (AFL).

Had Come to Terms
The shutdown occurred Sunday morning when the technicians
failed to report. The union, through its secretary, Rex White, notified
K. G. Marshall, owner of the sta-
tion, that the men were not on strike but had quit their jobs.

Trouble arose suddenly over the week end after the union and
WBRC apparently had come to terms on a new contract. A few
weeks ago WBRC, together with WAPI, CBS station in Birming-
ham and WSGN, MBS-BLUE outlet, had completed three identical
contracts with the union and had submitted them to the regional
WLB for approval.

Members of the IBEW who left
WBRC jobs accused the station of
duplicity in submitting informa-
tion to the board which influenced a decision handed down April 10,
rejecting the proposed contracts. The union met the evening of April
10, and on the 11th the men failed
to report for work.

With the station off the air, on
Monday members of the union and
officials of the station met with
WLB representatives in Atlanta.
WLB agreed to reconsider the de-
cision in light of additional in-
formation supplied by the union.

Lawson Wimberly, international
representative of IBEW, said that
the station had resumed operation
Wednesday with two of its six
men back. Mr. Wimberly said
IBEW would try to get the others
to return and failing in this, would
supply substitutes to the station.
The local union said every effort
was being made to complete a sta-
ff of technicians for the station.

Officials of WBRC denied that
the station had participated in
any duplicity in submitting the ad-
titional information to the Board.
They explained the material was
sent to Atlanta at the request of
the WLB.

Leslie Salt on 20
LESLIE SALT Co., San Francisco
(table salt) is using approximately
20 stations on the West Coast and
three in the Hawaiian Islands.
Transcribed minute and half-min-
ute spots are being used. Contract
is for 52 weeks and business was
placed through Erwin Wasey &
Co., San Francisco.

Retail Sales
up 50% in
Nashville

Whether aiming at sales today or public accep-
tance tomorrow, you want a LIVE market to advertise
to.

With retail sales in Nashville running 50% ahead
of 1942, you will have a hard time finding a more
active market.

For broad and intensive coverage of the entire
Nashville trade area, you will have a hard time
finding a better buy than WSIX, "the Voice of
Nashville".

WHERE TO BUY CHECKS

28-8 GOLDSHINE & CO., INC.
"The Trust Company"
NASHVILLE, TENN.
WQXR asks:
Why Stop at 8 P.M.?

Here's How New York's Five Leading Independent Stations Rank When You Include the Top Evening Hours:

<table>
<thead>
<tr>
<th>WQXR Leads</th>
<th>Percentage of &quot;Station Quarter-Hours&quot; in Which Each Station Leads (Monday-through-Friday Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The Pulse of New York From 7:00 a.m. to midnight, The Pulse, in the month of March, surveyed 340 quarter-hours of entertainment broadcast by these 5 stations. Here's the result:</td>
</tr>
<tr>
<td></td>
<td>6:00 p.m. to midnight</td>
</tr>
<tr>
<td>WQXR Leads</td>
<td>82.2</td>
</tr>
<tr>
<td>Station &quot;A&quot;</td>
<td>64.5</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>37.5</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>48.9</td>
</tr>
<tr>
<td>Station &quot;D&quot;</td>
<td>18.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WQXR Leads</th>
<th>C. E. HOOPER, Inc. During January and February, C. E. Hooper, Inc. surveyed 290 quarter-hours of entertainment broadcast by these same 5 stations between 8:00 a.m. and 10:30 p.m. Here's the result:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6:00 p.m. to 10:30 p.m.</td>
</tr>
<tr>
<td>WQXR Leads</td>
<td>80.5</td>
</tr>
<tr>
<td>Station &quot;A&quot;</td>
<td>63.8</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>62.4</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>57.0</td>
</tr>
<tr>
<td>WQXR Leads</td>
<td>was not surveyed for full period</td>
</tr>
</tbody>
</table>

WQXR numbers among its sponsors dozens of the nation's leading advertisers—most of whom have big network shows with a New York outlet. But these advertisers have also found that it pays handsomely to cultivate independently WQXR's large audience of music-lovers here "in the heart of the world's richest market." And the above figures show you why they continue to buy WQXR.

WQXR
730 FIFTH AVENUE, NEW YORK
In Chicago:
THE FOREMAN COMPANY
WRIGLEY BUILDING
"New York's High Fidelity Station"
Livestock production in Kansas has smashed every existing record. Farm pocketbooks (already bulging) will soon be swollen by an added 352-million dollars.

Similar production figures exist in surrounding states that are reached daily by WIBW'S 580 kc frequency and friendly, persuasive sales personalities.

WIBW'S farm and small town listeners are RICH! They're BUYING whatever you have to sell! So far, we're not rationing WIBW'S productive times and programs. BUT—better get in touch with us soon.

WIBW'S BROADCASTING - Broadcast Advertising
A WORLD WE NEVER KNEW...

Our children are growing up in a new and wonderful world...a world in which radio is a natural part of their lives...a world we never knew in our youth.

For, to our sons and daughters, radio has always been there...radio belongs...radio is a part of the American way of life they have always known.

And in the future, radio will be an even greater force for them—a natural part of their communication, their education, their growth, their most significant activities.

This is a responsibility that the broadcasters of America are well prepared to meet. And RCA is proud that its resources and its skill have contributed in some measure to the swift and certain forward march of radio.

Today, those resources and that skill are devoted to the task of Victory. Tomorrow, they shall again be turned to the service of American broadcasters...so that they can play, to the fullest measure, their important role in America's peacetime progress.

Meanwhile, you may have technical problems of immediate concern. You may need advice on equipment and service right now. RCA invites you to consult with our engineers on these problems. For whatever skill and labor and resources we can possibly spare from the task of Victory—is yours to command!

RCA BROADCAST EQUIPMENT

RCA Victor Division

RADIO CORPORATION OF AMERICA, Camden, N. J.
Power Not a Factor in Technicians' Pay, Arbiter Holds in Ruling on KPAS Case

ACCEPTING almost all the arguments advanced by Local 40 of the International Brotherhood of Electrical Workers (AFL), George Chaney, U. S. Conciliation Service arbiter, last week ruled that eight technicians and technical supervisors of KPAS, local in Pasadena, Cal., were entitled to a pay scale equal to the highest in the Los Angeles economic area.

The arbiter's ruling was based on his statement that "the work performed by these artisans in each station is absolutely the same notwithstanding differentials in the broadcasting power of the stations." Stating that equal work warrants equal pay, Mr. Chaney said that inequalities existed between the KPAS scale and that of other stations.

Would 'Injure Morale'
In ordering KPAS to pay at a rate equal to the highest in the area, he said, "to continue this inequality will most certainly injure morale and militate against effective prosecution of the war by a most important industry, as well as put the stamp of public approval on inequalities."

As soon as the terms of the arbiter's award became known in Washington, Joseph L. Miller, NAB labor relations director, telegraphed the Regional War Labor Board in San Francisco for permission to appear or file a brief in behalf of NAB when the case is reviewed. The fate of the award was put in doubt Tuesday when the National War Labor Board ordered its regional boards to deny wage increases in inequality cases.

The arbitration had begun several weeks ago when Local 40 and KPAS were unable to agree on renewal of a contract that expired Feb. 16. The contract covers six full time technicians and two technical supervisors. Under the proposed new scale the technicians would get $291.67 monthly and the supervisors $322.

Mr. Chaney's report showed that Local 40 included 180 technicians. He claimed that broadcast technicians possess the same skill and ability as journeymen electricians, and they work alongside of them on installation and maintenance and repair work.

The decision explained that commercial radio in the Los Angeles area has grown "like Topsy" with "little or no guidance or direction in so far as wages and working conditions are concerned." At the time of the first radio technicians agreement in the area, in April, 1938, Chaney said, employers hired technicians at the market price, the same as they bought equipment.

Now, he said, "the Government has the responsibility of fixing a ceiling price for the services which these workers furnish in producing this community service."

"The work performed by these artisans is substantially the same notwithstanding differentials in the broadcasting power of the stations," he said.

Pointing to the OWI wage of $316.67 per month for regularly employed technicians in the San Francisco area, Mr. Chaney said the Government had provided a yardstick for technician's wages. He observed that KPAS, which started operations in February, 1941, had voluntarily granted increases of 8.3% for supervisors and 6.8% for technicians within a year, and he found a wide variety of wages in Los Angeles stations, ranging from a low of $190 to $291.67 per month.

Using as authority the Price Control Act and the President's wage freeze order in Oct. 5, 1942, he said gross inequalities and inequalities must be eliminated. "It would be both unfair and unwise," he wrote, "for the Government to say that if a technician sells his services to KPAS, he shall receive not to exceed $235 per month, while he shall receive $291.67 from KMPC for the same services."

He therefore ordered KPAS to pay $291.67 for technicians and $322 for supervisors, the rate paid by KMPC, highest paying station in the area.

Helen Murray Directs KPO Sales Promotion
HELEN F. MURRAY, assistant sales promotion manager of NBC Western Division, Hollywood, on April 15 became sales promotion director of KPO, the network's owned and operated San Francisco station. She succeeds Henry Schaeffer, who resigned to freelance. Anne Joseph, who had been assistant to Jack O'Mara, sales promotion manager of WOWO-WGL, Fort Wayne, Ind., has taken over Mrs. Murray's former Hollywood post.

Mrs. Murray joined NBC in 1938 and a year later assisted Charles B. Brown, now the network's director of advertising and promotion in New York, in establishing the Hollywood sales promotion division.

New Marlin Product
A NEW SHAVE cream product has brought Marlin Firearms Co., New Haven, back to the air, after having cancelled virtually all spot broadcasting for its Razor Blades early this year, due to limited supplies for civilians. [Broadcasting, Jan. 18]. Campaign of spot announcements for the shave cream is already under way in some areas and will expand further as marketing and distribution plans are completed. Craven & Hedrick, New York, handles the account.
In insert above Sam Schneider, KV00 farm editor, is shown assisting Judge Oras A. Shaw place a “War Production Plant” sign on his farm near Tulsa. Judge Shaw is chairman of the Farm War Plant Production committee of Northeastern Oklahoma.

**KV00 TO PRESENT AGRICULTURE “E” AWARD AT HARVEST**

It’s getting to be a habit for Oklahoma farmers to call on KV00 when there’s an important job to be done. So, when a number of farm leaders got together recently to discuss how to meet the farm war production goals for Oklahoma, KV00’s genial farm editor, Sam, was naturally called in.

Farm leaders felt the job would be easier, if the farms were designated as the industrialized food plants that they have become since the war. KV00 was called upon to carry the appeal for super production on farms to her vast agricultural hinterland. To designate the 47,000 Northeastern Oklahoma farms as War Production Plants, KV00 supplies signs, such as the above, which are being distributed by neighborhood leaders to those who desire to participate in the program.

An agricultural “E” award will be made to farms exceeding their quotas.
LaRoche Calls Ads Best War Medium
Says That Unlike Handouts, Editors Cannot Color

ADVERTISING is a much more effective medium for the Government to use in presenting its war-time messages to the public and in achieving a unity of purpose than the usual procedure of speeches or handouts, which are subject to editorial interpretation colored by the political views of the editor, Chester J. LaRoche, chairman of the Advertising Council, told an advertising press conference last Monday.

He pointed out that whereas favorably influencing 51% of the voters is enough to elect a candidate for a political office, convincing 75% of the people of the soundness of any government war program is not enough, since a 25% minority is enough to support a black market or otherwise block the complete adoption of the plan.

The meeting, following a luncheon given by the Council at the Cloud Club in New York, was designed as a “progress report” of the activities of the Council, Mr. LaRoche said. He explained that the Council’s primary function is to serve as contact between the Government, which wants to instruct the public, and the advertising profession, which is voluntarily donating its skills and facilities to this task. He estimated that the contribution of the nation’s advertisers, advertising agencies and media currently amounts to between $300,000,000 and $400,000,000 a year, of which radio and television account for $100,000,000.

It is necessary that the time and space be given by the advertising industry and not purchased by the Government, for political reasons, he stated. Citing the “howl” of protest that arose from an OWI booklet which “mentioned President Roosevelt,” he pointed out the uproar that would be created if the Government attempted to buy radio time and publication space.

Currently, Mr. LaRoche said, the Council is developing a “Community War Advertising Plan” to make it easier for local advertisers and advertising media to cooperate with the Government, without the necessity of constant solicitations. Basis of the plan is the pledging by local advertisers of a certain amount of time or space each week or each month.

PEABODY AWARDS AT OHIO MEETING

PRESENTATION of the Peabody Awards will not be made at the NAB Radio War Conference, but has been transferred to the Ohio Radio Educational Conference, Columbus, May 1, to fill the NAB’s portion of the Conference agenda. Award winners this year include: NBC Pacific Coast network; CBS network, Charles Collingwood, CBS correspondent; stations WCHS, Charleston, W. Va.; WHA, Madison, Wis.; KOAC, Corvallis, Ore.

Dr. S. V. Sanford, Chancellor, University System of Georgia, will make the presentation. The George Foster Peabody Awards are jointly administered by NAB and the Henry W. Grady School of Journalism, University of Georgia. Dean John E. Drewry will represent the Grady school and Earl Glade, Salt Lake City, NAB member of the Award Committee, will speak on “What is Public Interest, Convenience and Necessity” as applied to radio.

The Ohio Conference is for public service program producers, station and network operators, and Government officials.

TO BRING OUR BOYS HOME—Mrs. R. B. Smithson of Denver accepts a $50 check from Bert Mitchell Jr. of KOA, Denver, for Brown & Williamson Tobacco Co. after she answered correctly the question, “What is the Bible’s best seller.”

She correctly answered that the Bible is the year’s best seller.

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like to have the opportunity of discussing this with you in the phases of your operation and promotion man.

To bring our boys home—Mrs. R. B. Smithson of Denver accepts a $50 check from Bert Mitchell Jr. of KOA, Denver, for Brown & Williamson Tobacco Co. after she answered correctly the question, “What is the Bible’s best seller.”

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She correctly answered that the Bible is the year’s best seller.
A Volcano is Born!

AT
PARANGARICUTIRO

A small Mexican town with a "big" name!

OTHER BIG THINGS ARE

- The market of Mexico with its twenty million buyers.
- Our network with seventy affiliated radio stations headed by NBC's outlet (XEW) and CBS' (XEQ) which guarantees a perfect nation-wide coverage.

RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN BROADCASTING SYSTEM
P.O.BOX 1324 MEXICO, D.F.
EMILIO AZCARRAGA Pres. CLEMENTE SERNA MARTINEZ Mgr.
Remember?
MORE THAN two years ago—on March 20, 1941—the FCC issued its celebrated order calling for an "immediate investigation" to determine policy on newspaper ownership of broadcast stations. There was great commotion. Hearings were held over an eight-month period from July 1941, until February 1942. Since then not a wheel has turned.

This week, the Newspaper Radio Committee, organized by newspaper-owned stations in self-defense after announcement of Order No. 79, holds its third annual meeting in New York in conjunction with the convention of the American Newspaper Publishers Assn. As far as the record goes it can report only that the FCC's investigation was "recessed" on Feb. 8, 1942, subject to call. The investigation record is still open. Beyond that it can observe that FCC Chairman James Lawrence Fly, spearhead of the newspaper divestiture proceedings, recently commented he thought nothing would be done until after the war, and that newspaper ownership "tends to be an academic question right now".

That is the state of the "immediate investigation" ordered by a majority of the FCC. There are still numerous applications from newspaper-owned or affiliated companies in the Commission's "pending" files—aside from those withdrawn following the war-dictated equipment freeze order. The whole question of policy is in suspended animation.

It is estimated that upwards of $300,000 has been spent in the proceedings to date. The record covers 3,500 pages of testimony and 407 exhibits. There were 24 hearing days during which 52 witnesses appeared, 42 of them for the Government, at taxpayer's expense. And the record still languishes before the FCC.

On Dec. 31, 1941, the Newspaper Radio Committee formally petitioned the FCC to adjourn the investigation for the war's duration. On Jan. 21, 1942, the Commission formally announced denial of the petition, and held that the war effort would be aided, not hindered, by completion of the investigation.

Then why hasn't the Commission completed the inquiry? Mr. Fly feels now that nothing should be done until after the war—yet the last formal action of the FCC was denial of the petition of Harold V. Hough, as chairman of the Newspaper Radio Committee, for precisely such a ruling.

We do not regard this as a case of letting well enough alone. The FCC staff isn't overburdened these days. We think the FCC is duty-bound to terminate the investigation. If the conclusion is to end the inquiry for the duration (and six months thereafter) then FCC should so state in a formal opinion. If it concludes that the policy question should be decided, then the hearing record should be closed and a decision reached. Based on the Constitution, the rules, formal precedent and the record, it is evident the question can be decided only in one way.

As it stands now the inquiry is just another travesty in Government administrative procedure.

One Horse—One Rabbit
SOMETHING NEW in the line of labor decisions appeared last week when a U. S. Conciliation Service arbiter in Los Angeles discovered that "work of all radio technicians is substantially the same, regardless of the power of the station." On that thesis, the arbiter ruled that an IBEW local at KPAS, Pasadena, was entitled to a scale equal to the highest paid by any other station in the area.

Needless to say, the decision has been widely protested, among the first to respond being NAB's labor relations director, Joseph L. Miller, who has asked leave to file a brief. As Mr. Miller points out, never before has a Government official or anyone else claimed that engineers in all stations performed the same work, and are therefore entitled to equal pay.

The arbiter's ruling will probably not be enforced for the present. It would have to be approved by the Regional War Labor Board, which only last Tuesday was deprived of authority to act in these so-called "inequity cases". But even if the WLB were to consider the ruling, it is hard to understand how such a novel line of thinking could stand in the light of definite instructions issued by the National WLB under the President's Wage Freeze of Oct. 3, 1942, stating bluntly that "wage differentials which are established and stabilized are normal to American industry and will not be disturbed by the Board."

Even though the present ruling may be stopped, the NAB Labor Director is right in filing his brief and putting the industry on record as unalterably opposed to any determination that work in all stations is equal. The tasks and environments of the small station technician are far different from those of the large station technician, just as the duties of the neighborhood newspaper reporter are totally different from those of the metropolitan reporter.

This decision is based on faulty knowledge of the radio business on the part of the arbiter. There is a novel line of thinking here that probably have resulted from some one's failure to offer at preliminary hearings a complete and competent presentation of the broadcasters' case. NAB should be able to accomplish this, so that a potentially dangerous social theory may be nipped before it can cause endless trouble for the little station operator.

Programmers' Program
THERE HAS never been a time in radio's meteoric history when resourceful, heads-up programming was more needed. Action of the NAB in establishing a program directors executive committee as a permanent and recognized unit of the overall trade association, therefore, is something to cheer about.

For some years there has been in all too many instances a barrier between the program and commercial departments of stations. Some feel it is a situation carried over from the newspaper industry, where the editorial and advertising departments continue an ancient and picturesque friction.

The cause, however, is more likely another of those Topsy developments which just grew. There wasn't a time, as commercial broadcasting was becoming established, when the station manager and the sales manager performed all operations of selling, and programming as well. It was a quick step from a habit to a practice of ignoring the program department. A salesman or manager got a client on the string and sold him whatever he thought was wisest and at the best price the traffic would bear. When the program department became established, the station manager and the sales manager performed all operations of selling, and programming as well. It was a quick step from a habit to a practice of ignoring the program department.

Today in many stations the program director, who should be the closest ally of the sales department, is instead consistently a long, dismal step behind. His best ideas are often looked upon with indifference by the sales force, unless one happens to coincide with the strategy already in the sales mind. The program director, thus, in many cases is relegated to handle arrangements for non-salable special events.

Sales managers, through the NAB committee set up several years ago, have been successful in ironing out many problems which had beset them by exchanging ideas and by creating a consciousness of their problems in station ownership and management. The program committee, properly guided and encouraged, should be able to accomplish similar results. And, equally important, there should ensue a complete understanding between these two most important departments within a station.

To Harold Fair, veteran program director of WHO, Des Moines, goes a most responsible assignment. In becoming chairman of the new program directors executive committee, he breaks new ground. He is well-qualified for the task, however, with his excellent background as a musician, announcer, producer and salesman. Moreover, he has been trained by one of radio's young "old masters"—Joe Maland, WHO's vice-president and general manager.
SOME of the many hundreds of radio station executives who heard Charles B. Brown, NBC's director of advertising and promotion, put on his one-man show during NBC's recent War Clinic tour of the country, were not surprised by his aplomb. Wise ones knew that the stage was Charley Brown's first amphitheatrical of serious business and that as a youth, slightly more than 25 years ago in Canada, he had learned how to attract and hold an audience.

Those early days of spangles and spotlights are now far in the past, but he likes to recall their changing scenes and picturesque atmosphere.

For when Charley Brown was only 17, he toured Canada as part-owner of a vaudeville show of eight acts, one of which was top-billed as "Hall and Brown—America's Premier Barrel Jumpers." Not only did Charley thrill his audiences with acrobatic capers but as co-author of the scripts and olio for the other acts in the show, he was also the job of rounding out an evening's entertainment.

With the coming of World War II, Chari was turned his last stage somersault and enlisted in the Canadian army. He was sent overseas, where he saw heavy action on several fronts and was severely wounded at Lens. Invalided home, he decided to pass up the life of grease paint and one-night stands for a business career. He moved to the West Coast, studied at the Universities of California and San Francisco, took up sales work with the International Magazine Co. Followed several years successively with the Hodgkinson Film Co., Borden Sales Co., Westgate Metal Products Co., Chevrolet Motor Co., and Commercial Soap Co., always in sales.

From 1928 to 1938, he was sales promotion manager of Foster & Kleiser Co., West Coast outdoor advertising concern. As he says: "It was an easy transition from 'open-air' advertising to 'on-the-air' advertising.

While conducting billboard cam- paigns he found time in his spare hours to free lance as a radio script writer and actor. He wrote and produced his own programs on KFBC, Sacramento, and appeared frequently in their casts. Two of his serials were "Dorothy and Bert" and "Wisdom's Half Hour." Another of his opuses was a dramatic show titled "Uncle Henry's Will."

Three years of microphone train- ing and writing experience led Charley to the National Broad- casting Company which he joined in 1938 as sales promotion manager for KPO-KGO, San Francisco. Hollywood (radio, not the films) called him a year later and he took over the promotion of sales for NBC's Western Division.

From the West Coast to Radio City was just a good barrel jump for the still agile Charley Brown. He made the leap in 1940 and became NBC's stations promotion manager, followed three months later by a move to the Red Net- work as promotion manager. In 1942, when Ken Dyke, NBC's di- rector of advertising and promo- tion, left the network for a war- time assignment with the govern- ment, Charley assumed the Dyke portfolio, the position he now holds.

Away from the problems of ad- vertising and promotion, Charley Brown finds his relaxation in writing occasional articles on sales, advertising, economics and literature. Two recent analytical essays: "Four Freedoms and 60 Seconds," and "Maybe It's Just Old-Fashioned Lumbago," the latter a hu- manized reply to critics of daytime serials, evoked wide comment from advertising and sales frater- nities.

Before coming to Radio City, he
MARTIN LANGWEILER, new to radio, has joined the promotion department of WIL, Philadelphia, succeeding Louis Andrews, who resigned because of illness. TONY WHEELER, announcer of WIL, Philadelphia, has been promoted to night supervisor.

HERB NEWCOMB, responsible for the announcing staff of WCU, Philadelphia, is on the way to Hollywood for a screen test.

GARY COLEMAN, producer of WITF, San Francisco, has been shifted to the network's Hollywood headquarters. He replaces Dave Elton who resigned to join Young & Rubicam, as producer of the NBC Time to Smile.

ED BLOODWORTH has been assigned as writer for Barton A. Stephens, Ad Club, Chicago. He has been with the weekly in all three of the ABC, Mutual, and NBC time slots. However, his writing duties have been increased.

HERB SHELDON, former Chicago writer, has returned to Los Angeles, where he will join the continuity writer staff of WOR, Los Angeles. He will fill the vacancy left by the departure of Jack Williams, now with the NBC network.

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BASEBALL broadcasts for 1943 are signed for KXL, Portland, Ore., by Hal Wilson, the station's general manager, as (1 to r) Rollie Truitt, baseball announcer, and Bill Klepper, manager of the Portland Beavers, look on. KXL will continue its broadcasts until the end of the season.

MARGARET HALLIGAN, formerly in the Blue's continuity acceptance division, has been made a member of the network's script division.

JOHN PATRICK COSTELLO, NBC announcer, will receive an honorary Doctorate Degree from St. Louis University at commencement exercises April 19, in recognition of his work on NBC's The Catholic Hour.

ALBERT MORGAN, former announcer of WJBC, FM station of Metropolitan Television Co., New York, and previously freelance script writer, has joined WABC, New York, as writer and producer.

GOUCH CASSIDY, for three and a half years the voice of the Cincinnati Reds, is back with the National League club to improve his team's morale.

EDITH BARISH, former announcer of WNYC, New York, has been appointed to the position of traffic manager for WNYC, New York.

GRACE MARSHALL has left the public relations department of WJBD, Chicago, to join WEDG, Chicago, as film director.

WILLIAM B. RAY, NBC central division manager of news and special events, is now in charge of the Midwest Division. He will be assisted by Sigmon Delmar, Chicago, national honorary journalism fraternity, at recent initiation ceremonies in Chicago.

VAN PATRICK, sports director of WHBF, Rock Island, Ill., is visiting spring training camp of major league baseball clubs in the West, White Sox, Brooklyn, and the Chicago Cubs.

GILBERT PALTRIDGE, promotion and publicity director of KGLO, San Francisco, has been appointed promotion and sales manager for the station.

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Edward Petry & Co., National Representative
"Today, in business as in living, the essential things come first!"

A Match...and the New York Market

What's a match got to do with the New York market? The answer to that one is easy...

The American people know that a match is essential...or back they all go to raw meat and bundling!

And American business men know that advertising in the right markets is essential—particularly today...or back they all could go to pushcarts and the like!

New York is one of those right markets...and WEAF is the essential station...because WEAF, the key station of the NBC network, dominates this market...

a market where 15,000,000 people (12% of the nation) spend 8 billion dollars yearly for retail merchandise alone—a market where WEAF's superior signal carries the finest programs on the air to every corner of this vast area.

WEAF...NEW YORK
One Of Eleven Stations in
Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations that broadcast the nation's most popular programs to 55% of the radio families in the United States (primary areas only)...eleven essential stations where the buying power is 34.2% greater than the average for the whole country.

Yes, eleven stations as essential to American business for the maintenance and growth of war and peacetime sales as a match is essential to the American people for the maintenance of their way of life.

WEAF - NEW YORK
WRC - Washington  KPO - San Francisco
WMAQ - Chicago  WBZ-A - Boston-Springfield
KDKA - Pittsburgh  WGY - Schenectady
WTAM - Cleveland  KYW - Philadelphia
KOA - Denver  WOWO-WGL - Fort Wayne

NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—New York City

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WILLIAM SPIER, executive producer of CBS New York, has been shifted to the network’s Hollywood studios.

BILL STROMMAN, of KGVO, Missoula, Mont., resumes his announcing duties when Hal Moon on April 12 takes over the post of news editor which Stromman has been filling temporarily.

WILLIAM ELLIOTT, announcer at WICC, Bridgeport, Conn., before joining the Army, is now in OCS at Fort Monmouth, N. J. Pvt. Louis La Hays, announcer, is in the Air Forces at Lincoln, Neb. Lt. Lawrence Grunz, assistant news editor, is somewhere overseas.

JERRY SOEBEE, announcer of WPTF, Raleigh, N. C., is the father of a boy.

RAY GIRARDIN, production manager of WEHI, Boston, is accompanying the WAAC Caravan on its tour of New England in a recruiting drive. Mr. Girardin directs the William Wrigley Jr. Co., broadcasts fed to CBS Monday through Friday 5:45 to 6:00.

Taylor Joins BLUE

HENRY J. TAYLOR, author, economist and businessman, has joined the list of BLUE news commentators and has been assigned the 10-minute period at 11:05 p.m. six times weekly on WJZ, New York outlet of the BLUE. A former war correspondent for North American Newspaper Alliance, Mr. Taylor is author of Why Hitler’s Treadmill Will Fool the World, Time Runs Out, and Men in Motion.

Henry Dorf, formerly of WJWC, Chicago, and WIBC, Indianapolis, has joined the announcing staff of WCEF, Chicago.

CARL KENT, formerly of Akron stations, has joined KJH, Hollywood, as announcer. He succeeds George Martini, commissioned an ensign in the Navy.

BRUCE MacDONALD, news writer of WIND, Chicago-Gary, has been appointed news editor, succeeding Robert Bahnke, who has joined the news staff of BLUE Chicago.

DICK WEAVER, formerly of KROD, El Paso, has joined KOTY, Phoenix, as writer and news caster.

JIM FONDA, former Hollywood producer of Foote, Cone & Belding, now in the Army, has been assigned to the Special Services Division, radio section, in New York.

GRACE BYRNES, star of the five-week quarter-hour Love Story Time, sponsored by Torrence Packing Co., on Arizona network stations, is the mother of a baby girl.

CHARLES A. BAILIE, for many years director or advertising, research and publicity of KOMK, Seattle, has resigned to become public relations director of the Seattle Chamber of Commerce.

SANFORD H. DICKINSON has rejoined the announcing staff of WJUD, Chicago, after a year’s absence at WMOA, New York, and WNB, Bridgeport, Conn.

CHARLES ATCHISON, announcer of WSGN, Birmingham, and WIBC, Indianapolis, has joined the announcing staff of WCEF, Chicago, after serving in the Army Air Forces.

LESTER VAAL, director of the NBC-Red Cross series That They Might Live, is directing the five-weekly serial Just Plain Bill, sponsored on NBC by Anacin Co. Vaal replaces Arthur Hanna, who has had to give up some of his radio assignments.

FRANK GOSS, former announcer of CBS Hollywood, has been commissioned a first lieutenant in the Army Signal Corps and is now on special duty at Fighter Command School, Orlando, Fla.

REED CHAPMAN, formerly of CKWX, Vancouver, has returned to the station’s announcing staff.

HOWARD CAINE, producer of WEHI, Hamilton, Ont., has joined the Royal Canadian Navy with the rank of sub-lieutenant.

RUSSELL AMBRUSTER, NBC producer, has left the network to join BRDO, New York, as a program director. NBC programs handled by Mr. Ambruster included Abe’s Irish Rose.

JOHN RHYS EVANS, factory representative of the Purex Corp. of Southgate, Cal., for the last nine years, has joined the staff of KOMO-KTH, Seattle, as publicity director in the research-advertising department.

DICK KEPLINGER, news and special events director of KOMO-KTH, Seattle, and Mary Lee Keplinger, the former Mary Lee Barnes, are parents of a baby girl. Mrs. Keplinger before her marriage was on the station’s publicity staff.

CHRIS, NOVA SCOTIA

Where more radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Maritimes.

HANNAH

350 Madison Avenue, New York Representative

BROADCASTING • Broadcast Advertising
Take It Easy' Attitude of Stations Is Decried by WHP Program Director

OFFERING a plan used successfully in Harrisburg for all-industry use, Dick Redmond, director of war programs, WHP, Harrisburg, decried the attitude of broadcasting toward the war effort in a recent communication to Neville Miller, NAB president. Mr. Redmond also asked for the creation of an organized plan of operation and a united front for radio in straightening out what he termed a "take it easy" attitude of broadcasters toward the war.

Pointing to the Office of War Information as a sort of innocent instrument through which stations have assumed an easy-going attitude, Mr. Redmond cited the OWI bulletin which said that the organization was dedicating itself to "reducing Government radio time on the air in order to avoid audience saturation."

Destructive Phrase

"That phrase," Mr. Redmond pointed out, "obviously issued with good intention, was one of the most destructive statements that could have been thrown at the industry. It shows a definite lack of forethought and foresight because buried away beneath its surface purpose is a dangerous possibility which is starting to show itself in many forms."

Mr. Redmond said the average station interpreted this to mean "there is too much war talk on the air" and that was the key for many worthwhile activities which otherwise might be in operation today. Where ambition and interest still flourished, he said, the statement not only aroused resentment but undermined confidence in OWI.

Asserting that this is one thing OWI definitely should take steps to correct, Mr. Redmond said a guiding stimulation to encourage radio minds to think in terms of intelligent programming best suited to their own communities should be substituted and reinstated.

A year ago I discussed plans with Government and radio leaders for proving locally what can be done nationally," he said. "The plan was given consideration but was regarded as being too ambitious. So without their help—and I might even say encouragement, we set out to prove our point."

Included in these proposals, he wrote, was the offering of WHP ideas and facilities to OWI with the suggestion that Harrisburg be used as a test area. OWI suggested in turn that WHP proceed and report the results.

"By the time we got around to realizing that OWI had lost interest we discovered that our listeners had gained interest and displayed that interest with great approval and enthusiasm," Mr. Redmond wrote.

Mr. Miller's office advised BROADCASTING that he believed the "OWI has done an excellent job." He added that he believed that the WHP plan should again be brought to the attention of the OWI, an admirable opportunity presenting itself at the OWI Round-table at the NAB War Conference in Chicago this month.

President's office of the American Federation of Musicians in New York City will be moved May 1 to 770 Lexington Ave. New telephone number will be Plaza 5-0000.

Don Lee Broadcasting System

The Nation's Greatest Regional Network

Affiliated with

Mutual Broadcasting System

3315 Melrose Avenue

Hollywood, California

February 26, 1943

Mr. Basil A. Caparell
International News Service
235 East 45th Street
New York, N. Y.

My dear Mr. Caparell:

Answering your letter of February 19, we are very happy to attest to the pleasant and satisfactory service that we have enjoyed continuously from INS during the last six years. Our news editors have always found your service to be comprehensive, timely, and all-inclusive and we are undoubtedly indebted to INS in a substantial way for the fact that our news broadcasts not only rate highest on the Pacific Coast, but are among the highest rated news broadcasts in the entire United States.

In view of the foregoing facts, we look forward with distinct pleasure to a continuance of our very satisfactory relationship with your organization for a great many years to come.

With every good wish for your continued and well deserved success, I am,

Very cordially yours,

Lewis Allen Weiss

Don Lee Broadcasting System

Broadcast Advertising

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**STATION ACCOUNTS**

**audio programs**
- studio programs
- news programs

**transcriptions**
- to transcription services

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**WLS, Chicago**


Lever Bros., Cambridge, Mass. (Vimva), 17 as weekly, thru BDDO, N.Y. (Fruit products, New York).

Feminine Products Co., New York (Arrid deodorant), 2 as weekly, thru Small & Saffier, N.Y.

Elston Bros., Brooklyn 9 as weekly, thru Joseph Katz Co., N.Y.


Proctor & Gamble Co., Cincinnati (Ivy Flakes), 3 as weekly, thru Compton & Park, N.Y., N.Y.

Pillsbury Flour Mills, Minneapolis. 6 as weekly, thru McCown-Fricker, Chicago.


Ball Bros., Muncie, Ind. (crispy straw), 3 as weekly, thru Applegate Agency, New York.

Crow's Hybrid Corn Co., Milford, Ia. (ad week), 3 as weekly, thru Critchfield & Co., Chicago.

Illinois Bell Tissue Co., Chicago, 6 as weekly, thru N.W. Ayer & Sonn, N.Y.

Vio Bio Corp., Monticello, I1. (cabbage seed), 3 as weekly, thru Rogers & Smith, Chicago.

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**WNEW, New York**

Miles Shoes, New York. 7 as weekly, thru McCown-Fricker, Chicago.

General Baking Co., New York (bond bread), 14 as weekly, thru BDDO, N.Y.

Dunkin Donuts Co., Denver (simpl petition), 7 as weekly, thru Badger, Brown & Hirsy, N.Y.

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**WXQR, New York**

Bloomingsdale's Department Store, New York. 2 as weekly, thru Effron & Adler, N.Y.

Green Watch Co., New York, 120 as weekly, thru Kroll-Eckstein, N.Y.

General Baking Co., New York (bond bread), 2 as weekly, thru BDDO, N.Y.


Equitable Inc., Chicago (Coronet), 1 as weekly, thru Schwimmer & Albrecht, N.Y.

Metropolitan Certified Milk Producers Ass'n, Inc., 3 as weekly, thru Clements Co., Philadelphia.

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**WHN, New York**


General Baking Co., New York (bond bread), 11 as weekly, thru BDDO, N.Y.

Kenmore Publishing Co., New York (Test Instruction Book for cook stoves), 4 as, 7 as, 82 weeks, thru Huber Hoge & Sons, N.Y.

Lever Bros., Cambridge (Riso), 4 as, 9 as, 10 weeks, thru Ruthrauff & Ryan, N.Y.

Adler's Shoe Store (men's shoes), 14 as weekly, thru Consolidated AD.

Jacob Ruppert Brewery, New York (beer), 4 as, 7 as, 9 as, 10 weeks, thru Ryan, N.Y.

I. J. Fox, New York (furs), 6 as, 7 weeks, thru Lew Kaush Adv., N.Y.

Wm. H. Wise & Co., New York (World's Largest Books), 7 as, 7 weeks, thru Huber Hoge & Sons, N.Y.

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**WEAF, New York**

Grove Labs., St. Louis (Bromo-Seltzer, vitaminia), 2 as weekly, thru Russel M. Speda Co., Chicago.

Lever Bros., Cambridge (pills), 10 as weekly, thru Ruthrauff & Ryan, N.Y.

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**KPO, San Francisco**


WOR, New York

Laruss & Brother Co., Richmond (Edgecomb Tobacco, Chicago and Domino Cigars), 3 as weekly, thru West Hardcover Adv., N.Y.

Warwick & Legler, N.Y. (Indian River Canara, Inc. Indian River), thru WOR.

Indian River Canara, Inc. Indian River Grapefruit, thru WOR.


New Century Beverage Co., San Francisco (Safest sparkling water) thru Ruthrauff & Ryan, San Francisco.


Associated Labs., Long Island City, N.Y. (Kemppan & Blonder), 3 as weekly, thru Grady & Wagner Co., N.Y.

Reid Products Hollywood (Kelly householder cleaner), 3 as weekly, thru Little & Co., Los Angeles.


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**WRLB, Brooklyn**

Twentieth Century-Fox Film Corp., New York ("Desert Victory"), 25 as thru Raymond-Sabirino, N.Y.

Delong Insulation Co., New York (Rock Wool insulation), 18 as, 4 weeks thru Mous Assoc., N.Y.

Newcomb Health Institute, New York, 5 as weekly, thru Mous Assoc., N.Y.


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**KGO, San Francisco**

Columbia Pictures Corp., Hollywood, 7 as weekly, thru Weiss & Geller Inc., Los Angeles.

Shasta Water Co., San Francisco (condensed beverages), thru Briacher, Davis & Van Norden, San Francisco.


National Lead Co., San Francisco (Dutch Boy paint), 7 as weekly, thru Erwin, Waes & Co., San Francisco.

California Conservation Co., San Francisco (cucumber weeks), 5 as weekly, thru Briacher, Davis & Van Norden, San Francisco.

Riddi La Ha, San Francisco (Riddi), 2 as weekly, thru Rhodes & Davis, San Francisco.

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**KECA, Los Angeles**

Omens Shoe Polish Co., Los Angeles, 7 as weekly, thru John Riordan Co., Los Angeles.


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**WJZ, New York**


Spool Cotton Co., New York (Ewepo- bode of Kansas), 5 as weekly, thru Kenyon & Eckhardt, N.Y. Norwich Pharmaceutical Co., Norwich (Pestel-Bismol), N.Y., 5 as weekly, thru Lawrence C. Gumbliner Adv., N.Y.

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**KFI, Los Angeles**

Golden Age Corp., Los Angeles (macaroni), 7 as weekly, thru Briacher, Davis & Van Norden, Los Angeles.

Swift & Co., Chicago (All-American magazine), 5 as weekly, thru J.Walter Thompson Co., Chicago.

American Chicle Co., Long Island City (Benson's gum pack), 7 as, 3 weeks, thru Grant Adv., N.Y.

Lodena, Reading Pa. (cough drops), 4 as weekly, thru J. M. Mathes Agency, Chicago.


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**Green Praises NBC**

**TRIBUTE** was paid to NBC last week by William Green, president of the American Federation of Labor and a member of the NBC Advisory Council, speaking on the broadcast of the network's Labor For Victory program which marked the end of the series' first year on the air. Mr. Green expressed American workers' appreciation of NBC's cooperation in making it possible to tell America of the contributions of labor through that great medium of free expression, American radio, and specifically, NBC.

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**Fulton Lewis on WOR**

**FULTON LEWIS JR.** Mutual's Washington correspondent, this week adds WOR, New York, to his Mutual news series, heard Monday through Friday, 7-7:15 p.m. Lewis was heard on WOR a number of years ago, but his New York outlet has been WFN for the past few years. He will go off that station shortly, at the expiration of his contract with Mutual. WOR, the oldest network news and commentary outlet, moves to the 6:45 p.m. period Monday through Saturday.

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**Shefford E on CBS**

**SHEFFORD E CHEESE Co., Green Bay, Wis.** (Institutional), has purchased a one-time Saturday period, April 22 at 3-3:30 p.m. on its Mutual news series, heard Monday through Friday.

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**Corresponding Discs**

**PRODUCED in cooperation with Press Assn., War Correspondent, trans- fer to NBC-WOR**

**N. J. W. Ziv, Inc.** (WGN) has been WMJ, WJZ, WABC, WKN, WACB, KIT, KFRT, KARK WREX WRSB WSN, WOHL, WSN, WJW, WBNM, WBMD.

Based on exclusive reports of the AP has been featuring Ginger Rogers, Jimmy Wallington and a dramatic cast, the show dramatizes stories of war correspondents like Larry Allen, Vern Haugland, C. Yates McNiel, Bob Poles, and Steve Nelson.

To Max Heindorf, The Pittsburgh Sun of the Associated Press Wire, the Nashville Banner, Dayon Journal Herald, Birmingham News and the Herald. Show will run 52 quarter hours.
Successful Test

RESPONSE to a test radio appeal for truck drivers broke through the manpower shortage recently when the American Trucking Associations sponsored a call for driver applicants, broadcast seven times daily on WINX, Washington. The messages told how the men behind the wheels do war jobs as essential as those in war plants. So many applicants responded that the appeal was changed to include applications for freight checkers and truck helpers.

VALLEY NATIONAL BANK, Arizona (investments), is sponsoring six-weekly quarter-hour morning newscast, Let's Look at the Headlines, with Edwin McCloud, on three Arizona stations (KOY KTVK KSN). Contract is for 52 weeks. Advertising Counselors, Phoenix, has the account.

BROADCASTING

ADAMS CLOTHES, Philadelphia (men's clothing), has taken local sponsorship on WFIL Philadelphia for Counter Spy, the new BLUE network weekly drama. Started April 5, the local sponsorship will continue indefinitely. John Surrick, sales manager of WFIL, signed the firm for the account. Agency is H. M. Dittman, Philadelphia.

VIC ORSATI, Philadelphia distributor for Rheingold Beer, the first local beer distributor to use radio, started a quarter-hour nightly program April 12 on WFIL, Philadelphia, titled The Mellow Melody Program, featuring Gloria French, vocalist, with Rose Gallo at the organ. Placed by Charles Borrelli Agency, Philadelphia.

GENERAL BAKING Co., New York (Bread, rolls), has renewed for the fourth consecutive year the nightly Jewish-language news commentaries of Nathan Fleisher on WQAS, Philadelphia. Agency is Ivey & Ellington, Philadelphia.

WARREN S. WARNER, former assistant sales manager of National Biscuit Co., New York, has been appointed sales manager of the company, according to F. K. Montgomery, vice-president and charge of sales and advertising. Urban A. Kreieler, former sales manager, will be Mr. Montgomery's assistant.

CAPWELL, SULLIVAN AND FIGHT, Oakland, Calif. (department store), recently started Free O'Clock Final with newscaster Douglas Gourlay, on KPO, San Francisco, three times weekly.

RAINER BREWING Co., San Francisco, on April 18 started sponsorship of all games played by the San Francisco "Seals" in the Pacific Coast Baseball League. Home games will be described by Jack MacDonnell and Carroll Hansen, while out-of-town games will be re-created by the sportscasters. Agency handling the account is Buchanana & Co., Los Angeles.

GROVE LABORATORIES, St. Louis (Louis's vitamins), on March 27 renewed for 52 weeks Robert Fasson, news commentator, weekly on KPO, San Francisco. Agency is J. Walter Thompson Co., Chicago.

WESTLAND LIFE INS. Co., Los Angeles, is sponsoring the daily quarter-hour program 


...the "Crack" of a Baseball Bat in His Voice!

In Troy, Albany, Schenectady, FIVE STAR FINAL means just two things—Fitzgerald's Brews and ROY SHUDT, ace sport commentator of WTRY. He's a sizzling streak of verbal lightning who sets nerves aching and buying imaginations on fire.

There's the "crack" of a baseball bat in his voice, the excitement of hoofs thundering at Goshen and Saratoga, the breathless suspense of a rolling putt!

Roy knows the power of the human voice—he was trained for courtroom proceedings at Albany Law School. But baseball, basketball and track were in his blood from high school days. He turned to his old love, the sports pages—wrote a sports column for 13 years until we brought him to WTRY. Fitzgerald Bros. Brewing Company of Troy snapped up his 6:15 FIVE STAR FINAL. Fans of baseball, basketball, bowling, golf and harness racing took him as their own. But that's the usual thing with WTRY'S top-flight talent, the reason why WTRY'S local and Blue Network shows are the sales leaders in the Tri-City area.
ASSOCIATED

Covers

Montreal, has started a weekly

magazine, has

been placed

and record sales. Radio popularity

usually anticipates
customer demand and general popularity of songs.”

SESAC Service

TO ASSIST stations, agencies, transcription companies and other users of SESAC music in their selection of the music published by the 140 SESAC affiliated publishers, SESAC has created a program service department under the direction of Gus Hageman. Mr. Hageman will work out programming problems with production executives, musical directors and artists, and will advise them on their music needs.

ONE MAN'S FAMILY, written and produced by Carlton E. Morse and presented by Standard Brand (Fleischmann's yeast), on NBC Saturday, 10:30 P.M. (10:00 on EWT), with broadcast of April 11 started its 12th year.

ASSOCIATED TEXTILES

of Canada, Montreal, has started a weekly

magazine for the textile industry.

ONE MAN'S FAMILY, written and produced by Carlton E. Morse and presented by Standard Brand (Fleischmann's yeast), on NBC Saturday, 10:30 P.M. (10:00 on EWT), with broadcast of April 11 started its 12th year.

Not City Fathers

but instrumental none-the-less in success of the weekly CBS Pabst Blue Ribbon Town, is this agency-sponsor-talent quintet. Series started for 26 weeks on March 27, (Satudays, 10:15-10:45 P.M.) as sponsor. Jovial group (1 to r) are Groucho Marx, star of the series; Philip G. Gregor and E. L. Morris, West Coast sales manager and vice-president in charge of sales, respectively of Warwick & Legler, Inc., New York agency servicing the account, and Dick Mack, agency's Hollywood director.

Grant Advertising Opens
New Rio Branch Office

OPENING of a Rio de Janeiro branch of Grant Advertising, S. A., a subsidiary of Grant Advertising, Chicago, has been announced by Mr. G. B. (Bucky) Harris, recently appointed manager of Grant office in Mexico City after a tour of South American cities. Chester Hendry, executive vice-president of the Mexico City office, who has been serving in Washington as executive secretary of the Inter-American Development Commission, will be in charge of the new office. Assisting Mr. Hendry will be account executives Antonio Rojas, formerly in the Mexico City office and before that in charge of foreign broadcasts at WLOO, Cincinnati, and John C. Vianna. Jean de Haros has been appointed radio director. The opening of the Grant Rio office is part of the Grant expansion plan of establishing offices in major Latin American cities.

Two Join Biow

WILBUR SELDEN TODMAN has left the CBS program department to join Biow Co., New York, where he will work under Bernard Proctor, radio time buyer. His present assignment is production on the P & G Lava and Teel accounts. Harry Spears, audio supervisor for CBS on the West Coast, has joined the Hollywood branch of Biow as radio director of Johnny Present's Gang Show, CBS program sponsored by Philip Morris & Co., New York. He replaces Myron Dutton.

NBC Summer Symphony

NBC's Summer Symphony Orchestra starts its annual series of concerts April 18, with Dr. Frank Black, NBC general music director, as conductor. In previous years different conductors have been assigned to each broadcast.

Song Index Enlarged

IN ADDITION to the Audience Coverage Index figures showing the relative standings of popular musical compositions as measured by their network broadcasts, the weekly reports issued by the Office of Research—Radio Division, New York, now show Audience Trend Indices, an average of the ACI's current week and the two preceding weeks. The ATI, says the Office of Research, "is a better index of the general popularity of a song than is the ACI alone because of the time lag in sheet and record sales. Radio popularity usually anticipates consumer demand and general popularity of songs."

FIBBER McGEE & MOLLY, NBC comedy team, last week began their ninth year for the same sponsor—S. C. Johnson & Son, Racine, Wis. Agency is Needham, Louis & Beryl, Chicago.
COPE JOINS BATES AS PROGRAM DIRECTOR

DON COPE, of the director staff of Benton & Bowles, New York, has resigned to join Ted Bates Inc., April 19, as supervising program director. Lillian Steinfeld, formerly of the program production staff of McCann-Erickson, has joined Benton & Bowles, to direct Woman of America, NBC program formerly handled by Mr. Cope, for Procter & Gamble. Miss Steinfeld has been directing the CBS shows, Death Valley Days and Dr. Christian at McCann-Erickson.

Mr. Cope

New Chicago Agency

STANDARD ADV. AGENCY, Chicago, has been organized under the direction of George J. O'Leary, with offices at 222 N. Wells St. Telephone is State 1886. Mr. O'Leary is a former account executive and copywriter of First United Broadcasters and Ruthrauff & Ryan, and was at one time on the Chicago sales staff of William G. Rambeau Co., station representative. The company is handling the Northern Mutual Casualty Co., Chicago (insurance).

EARL B. THOMAS, formerly vice-president of McKee & Albright, New York, has joined the outpost service bureau of the Office of War Information, as senior regional supervisor.

Elected 4-A Governors

J. C. MORSE, vice-president of Dan B. Miner Co., and Harwin T. Mann, media director of Foote, Cone & Belding, have been elected to the board of governors of Southern California Chapter, American Assn. of Advertising Agencies. Mr. Mann also becomes secretary-treasurer. They replace Jack Smalley, Hollywood manager of BBDO, and John H. Weiser, executive of Ruthrauff & Ryan, in Hollywood, whose terms are expiring. Continuing on the board are chairman H. E. Cassidy, vice-president of the McCarty Co.; vice-chairman Norman W. Mogge, Los Angeles manager of J. Walter Thompson Co., and Arthur W. Gudelmann, manager of Barton A. Stebbins Adv., in that city.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION OF GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the WBNX Governors' Pledge for Public Service to Foreign Language Groups.

* Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION OF GREATER NEW YORK.

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Your Best National Spot Buy . . .
AFM Local 802 Votes to Abolish 3% Relief Tax; Rejects Radio Proposals

MEMBERS of the New York local (802) of the American Federation of Musicians last week voted to abolish the 3% relief tax which working members have paid on all steady or single engagements since 1935. Resolution to cancel the tax was put through by an overwhelming majority of the more than 700 members attending the meeting, although the report of Harry Suber, treasurer of the local, opposed this course.

Meeting, held at Carnegie Hall, New York, on April 12, rejected several proposed resolutions affecting radio, chiefly the "one steady job to one man only" plan, which would have prevented any steadily employed musician from accepting any other employment, including guest appearances on radio programs, recording dates, etc. Other resolutions which did not pass included proposals that no member be permitted to work more than five days in any week and that whenever an electric organ is used on a radio program a minimum of eight instrumentalists, exclusive of the organ, be required to be employed.

Balance sheet of the local as of the end of 1942 revealed total net assets of $415,000 and liabilities of $29,122, leaving a surplus of $386,378. [Treasurer's report, however, states that dues on 1942 were $18,365 less than in 1941 because 2,497 members entered the armed services during the year, adding that this number will probably reach 5,000 before the end of 1943, causing a further decrease in dues received by the union.

Application fees increased $16,699 from 1941, the report states, and will continue to fall off as young musicians are going into the armed forces or into war work rather than becoming professional musicians. The total income of $41,406 from the previous year was more than offset, however, by reduced expenses of $54,794.

Speaking specifically of the relief and organization fund, the report states that "increase in income into this fund in 1942 over 1941 was $49,078, due mainly to stand-by collections which increased by $29,767, and radio remote control charges, which increased by $23,120. Because some relief members have been absorbed by the military services, others by finding work, and others have taken the places of previously employed members now in the armed forces, the report says, relief disbursements were decreased by $64,635 for the year as compared to 1941. Despite certain increased expenditures, the total of the fund's disbursements for the year was less than in 1941.

Over the period since April, 1935, when it was established, the relief and organization fund has collected $2,927,325 in 3% relief and organization taxes. [Mr. Suber said, continuing, that in that period the union has paid out for relief disbursements only the sum of $3,296,024, the difference of $388,900 being used from other sources such as notes, stand-bys and donations.

Prentiss Brown Thanks Radio for Cooperation

THANKING radio for cooperation in informing the people about the essential facts concerning ration programs, OPA Chief Prentiss M. Brown last week wrote the NAB that the industry has responded magnificently" and that "it has been a vital factor in the success of home front measures related intimately to the winning of the war."

The Price Administrator wrote that radio, through its news programs, commentators, and the gift of news to OPA officials, has informed householders and thousands of merchants "with a minimum of delay" on the rationing programs covering footwear, processed foods, and meats. He added: From the viewpoint of these problems, Mr. Brown said, "we turned, of course, to our free system of radio for aid." For this cooperation, he said, OPA and the members gratefully thank and appreciation.

REVENUE of WMAQ, Chicago, for the first three months of 1943 is 45% above same period last year, according to Albert Norton, WMAQ treasurer and head of local and spot sales of NBC Chicago. Gross billing of March 1943 was the largest month in WMAQ history.

B-S-H Urges Spot Discount Change

Agency Is Asking for Renewal Rate After Initial 52 Weeks

BLACKETT - Sample - Hummert, Chicago, in a letter to stations is renewing radio and film radio advertising of the continuing discount principle which provides that the spot advertiser be given the maximum discount if he continues on a station for consecutive weeks. Most station contracts are on an annual basis whereby the client earns a frequency rate within the fiscal year.

The letter, if an advertiser is on for 52 weeks and continues for an additional 13 weeks, the advertiser in most cases is billed for the straight 13-week rate for that period. Under the B-S-H clause the advertiser would be entitled to the 52-week rate. The continuing discount principle, as well as the self-renewing broadcast, provided for automatic 52-week renewal at the end of each 13-week period, is practised by a number of stations, including the NBC M & O and the CBS O.

The policy for renewal rates is not new.

40 Have Agreed

The letter, signed by James Neale, chief timebuyer of B-S-H, enclosed a copy of the clause which the agency is asking to be inserted in future contracts. B-S-H reports that out of 44 renewals thus far, 40 stations have agreed to include the clause in their contracts. Mr. Neale wrote the letter that 40 out of 80 in the area remains on a station 52 weeks and then decides to extend for an additional 13 week period is entitled to a better rate than the advertiser who goes on the air for a total of just 15 weeks.

It would also encourage the client, he said, to buy additional time if the maximum discount were received on the basis of having been on the station for the 52 week period. The self-renewing clause would obviate the necessity of writing new contracts every year, as well as simplify bookkeeping. It has been suggested in industry quarters that the matter be discussed at the NAB War Conference.

KYA Shift

DON FEDDERSON, vice president of Mutual Radio, has succeeded William Davis, president, as manager of KYA, San Francisco. KYA was purchased a few months ago by Palo Alto Broadcasting Co. from Hearst Radio. No explanation was offered for Mr. Davis' retirement from active participation in management of the station.

TAKING a two-week layoff, Bing Crosby, who is already NBC's "Savoy Swing" swing band leader, will spend a late April vacation in Mexico City. Pinch-hitting on the April 18th broadcast will be Fibber McGee & Molly. Adding them will be Bob Crosby, band leader and brother of Bing.

WDRF, Hartford, on April 19 begins a new early morning news program—a steady half-hour of news, 7-7:30.
Deferment Record Of FCC Attacked

Costello Committee Reports 1,035 Are of Draft Age

DISPLAYING obvious dissatisfaction over the deferment records of FCC employees, the Costello Committee, investigating draft deferment of government employees, reported to the House last Friday that 840,578 persons of military age, "an alarming number," were employed by the Federal government.

The committee specifically singled out the FCC for criticism pointing out that nearly 30% of its personnel consisted of men between 18 and 38. "It is fortunate," the Committee commented, "that this percentage does not hold good throughout the government."

Reporting in detail testimony presented by Chairman James Lawrence Fly, Chief Engineer E. E. Jett, and Robt. H. Leight of the Foreign Broadcast Intelligence Service, the Committee pointed out that of 2,299 Commission employees, 1,032, or 45%, were males. Of these 391 were deferred to class 2A and 2B. Of deferred men, 267 were appointed before Pearl Harbor and 314 since the U. S. entered the war.

The report showed that the FCC deferred employees were for the most part monitors and intelligence officers who were stationed at outposts in this country and abroad to patrol the radio spectrum.

After citing Chairman Fly's testimony that the Commission was unable to find women who were trained for the work with little or no attention on the part of the FCC, the committee concluded that the Commission had been unable to show that certain employees are skilled and equipped to perform with little or no attention on the part of the FCC, the committee concluded that the Commission had been unable to show that certain employees are skilled and equipped to perform with little or no attention on the part of the FCC.

EXCEPTIONAL ANNOUNCER WANTED

• NBC basic station in large midwestern city has opening for staff work for an experienced man. He must be far above the average in ability and performance and we are willing to pay accordingly. Only men having highest qualifications will be considered.

BROADCASTING • Broadcast Advertising

April 19, 1943 • Page 37
FULL TIME ON 5 KW. 
AT KQW EXTENDED

An extension of license to operate unlimited time on 740 kw., with 5 kw., to Feb. 1, 1944, was granted KQW, San Francisco, outlet of CBS, by the F.C.C. last week, making another step in the bitter contest between KQW and KSFO, San Francisco, for this facility. This license for one year, which replaces the temporary authorization under which KQW has been operating since 1940, contains a clause which stipulates that the granting of the regular license is not to be construed as a determination that KQW will ultimately be assigned 740 kw., with 5 kw. when conditions after the war permit lifting of the equipment freeze.

Such a clause concerns the competitive applications of KQW and KSFO for this frequency and power, a case which will not be decided until after the war. The Commission also denied without prejudice the applications of both KQW and KSFO for construction permits for new transmitter and other equipment.

In its new action, the FCC adopted proposals of the origin and development and general service staffs. The event was marked as the CBS outlet on Jan. 1, 1942. KSFO owned by Wesley L. Dunham had applied for the 740 kw. assignment with 50 kw., and the competitive applications resulted in a temporary freeze. After the temporary freeze, the applications are still held in suspension until after the war.

EDGAR KOBAS, BLUE vice-president, gave a dinner at the hotel last week for members of the network's legal, treasury and general service staffs. The event was one of a series of informal gatherings at which Mr. Kobas described the work and development of the network.

FULL RADIO SEASON of major baseball will be sponsored by Cincinnati Gas & Electric Co., which has purchased the Cincinnati Reds schedule for 1943 over WSAI. Sponsor will have nothing to sell. Campaign will be straight institutional. Seated at signing ceremonies is H. C. Blackwell, president of the utility. Standing (l to r): Kenneth Magers, utility company's public relations manager; O. R. Bellamy, WSAI salesman; Robert E. Dunville, WLW-WSAI vice-president in charge of sales; Walter Callahan, WSAI general manager.

End Religious Quackery on Air Is Plea of Church Editor Who Fears 'Racket'

POINTING out that radio protects the public from quackery in medicine, L. O. Hartman, editor in chief of the Zion Herald, makes a plea for closer regulation by radio stations of false and dangerous religious teachings which find their way into broadcasting schedules.

Mr. Hartman concedes that although religion on the air is in its infancy, broadcasting officials have been singularly open-minded and helpful in promoting church broadcasts. And, he says, they have always been generous with respect to time. "The use of radio for the gospel message, however, is not yet regulated as it should be," says Mr. Hartman. "Any preacher or layman of good character, although he may be sadly deficient in knowledge and training, apparently can either purchase or secure without cost time on the air for his message. As a result, dogmatists, hobby-riders, fanatics, partisans, may gain access to vast audiences and work far-reaching damage."

Zions Herald, Mr. Hartman's publication, is printed in Boston and programs of stations in the Boston area are referred to in the editorial, with particular praise for "The Church School of the Air," broadcast by WZB-WBZA.

In Mr. Hartman's opinion there should never be permitted appeals for money for the "support of the program" in religious radio programs and warns that dangerous "rackets" will develop unless appeals are governed by the strictest of rules. He recommended that contributions always be sent to the radio station and that an auditing service be required of the agency using the time.

"There is no gold mine in the world quite like the millions of radio listeners," Mr. Hartman writes.

WAA Cs Radio Course

W.A.A. Cs will be trained as radio operators and technicians for the Signal Corps, the Air Forces and for additional radio schools. Classes of 50 are being assigned each week for six-week courses at the Key- stone Schools Inc., Holiday Hills, Pa., and the United Radio-Tele- vision Institute, New York. For several months W.A.A.Cs have been learning radio operation at the Midland Radio School, Kansas City, Mo.

Judging Board to Make Fire Prevention Awards

BOARD OF JUDGES for the second annual gold medal awards to press and radio for outstanding service in the field of fire prevention was announced last week by W. E. Malalieu, general manager of the National Board of Fire Underwriters, sponsor of the awards. OCD Director James M. Landis, Andrew T. Callahan, president of the International Assoc. of Fire Chiefs, and Sol Taishoff, editor of Broadcasting, comprise the board.

Plans for announcement of winners next month were completed at the first meeting of the judges. Gold medals valued at $500 each will be awarded to the winning newspaper and radio station, and honorable mention certificates will be presented to finalists. Last year's major winners were The Berkshire Evening Eagle, Pittsfield, Mass., and KFBB, Sacramento, Cal.

Fire at W75NY

W75NY, FM station of Metropolitan Television Co., New York, was off the air last week while its transmitter was undergoing repairs and adjustments following the original which broke out in the station's quarters in the Hotel Pierre, New York, on April 10. Fire was discovered at 10:30 p.m., an hour after the station had signed off for the night and was extinguished by firemen. The station's 1943 New York FM stations, W47NY and W67NY, broadcast courtesy announcements of the week, explaining to FM listeners why they could not hear W75NY.

Chicago School Station

WBEZ, FM station operated by the Chicago Board of Education, started broadcasting April 15 on 42.5 mc. with 10,000 General Electric transmitter. The station will operate from 3:30 p.m. to 10 p.m. on Sundays from 11 a.m. to 5 p.m., and will originate its own programs under the direction of George Jennings, acting director of the Chicago Radio Council, as well as rebroadcast programs of Chicago Public School broadcasts. E. N. Andre- sen is chief engineer.

More Awards for RCA

FOR THE second time the Harri- son, N. J. plant of RCA has won the Army-Navy E flag for meritorious services on the production front. RCA's Victor plant at Camden, N. J., has also received the award for the second time. The E pennant and the Maritime Commission's M pennant and Victory flag have also been presented to Radiomarine Corp. of America.

The Beam' Is Born

TO MARK the success of its first year, the NAB's Association of Women Directors has begun the publication of a quarterly paper, The Beam. First issue, dated April 1943, contains messages from NAB President Neville Miller and Ruth Chilton, president of the association, as well as gossip, news and editorials on the job of women in radio.
American Home Names Ad Board Company Was Listed Sixth Radio Timebuyer in 1942

TO COORDINATE and advise on the many and varied advertising activities of American Home Products Corp., Jersey City and its subsidiaries, the company has formed an advertising plans board at 22 E. 40th St., New York, it has been announced by Alvin G. Brush, chairman of American Home.

H. W. Roden, President of Harold H. Clapp Inc., an affiliate of American Home since 1939, has been appointed chairman of the plans board and will divide his time directing the operations of the board and serving as chief administrative executive of Clapp. Other executives of the board include Lee Nejelah, former advertising manager of Swift & Co., and William M. Stedman, former advertising coordinator of R. H. Macy & Co., New York department store, both of whom will be assistant directors. Walter F. Silbersack, vice-president of American Home, has been placed on the board to have charge of all companies employing advertising to distribute their products.

Mr. Brush’s announcement specified that the plans board would not “in any sense interfere with or usurp the prerogatives of the various advertising departments of the several companies, which will continue their autonomous operation as in the past.” As an advisory body, it will sit in on program and budget planning, and assist in coordinating all operations, especially in connection with the company’s relations with its advertising agencies.

In Top 10 Advertisers

One of the nation’s 10 leading advertisers in 1942, American Home spent $4,543,397 in radio and magazine media in 1942 out of its total media expenditure of $5,217,266, according to P. I. B. figures. Breaking down the radio and magazine figures, radio time received $4,018,313, making the company sixth among all radio time buyers.


BLUE Selects Durstine In ‘True Story’ Dispute

ROY S. DURSTINE, head of his own advertising agency, has been named by the BLUE network as a member of the three-judge panel which will decide the dispute between the network and the American Federation of Radio Artists over the status of the My True Story series on the BLUE [Broadcasting, April 12]. Contract between the union and the network provides for arbitration of disputes under the auspices of the American Arbitration Assn.

Mr. Durstine and Robert S. Lynd, member of the Columbia U. Dept. of Sociology, AFRA’s appointee as arbiter, will select a third panel member.

Dispute arose when AFRA requested commercial scale payments to actors employed on the My True Story programs, which carry announcements crediting True Story Magazine as source. BLUE is broadcasting the series on a sustaining basis, and declined to pay talent more than the sustaining rate.

BOB KRIEGHOFF, new to radio, has joined the announcing staff of WTOL, Toledo.

KAY KYSER FAILS IN ARMY PHYSICAL

KAY KYSER, M.C. of the NBC College of Musical Knowledge and OWI consultant, was rejected last week by Army medical officers in Los Angeles. An induction center examination revealed that the 37-year-old band leader has a hernia and arthritis of the spine.

OWI Director Elmer Davis had unsuccessfully sought Kysers’ deferment, along with seven other radio luminaries, because of essential civilian activities for OWI—“developing the mechanics of using radio programs to disseminate war information and helping us to enlist the services of other radio stars and programs,” Mr. Davis said.

Appeals from the I-A classification of Kysers local draft board at Rocky Mount, N. C., were sustained by State Selective Service Headquarters and later by the White House [Broadcasting, Mar. 29]. Kysers denied that he had filed the appeals and announced he was “ready to do what my Government wants me to do”. Now that he has been rejected, he plans to “keep on doing what I have been doing—and that is everything possible to help in the war effort.”

GENERAL STATE ASSEMBLY

bill, designed to give radio and film talent agents a separate classification from legal status of employment agencies, was recommended for passage by the California Seaside Labor Committee in early April.

WASHINGTON—1943

[New York Herald-Tribune, April 5]

Service men swarming in the Union Station:

Mad taxi-hunters growing indignant:

Hotels with crowded dining rooms and lobbies:

Smart-looking soldier girls of Mrs. Hobby’s:

Thousands of would-be eaters queued in long lines:

Shortages of foods, but plenty of strong wines:

Caucuses now, where used to be cotillions:

Excited talk of millions. billions, trillions:

Dangerous crosstown wild carreering back rides:

Chair-warming officers with shiny backsides:

Some faces tense, the balance apathetic:

Yeast overlooking bureau alphabet:

Thousands of members of the New Deal “YEA! Club”:

Veteran by-line “Nel” men round the Press Club:

Dollar-a-year men, lobbyists and fixers:

Peddlers of isolationist peace elixirs:

Whispering, plotting, rumor, gossip, slander:

Ten little geese for every lonely gander:

Uniforms—soldiers, flyers, marines, seamen:

* * *

Pervading all, a mad delirium tremens!

CLAY MORGAN
Assistant to President of NBC

Joins ‘Mystery Chef’

CONTINENTAL BAKING Co., New York, will join the list of local sponsors of the BLUE’S MYS-TEMY Chef April 26, bringing to 42 the number of advertisers using the regularly program on BLUE stations. Continental sponsors the series on WFMJ, Youngstown, for Wonder Bread. Agency is Ted Bates Inc., New York.

21 YEARS AGO WE STARTED TO GROW

KPO

1450 KC

SAN FRANCISCO

Represented by SPOT SALES Inc.

Sales are SOARING in ALBANY, GA.

WGPC

4350 KC

BROADCASTING • Broadcast Advertising

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MORE than 50 Canadian Broadcasting Corp. officials and department heads met in Toronto last week from all parts of the Dominion for a national program conference at the Royal York hotel, the first such gathering since the appointment last November of Dr. J. S. Thomson as general manager. The meetings were under the chairmanship of Charles Jennings, supervisor of program planning, acting for E. L. Buchnell, general supervisor of programs, who was ill. All sessions were attended by the general manager, Dr. Thomson, and the assistant general manager, Dr. Augustin Frigon. Both urged that all discussions be directed at maintaining and improving standards of CBC's "product—that is, what comes out of the loud-speaker."

Davidson Dunton, head of research and reports branch of the Wartime Information Board, Ottawa, participated in a general discussion on the relation of public opinion trends to CBC public service broadcasts.

Reports were given by the five CBC regional representatives—Ira Dilworth, Vancouver, for British Columbia; H. G. Walker, Winnipeg, for the Prairies; D. Claringbull, Toronto, for Ontario; Omer David, Montreal, for Quebec; and George Young, Halifax, for the Maritimes. Reports were also presented by the various departmental heads of the national program office at Toronto.

KGW, the NBC affiliate in Portland, Ore., celebrated its 21st birthday last Wednesday with a two-hour show in the city's public auditorium. Arden X. Pangborn, managing director, writes that rain did not reduce a capacity audience of 4,200. Admission was free, by invitation extended through radio, and newspaper space.

The program, by station talent, featured over 100 persons including three orchestras. In one-man skits, m.c. Homer Welch, KGW's program director, portrayed radio 21 years ago, radio today, and radio 21 years in the future. James Abbe, BLUE commentator, spoke briefly on a newsmen's responsibility in broadcasting.

C.1.max was the huee birthday cake, rising to stage level on an electric elevator. The audience shared the cake.

George E. Deming

GEORGE E. DEMING, vice-president and secretary of the Philco Corporation, died last week at his home near Bryn Athyn, Pa. He was 56 years of age. Born in Philadelphia, he was graduated from the U. of Pennsylvania in 1912, joined Philco in 1917 as superintendent of the then small storage battery factory. He is survived by his wife, Mrs. Ethel Beck Deming, and two sons, George E. jr., and John Howard.

Redmond Charge Answered by OWI

Connor, Defense Bureau, Denies WHP Complaints

(See earlier story on p. 32)

DENYING that OWI's files contain any record of a plan from WHP, Harrisburg, for coordination of government broadcasts, Richard F. Connor, chief of the Radio Bureau Stations Relations Dept., promised in a letter last week that suggestions for improvement of the Bureau's operations would receive prompt attention.

Mr. Connor was answering a letter from Dick Redmond, director of war programs at WHP, who has written NAB President Neville Miller and OWI Chief Elmer Davis complaining that radio was not used effectively in the war.

Cites Correspondence

Answering the letter, Mr. Connor referred in detail to correspondence between OWI and Mr. Redmond. He said neither the files nor anyone in the bureau had information about plans or offers from the OWI and asked Mr. Redmond to remit to the Radio Bureau's effectiveness.

"Any attempt on my part to answer at length your many comments concerning the operations of OWI would be only to repeat what you undoubtedly already know," Mr. Connor wrote. "That is the fact that 21 regional OWI consultants, in addition to the station advisory board, selected by and representing the radio industry throughout the nation, have assisted in guiding the policies of this organization."

"We have very gracefully accepted their suggestions as the barometer of industry thinking. . . . I am sorry your views do not coincide with theirs. They have publicly commended this Bureau and its war time operations . . . ."

"You may be sure that every member of this Bureau and the 21 Regional Radio consultants and Station Advisory Board are equally interested in winning this war, and using radio facilities to the utmost in accomplishing that aim. We are all eagerly welcome constructive plans and ideas toward that end."

Universal Microphone Co., Inglewood, Cal., in anticipation of a post-war market, has appointed Franz & Hansen, San Francisco, as its foreign representatives.

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KOIL ON SCENE AS FLOODS HIT OMAHA

KOIL's special events department was on its toes when one of the worst floods in Missouri river history struck Omaha and the Council Bluffs, la., area last week. With hundreds of thousands of acres already inundated earlier in the week throughout the valley, thousands of soldiers, Civilian Defense workers and high school boys worked frantically all day and night Thursday to reinforce weakened dikes.

The climax came when dikes on both sides of Omaha's vital municipal airport broke and a wall of water rushed across the field and into the residential district of East Omaha. With Foster May, widely-known midwest radio reporter at the mike, KOIL's special events department presented a series of graphic word-pictures telling of the evacuation of hundreds of families from the stricken area.

Meanwhile, the station turned over its facilities to the Army, Red Cross, Civilian Defense and other relief agencies in order to assist in rescue work.

FREE VITAMINS
To Employees of CBS With
Vimms Getting Call

FREE VITAMINS to CBS employees desiring to take them over a four-month period is the latest plan to be tested at CBS, following a survey among the personnel which revealed that nine out of 10 persons approved of the idea.

Of the large selection of vitamin pills now on the market, CBS has chosen Vimms, the Lever Bros. Co. product, to feed its staff. Idea is not new around New York, it is understood, as BBDO, the Vimms agency, gives its employees three a day, while Ruthrauff & Ryan and J. Walter Thompson Co., both handling products made by Lever, supply Vimms to their staffs on request.

BROTHERS IN SERVICE, both former employees of WSMB, New Orleans, 2d Lt. John E. Wheelahan [right] was radio operator for two years, is now in training for the Army Air Corps. Aviation Cadet Harold M. Wheelahan, who did clerical work in summer vacations, is training for the Naval Air Corps after being recalled from active duty on a PC boat in North Africa.

Kem to Extend

AS THOUSANDS of amateur gardeners join the nation's farmers in this year's spring planting, a consumer campaign for Kem Liquid Plant Food, and Kem Automatic Feed Units gets underway. Starting off with thrice-weekly sponsorship of Woman's Radio Hour on WTIQ, Hartford, drive which started April 13, will extend to other markets, according to J. M. Mathis Inc., New York, agency in charge. Firm is Kemical Corp., Oradell, N. J.

NATIONAL TOOL & Mfg. Co., Kenilworth, N. J., bought one hour last Friday on WAAT, Jersey City, to broadcast ceremonies at the plant, according to Victor A. Bennett, the station's national sales director. Company, Navy and State officials participated in proceedings which included demonstration of a 20-mm anti-aircraft gun by three Navy veterans of the Pacific campaign. National Tool is making parts for the gun.

Script Pickled


MBS Rate Card

MBS has just issued Rate Card No. 11, dated March 1, 1948, which superseded Card No. 10 issued last summer. Network now includes 253 stations, with a total full evening hour gross rate of $22,508. Format of the new card is the same as that of No. 10, classifying stations by "A", "B" and "C" groups in accordance with Mutual's volume discount plan.

Suit Dismissed

DISMISSAL of a $100,000 damage suit, brought by Irving Bibo, Hollywood songwriter-publisher, against ASCAP for alleged violation of the Sherman anti-trust law and asserted discrimination against his efforts to be taken into the organization as a publisher-member, was ordered April 12 in Los Angeles Court by Judge Jen Harrison.

Concurrently an anti-ASCAP bill proposed by New Mexico state legislators was killed in committee on April 13 when proponents failed to enlist sufficient support to bring it to a vote.

Mullen Lauds Free Air

SUPPORT given American radio by American companies sponsoring programs is "American cooperation in the best tradition of free enterprise," Frank E. Mullen, NBC vice-president and general manager, told the radio audience April 11. Mr. Mullen spoke at the conclusion of the final broadcast in the current series of NBC Symphony Orchestra concerts.

KILO Joins CBS

KILO, Grand Forks, N. D., on May 1 will become a CBS bonus outlet, available with KDAL, Duluth, the network announced last week. KILO, owned by Dalton Le-Maurier, operates on 1440 kc., with 1,000 w. daytime power and 500 watts nighttime.

"DO YOU KNOW THE ANSWER?"

This radio feature outpulls all "Telephone" or "Money" shows 4 to 1 over national network stations after more than one year's run.

All negotiations for this radio feature must be conducted with:

THE W. E. LONG CO.
155 NORTH CLARK STREET - CHICAGO, ILLINOIS

BROADCASTING • Broadcast Advertising
April 19, 1943 • Page 41
WFIL, Philadelphia, sponsoring a "Basketball Tournament of Champions" for the benefit of the Red Cross War Fund Drive, realized $10,000. The Tournament brought together for the first time the championship teams of the four schoolboy leagues. Tom Moorehead, WFIL sportscaster, concurred the games and succeeded in bringing all eight teams together in two evenings of basketball at the Convention Hall, U. of Pennsylvania, attracting 13,000 people to the games. Mr. Moorehead, who is also a member of the public relations department, is in charge of all public relations work at the event.

The Effective Program of the South's ASCAP Licensed Stations are handled by the Katz Agency, Inc., a "must" for your spot campaign.

W "We consider it a highlight among our local musical presentations." WDNC

- Expertly written and commercially proved radio programs are available to any ASCAP licensed station without cost. If you are not using these programs write or wire us at once, as a new series is ready.

ASCAP Radio Program Service
30 Rockefeller Plaza - New York

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ASCAP Radio Program Service
30 Rockefeller Plaza - New York

START of a Victory Garden in the forecourt of CBS Hollywood was given an auspicious dedication with Mayor Fletcher Bowron of Los Angeles, Donald W. Thurber, Pacific Coast vice-president of the network, Maureen O'Hara and Groccho Marks attending. Ceremonies were broadcast on KNX.

WMRN, Marion, Ohio, recently aired the Army-Wave E. Ceremonies for the benefit of the Red Cross. WWMN, Willow Run, Michigan, broadcast a "Patriotic Program" week-long series written by Mrs. E. V. R. Taylor, assisted by Miss Mary H. Taylor, in which local WAVEs and SPARS took part and opened a new recruiting station.

WATW, Jersey City, New Jersey, which devoted more than 15 hours a week to the Red Cross drive, is extending use of its facilities to North Jersey communities, whose drives are being conducted in April to meet their Red Cross quotas. Daily broadcasts through March originated from an outdoor theatre at Military Park, Newark, featuring national news, local and sports news, and stars of radio, stage, and screen.

All soldier programs were aired directly from New York City to Armed Forces stations.

KPIU, St. Louis, Mo., operated by the Lutheran Evangelical Synod, in an annual report for 1942 reveals progress of the station, including increase in the audience, boost of power from 1,500 to 10,000 watts, installation of new transmitter and other equipment costing over $100,000.

CKW, Vancouver, Canada, has signed for Funny Money Men, syndicated series produced by Allen A. Funt, New York. Negotiations are now under way for sale of the series in South America and New Zealand.

VOLNEY HURD, Christian Science Monitor author, aired three weeks this week on WNAC, Boston, and has been heard on W43B, Boston and W901, Mt. Washington, Yankee Network FM stations covering the six New England states.

TEN COLLINS, radio producer, has produced WTV (W) and its weekly program, "The Voice of America," which will produce two RKO pictures, one of them, "The Life of Marie Dressler," starring Kate Smith, whose programs on CBS are handled by Mr. Collins. Later, the movie unit will produce "The Misfit Man," starring George Jessel.

COOKING UP A GAG for initial broadcast of the new CBS Comedy Caravan, were Jack Jack (left), m.c. of the half-hour program, and Thomas Luckenbill, WGBR, New York, vice-president in charge of radio for William Eddy & Co. Mr. Luckenbill was in Hollywood to open the program, sponsored by R. J. Reynolds Tobacco Co. (Cameo cigarettes).

W WEEKLY instructions for Victory Gardeners are given on WDEL, Boston, by Jesse H. Buffman, WZPR Agricultural Director, on the Farmer's Almanac of the Air. Program tells the proper time to plant each vegetable.

WJBK, Detroit, and WPEN, Philadelphia, have acquired the AP radio news wire from Press Assn.

WWM, Nashville, recently broadcast the induction of 47 Nashville women who joined the WAAG in the first such ceremonies held in the South.

WGDG, DuBois, Pa., recently broadcast the presentation of the Army-Navy E. To the Eliot Co. of Ridgley, Pa., and the Servicemen Electric Product Co. of Emporia, Kans. Army and Navy officers attended the ceremonies, including J. H. McNeily, who made the award to the Servicemen Co., and Com. H. H. Walling and Madge, who presented the Eliot Co. Chief Announcer Bill Sutherland of KDPA, Pittsburgh, was master of ceremonies.

A NEW half-hour late evening sustaining comedy show titled Hot Air, broadcast at 12:05-12:30 a.m., has been started on CBS, originating from WUIB, Chicago, written by Sherman Marks and directed by Les Mitchell.

KDAL, Duluth, is broadcasting "Stump Us," a show Monday through Friday, 12:45-1:00, in which Ev and the Sullivan Electric Product Co. of Emporia, Kans. Army and Navy officers attended the ceremonies, including J. H. McNeily, who made the award to the Servicemen Co., and Com. H. H. Walling and Madge, who presented the Eliot Co. Chief Announcer Bill Sutherland of KDPA, Pittsburgh, was master of ceremonies.

A NEW half-hour late evening sustaining comedy show titled Hot Air, broadcast at 12:05-12:30 a.m., has been started on CBS, originating from WUIB, Chicago, written by Sherman Marks and directed by Les Mitchell.

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PHILA. STATIONS
USE JOINT SURVEY

A CROSSLEY survey rating for Philadelphia stations was started April 12 on a cooperative basis.

The Philadelphia Plan, as the Crossley survey is known, is said to have come from a suggestion made by Roger W. Clipp, vice-president and general manager of WFIL. Mr. Clipp was instrumental in getting three of the four major network stations and two independent stations to agree in their definition of the proper criteria for a survey. Their market as to areas to be surveyed, what hours are to be covered and what survey techniques are to be used. They jointly employed Crossley Inc., New York, to make regular monthly market analysis. The agreement is on a yearly basis.

The cooperating stations include WFIL, Blue; WCAU, CBS; and WIP, Mutual, among the major network stations. KYW, CIT, outlet, had not announced its decision last week. The independent stations subscribing to the general plan of audience measurement are WPEN, affiliated with the regional Atlantic Network, and WDAS. The other Philadelphia stations, WIBG, WHAT and WTEL, are part-time independents.

The Philadelphia Plan calls for emphasis on a personal interview system rather than the telephone technique, since only 46% of the homes in the market to be studied have telephones. The interviews will be based proportionately on the distribution of income strata.

WCOP Hearing Continued

HEARING on the application of WCOP, Boston, for renewal of its license, originally set for May 17, has been continued by the FCC on motion by the licensee, Massachusetts Broadcasting Corp., and set for June 16. A petition to take depositions was passed over to the motions docket to be held May 12.

WCOP, independently operated station and member of the Bulova operated Atlantic Coast Network, was cited last December [BROADCASTING, Dec. 21, 1942] with respect to its foreign language programs. Commission investigators have studied the activities and connections of Italian language announcers, and the hearings will cover methods of selecting and investigating personnel, their qualifications, and supervision of programs and sales.

WLAW Petition

APPLICATION for transfer of control of Hildreth & Rogers Co., licensee of WLAW, Lawrence, Mass., from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, co-executors under the will of Alexander H. Rogers, was made last week to the FCC. Alexander H. Rogers was president of Hildreth & Rogers, publishers of the Lawrence Daily Eagle and Tribune. Irving E. Rogers is vice-president and Harold B. Morrill assistant treasurer of the publishing firm, which in 1941 became the Eagle-Tribune Publishing Co. and was separated from the radio business.

21 years ago we started to GROW. In 1922 KPO was a tiny 100 watt station. Today KPO's power popularity market coverage and low cost-per-listener make KPO the most productive (draft-exempt) salesman in the rich Northern California market. Alert advertisers are enjoying a rich slice of KPO's 21st birthday cake. Are you?
ENGLAND TO MID-WEST DIRECT
Series Particularizing War Time Life to Be Shortwaved to 'Local' Audience of WVL

A NEW TYPE of program short-waved from Britain to the United States will be scheduled in series by WLW, Cincinnati, beginning Sunday, April 25, when an English clergyman talks on "Church By the Side of the Road".

Idea is to reduce feature material of life in England under war conditions to a regional area such as is covered by WLW and to bring small communities in England into close touch with similar communities in this country.

Plan grew out of conferences a year ago between James D. Shouse, Crosley vice-president, and Noel Newsome, BBC. It was felt that use of WLW, in a "local station" sense, would enable the BBC to particularize its message to a given section of the country instead of taking in everybody—and the resultant wide range of interests.

Opening the new series, WLW will broadcast Saturday, April 24, a "Truly American" half-hour to Britain. Governors of Ohio and Indiana will appear and also Sir Norman Angell, Nobel prize winner in 1933, and Dr. James M. Byrom, of the BBC Board of Governors.

James Cassidy, WLW special events director, worked out a plan with BBC whereby the programs are to be shortwaved to New York and carried from there to Cincinnati by wire.

REP. WASIELEWSKI DEFENDS WAR TIME

WARNING that other more burdensome may be necessary to curtail the use of electricity if wartime is repealed, Rep. Thad F. Wastieleski (D-Wis.) urged in a talk on WTMJ, Milwaukee, last Sunday that state legislatures discontinue efforts to overrule the concurrent Congressional resolution that established fast time.

He pointed out that fast time saves electricity, and in addition, eliminates confusion resulting from certain States and localities having day-light-saving time while others remain on standard time. He said that farmers who are clamoring for fast time may have a just gripe, but they are misinterpreting war "they are sabotaging the war effort," and that legislators who agree with them are "rendering disservice to the farmers and their country."

Wartime is used by Canada, New Zealand, the countries of Europe, and China as well, he pointed out. "They are people of practical experience," Wastieleski said, and "they do not make a change in time just to make changes."

Oppose Liquor Bill

A SPECIAL meeting of the Board of Directors of the Advertising Club of Washington (D.C.) was called to oppose a bill pending in Congress to prohibit the use of prices in liquor advertising in the District of Columbia. The directors pointed out in a resolution addressed to Congress that no offering is complete that does not protect the public on the price to be paid and that such a prohibition would be contrary to good trade practices.

Sound Appetites

TOO REALISTIC are the sound effects of Pete's Kitchen, Bud Baldwin's Saturday morning program on WHIO, Dayton. While he rambles on with commercials, mythical patrons are served, via sound, with doughnuts and coffee and drop nickels in the "juke box" to provide music. Baldwin has had to turn down listeners who telephone to ask whether they may come in for a cup of coffee.

Petri Wine on MBS

PETRI WINE Co., San Francisco, will sponsor a half-hour on Mutual based on the Sherlock Holmes detective stories, starting April 29. Firm has been using spot radio for the past year. Basil Rathbone and Nigel Bruce will be featured in the dramatizations, produced by Glenn Hesh. Program will be heard Friday, 8:30-9 p.m. on 56 stations. Agency is Erwin Wasey & Co., San Francisco.

Paramount Spots

PARAMOUNT PICTURES, New York, in addition to special network and spot campaigns for individual pictures as they are released, is using spot radio on a regular basis for local showings. Film company in 35-word live announcements between chain breaks on a varying basis per week, on one or more stations in 35 cities throughout the United States. Schedule went into effect last September. Agency is Buchanan & Co., New York.

WLOL MANAGERSHIP TO E. S. MITTENDORF

EUGENE S. MITTENDORF, veteran midwestern station executive and for many years manager of WRC, Cincinnati, becomes general manager of WLOL, Minneapolis, control of which recently was sold to Ralph L. Atlass, owner of WJJD, Chicago, and WIND, Gary, Ind., for approximately $80,000. An application for transfer has been filed with the FCC.

Mr. Mittendorf, who acquires a minority interest in the station, is one of radio's pioneer executives. He was part owner and manager of WRC from 1926 until 1934 and managed WIND from 1935 until 1941. He has already brought his family to the Twin Cities.

WLOL is being acquired by Mr. Atlass, brother of the Chicago CBS vice-president, from Charles W. Wilson, Jr., president of WLOL; his brother, David J., and Beatrice L. Devaney, executors of the estate of Judge John E. Devaney. Previously the probate court in Minneapolis approved transfer of 46% of the stock held by the Devaney estate [BROADCASTING, April 12].

Mr. Atlass will have controlling interest with the remainder of the stock to be divided among John Carey, manager, and Art Harre, commercial manager of WIND, and Mr. Mittendorf.

Hedda Hopper Sues

CHARGING breach of contract in two separate radio deals, Hedda Hopper, Hollywood commentator and columnist, filed suit on April 13 in Los Angeles Superior Court for $495,000 damages, naming Andrew Franz (lotion), and Lennett & Mitchell, New York, as defendants. Complaint claims breach of two agreements with the agency.

BURNET HERSHEY, commentator and foreign correspondent, is preparing a book on postwar commercial aviation, tentatively called Tomorrow We Fly. Duell, Sloan & Pearce, New York, will bring out the book this summer.

WHERE SALES MULTIPLY

FMH

NASHVILLE, TENNESSE

WASHINGTON

Washington's Only 24 Hour Station
1000 WATTS 1260 KC

24 Hours a Day!

WFBG

ALTOONA, PA.

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

CNR

BROADCASTING • Broadcast Advertising
Labor Freeze Limits Employe Hiring

Provision Is Made for Essential Industries

In New Order

A FREEZE order limiting the hiring and transfer of employees in all American industry, but providing special benefits for broadcasting and other essential activities, was announced by War Manpower Chief Paul V. McNutt Saturday, as Washington administrators moved to put the President's anti-inflation "hold the line" order into effect.

Earlier this week the War Labor Board had clamped its power of its regional offices to approve wage and salary adjustments based on gross inequities and inequalities, a step which will hold up pay raises anticipated by many hundred radio employees.

Executive Edict

The McNutt action was designed to carry out a direct edict from Mr. Roosevelt that the Chairman of the War Manpower Board is not to approve any wage increases for new workers, except as specifically authorized, when the transfer involved a wage or salary higher than that received by such employees in his last employment, unless the change will aid the effective prosecution of the war.

To put these policies into effect, Mr. McNutt ordered:

1. Employers engaged in essential industries shall be free to hire at any wage now engaged in industries not included in the list of essential activities.

2. Employers operating industries not listed as essential may not hire men from essential industries if the wage rate exceeds the rate most recently earned.

3. Employers engaged in essential activities may not hire workers from other essential activities if the wage or salary be paid exceeds that most recently received.

The McNutt order leaves wide authority in the hands of local WMC officials, permitting them, for instance, to declare activities "locally essential", thus extending to them advantages of essential activities.

Major result of the order, however, is to freeze workers at their present earning level, except in areas of critical labor shortages, where operators of essential activities are still free, under Government observation, to offer wage incentives. In the remainder of the country, however, broadcasting employees and others may change jobs within the industry, but must not accept increased wages or salaries.

The result of such regulations would be to give operators of essential activities, such as broadcasting, a pick of the manpower of industries not included on the essential list, WMC officials point out. At the same time, it is intended to prevent "pirating" of help within the country, and between essential industries, and to prevent operators of industries not on the essential list from hiring men away from essential activities.

The WLB curtailed activities of its regional offices a few hours after Mr. Roosevelt rescinded its power to grant increases in cases involving "gross inequities and inequalities". Under the anti-inflation program, WLB continues to grant adjustments within the "Little Steel formula" and in so-called "standard cases".

35 Radio Cases Held Up

According to Lawson Wimberly, international representative of the International Brotherhood of Electrical Workers (AFL), at least 35 cases between IBEW and radio stations are likely to be held up under the new regulations. The WLB has ordered that all cases involving inequities, which cannot be decided within the range of the Little Steel formula, or standards of living, must not be approved.

In issuing the order, WLB said that even arbitrators' awards made prior to April 8 but not approved by the regional WLB must now be discarded.

IBEW has not yet decided how to dispose of its pending "inequity" cases. Mr. Wimberly said. The union is awaiting further clarification and reexamining the cases to see if they can be brought within the Little Steel or standard categories.

AFL members of the WLB last week challenged the order as a breach of faith by the Government with the no-strike agreement of Dec. 22, 1941. They said the WLB would no longer be an effective instrument of cooperation among labor, industry and public groups, since its powers to deal with disputes involving inequities and inequalities was withdrawn.

At a WLB press conference last week, Chairman William H. Davis said regional boards would return applications submitted by employers and unions seeking increases on the basis of inequalities and gross inequities. Employers of fewer than nine persons are exempt from the new order, he said, and other employers should be able to make wage and salary adjustments in individual cases for promotions, reclassifications, or merit.

RMA Plans Study

Of Postwar Radio

Committee to Make Plans for Civilian Radio Production

A SPECIAL committee of the Radio Manufacturers Assn. will be named shortly to study postwar problems, Paul V. Galvin, RMA president announced Friday following the spring meeting of the RMA Board of Directors. The survey will cover renewed production of civilian radio as the military program declines, and related problems.

The Committee on Postwar Planning will look into the whole postwar radio service, Mr. Galvin said, including television, FM, and production problems such as peak time employment, termination of war contracts and disposition of inventories.

Desiring Civilian Tubes

The Directors also discussed current problems of military production, with manpower getting special attention. M. F. Balcom, chairman of the RMA Tube Division reported that tube makers had assumed responsibility for approximately 2,000,000 replacement tubes monthly for civilians, and that production was underway. The tube program was arranged with WPB.

Two other items of business included a decision to retain the name "Radio Manufacturers Assn." and discussion of arrangements for the RMA War Production Conference. Substitution of "radionic" for "electronic" had been considered, but the Board decided the present name was adequately descriptive.

RMA's War Production Conference will be held in Chicago June 10. War production problems will keynote the meeting, with prominent government officials invited to take part in the discussions.

Probe to Start

(Continued from page 9)

... The likelihood of protracted hearings on the Senate side. While committee members said definite plans had not been formulated, it was thought that the subcommittee would be disposed to incorporate the record on the Sanders bill introduced last session, which generally parallels the White-Wheeler measure. Extensive hearings were held on this bill, with testimony from FCC Chairman Fly and Commissioner T. A. M. Craven, as well as representatives of the industry and other groups identified with radio. Chairman Fly opposed the bill in toto; Commissioner Craven favored most of it.

In all likelihood representatives of the FCC will be asked to testify. The committee, however, is expected only to seek non-repetitious testimony relating to those aspects of the White-Wheeler Bill which differ from the original Sanders measure. These deal largely with the question of equality of time for discussion of controversial issues. It was indicated the committee preferred not to consume time traversing ground already covered in the House proceedings last year.

Members of the committee, in addition to the two authors, are Hill (D-Ala.), majority whip; Clark (D-Idaho), and Austin (R-Vt.).
Education by Radio Institute
To Meet in Columbus April 30

Chief Topic Is "Radio In War and After;" Many Government Officials on Program

INSTITUTE for Education by Radio meets in Columbus, O., April 30 through May 3 with leading representatives of educational and commercial stations alike in attendance. Topic this year is "Radio in the War and After."

Government as usual will be well represented with the following participating: James L. Fly, FCC chairman; Ray C. Wakefield, FCC commissioner; William B. Lewis, Philip H. Cohen, Elmo C. Wilson, Robert Martin, Elaine Ewing, of OWI; Charter Heslep, Office of Censorship; Lt. Col. E. M. Kirby, War Dept. Public Relations Bureau; Lt. Com. M. S. Reichenher and J. Harrison Hartley, Navy Department Public Relations Department.

From Dept. of Agriculture
Also, from the Department of Agriculture: Maurice L. DuMars, Office of Information, and Morse Salisbury, Director of Information. From the Office of Education, R. E. Lowdermilk, and from the War Manpower Commission, W. W. Charters, chief of training division. As usual a broadcast will originate from the conference. This year it is titled "Answering You" and will be handled by Mutual and the BBC Friday, April 30, at 10:30 a.m.

Large delegations will represent the network companies: BLUE includes Edgar Kobak, executive vice-president; Grace Johnson, women's and children's program director; John Vandercook, commentator; H. R. Sumners, public service division director.

CBS: John K. Churchill, research director; Lyman Bryson, director of education; Leon Levine, assistant education director; William N. Robson, producer; Charles Worces- ter, farm editor; Deems Taylor, music consultant; Robert J. Landry, director of program writing; Prof. John T. Frewerick, literary critic, and Gilbert Seles, television director.

The program follows:
FRIDAY, APRIL 29, 8 a.m. Balloons
10 a.m. Balloons
9:30 a.m. Ballroom
10 a.m. Balloons
9 a.m. Ballroom
Demonstration and Discussion
Sterling Fisher, producing assistant public service controller and director' International American Union of Education, Ohio State U., presenting, Participating in the discussion: William George Miller, manager, public service department and of war programs, NRC; Mr. Robson, and others. Discussion will be open to the general public. A roundtable of Educational Radio Programs will be made.

2:30 p.m. Room 1440
Mr. Tyler, chairman. For chairmen of working groups, section meetings, roundtables.
SATURDAY, MAY 1
8 a.m. Ballroom
Problems of Wartime Operation

9:30 a.m. Room 1440
Religious Broadcasts

1:00 p.m. Room 1440
Children's Programs
Gloria Chandra, Children's Theater and Radio; Asm. of Junior Leagues, chairman; Ann Rothenberg, Educational Radio, presiding. Mr. Summer, chairman.

2:30 p.m. Room 1440
School Broadcasting

4:30 p.m. Room 1440
Religious Broadcasts

2:30 p.m. Room 1440
Colbey Courses in Radio
Albert E. Fly, assistant radio department, northwestern, chairman.

3:00 p.m. Room 216
Burton Paul, moderator, WLS, U. of Minnesota. Participating: Mr. Taylor and others.

3:15 p.m. Hall of Mirrors
Radio and Reading
Wilford Bevon, assistant professor of education, Ohio State U. chairman. CSS "of Men and Boys: Plan;" scriptwriting by Mr. Landry. Magic Mirror, CBC educational advisor.

3:00 p.m. Room 1440
Informal Tea for Newcomers
L. Keith Tyler, director, Institute for Education by Radio, chairman.

8 p.m. Hall of Mirrors
Radio's Wartime Strategy
Artificial Education, Ohio State U., presenting. Participating: Sterling Fisher, director of radio production, U. of Chicago, Mr. Robson, and others. Discussion will be open to the general public. A roundtable of Educational Radio Programs will be made.

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in the
CONTROL
ROOM

GEORGE RITCHIE and Tommy
Harris, operators of KGOM, have
joined the Royal Canadian Air
Force, Ritchie as wireless mechanic,
and Lewis as aircrew.
PAUL CRAM, chief engineer of
WSSN, Birmingham, has been
teaching a class in radio engineering
at Birmingham-Southern College
and has been asked by the college
authorities to teach a class in higher
mathematics.
JOHN A EVANS, technician, August
W. Hierwirth and Louis Murray,
maintenance men, have joined WMJ,
Milwaukee.
GARO RAY, chief engineer of WISO
until he joined the Army, has been
commissioned a Captain and is sta-
tioned at Fort Monmouth.
BENTON CARR, technician of
KFMB, San Diego, Cal., has joined
CBS, Hollywood. KSFZ, Pasadena, Cal., has joined the
network's technical staff as trans-
mitter engineer.
THOMAS M. KELLEHER, in charge of
sales and services at World Broad-
casting System, New York, has been
named mainner of the recording stu-
dio of WOR, New York. Winifred
Ray, who supervised construction of
the studio, has been made technical
director.
FRANK RIDGEWELL, chief engineer
of WTON, Toledo, has been commis-
sioned a first lieutenant in the Air
Forces and was to report for active
duty April 19.
TED R. WOODARD, WFIJ engi-
neer and shop steward of ACA
Eastern branch, has been commis-
sioned a lieutenant in the Army
and was to leave for Fort Monmouth, N. J.,
April 16.
HOMER OBUCHON has been the tech-
nical staff of KGFJ, Los Angeles,
successor Milt Hinam P. Molitor Sr., who
resigned to join KFAC, Los Ange-
les.
LUTHER CRUMBAUGH, technician of
KGER, Long Beach, Cal., has joined
shortwave station KXSW, Los An-
geles, with Carl Dilman of KFAC, Los Ange-
les, replacing him at KGER.
BOB WEEKES has joined the engi-
nneering staff of KFBI, Sacramento,
replacing Leonard Henneman, who
has joined the armed forces.
DON HOOPER, announcer-operator of
KIEF, Dayton, Ohio, is to take
leave of absence to enter aviation
engineer training in the Air Army
Forces.
FRANK KIRTON, operator of
CKOC, Hamilton, Ont., has joined the
Royal Canadian Air Force as a
wireless operator.

THE WORLD'S
BEST COVERAGE
UP
OF THE WORLD'S
BIGGEST NEWS

Blue Graduates
FOLLOWing completion of a six-
month course at the Blue's an-
nouncing school, 35 former pages
and guides obtained positions on
the announcing staffs of independ-
ent stations last week. A second
six-month course will begin shortly.

EX-RADIO PEOPLE
Sought For Jobs
EXPERIENCED radio personnel
now not employed in broadcasting
are invited to sign up with the NAB for full or part-time work.
The call was issued by Howard S.
Frazier, NAB director of engineer-
ing, who says manpower situ-
ation in the industry, and especially
in technical positions, is more criti-
cal every day.
Wanted particularly are persons with radio telephone operators li-
ces or other qualifying radio ex-
perience. Women and physically
handicapped men are acceptable.
Amateurs, retired technicians or
others, outside normal ranks are requested to register name,
ages, experience, preferred
job location, time available, salary
requirements and other data with
Mr. Frazier at NAB headquarters,
1760 N St. N.W., Washington,
D. C.
War Manpower Commission has
designated broadcasting an indus-
try essential to the war effort. Mr.
Frazier says need for positions has
already been registered from 37
states and the District of Columbia.

Navy Day at Club
DESCRIPTION of the Marines' fight
to take Guadalcanal and other
South Pacific islands, as told by a
Marine who was there, will be high-
light of Friday's meeting of the
Radio Executives Club, designated
"Navy Day." Cmdr. W. Mc-
Donough, M.C., Lt. Arthur Deutsch, Radio
Section, Navy Office of Public
Relations, and Lt. Bob Edge, New
York public relations division, Coast
Guard, and former hunting and
fishing expert, spoke. Out-of-town
guests were Ted Arnold, WHBF,
Rock Island, and John Carey,
WIND, Gary.

Engineers Off to War
THREE ENGINEERS at KMOX,
St. Louis, have joined the armed
forces. Raymond P. Barnard, third
vice president of the Signal
Corps, Fort Monmouth, N. J.,
Paul J. Shock, now with Howard
U. as a lieutenant (j.g.), Navy
Communications, Walter R.
Cleary is stationed in Miami as a
second lieutenant in the Troop
Transport Command, Army Air
Forces.

Keystone Totals 89,653 Hours
UNDER a special allocation plan
worked out with the OWI and the
Treasury Department, and put into
effect last August, stations affiliated
with the Keystone Broadcasting
System have broadcast an average
of 89,653 hours of sustaining war
program prepared by the transcrip-
tion network.

IN A THREE-WEEK tour of easter
states starting April 19, 40 Blue
Lobby, CBS program sponsored by
Colgate-Palmolive-Perf. Co., Jersey
City, will visit Paterson, N. J., Wash-
ington, and Baltimore. Ted Bates,
Inc., New York, handles Palmolive
Shave Cream, C-F-P product adver-
tized on the program.

GEORGE E. STEWART, NBC rec-
cording supervisor in New York, is
in Hollywood for conferences with NBC's West Coast
headquarters. Stewart, a
chini, recording engineer, has been
transferred to Hollywood from NBC's
New York office.
**Network Accounts**

**All Time Eastern Wartime & without Indicated**

**New Business**


MacMillan Petroleum Corp., Los Angeles, on May 1 started for 52 weeks, H. V. Kallenborn, on 8 NBC Pacific stations (KTBZ KFOX KFWY KFOX KKDZ KFET KNX KTVK), Mon.-Sat., 4-4:55 p.m. (PWT). Agency: Shepperd Co., Green Bay, Wis., on Thurs., April 22, 4-4:50 p.m. sponsors Navy 'E' award ceremonies on 6 CBS stations. Agency: Benstien, Chicago.

Dr. Floyd R. Johnson, Los Angeles (reflux), on April 11, started for 52 weeks, Dr. Floyd R. Johnson, on 5 Mutual-Denison stations, Tues., 9:45-10 p.m. (PWT). Agency: Broadcast Adv., Hollywood.

Wright Automatic Machinery Co., Detroit, Mich., on April 17 started for 17 weeks, E. award broadcast on 12 MBS stations, 4:15-4:45 p.m., Agency: Harvey Masten., Atlanta, Ga.

Petri Wine Co., San Francisco, on April 9 started Saturday shows on 5 MBS stations, Fri., 8:30-9 p.m. (PWT). Agency: Erwin, Peterson Co., San Francisco.


**Renewal Accounts**

Pure Oil Co., Chicago on May 6 renews contract with KSDK, KSDK, WPTA, KCET, KIPT, KIII, KSOP, KNBN, KACQ, KAIX, WSB, KQV, KQO, WNB, WBO, WBN, WBC, KBR, KAN, KAS, KVI, KVR, WBL, WMC, BBC, KGW, WFB, WGN, WOY, WIO, WIT, and 10 other stations. For 52 weeks.

Agency: Benstien, Chicago.

**Network Changes**

Servic Inc., New York (institutional), on April 17 shifted Fighting Nations on 21 CBS stations, Sat., 11:15-12:00 p.m. to 11:00-11:45 p.m. from New York to Hollywood. Agency: BBDO, N.Y.

California Fruit Growers Exchange, Los Angeles (Fruit Network), on May 1, 1943, started for 17 weeks, E. award broadcast on 52 ABC stations, 4:05-4:35 p.m., Agency: Business, C. & C, Chicago.

**News on WDRG**

Beginning today, April 19, WDRG, Hartford, airs An Interpretation of the News by George Burns and Gracie, a retired managing editor of The Hartford Courant, to be heard 10 minutes every weekday at 1:05 p.m. Mr. Arm- stead, former New Haven, Conn., newspaper executive, served abroad with the AEP in the First World War. Frank N. Doolittle is general manager of the station.

**Famous American stars who are coming to Canada to help in the Fourth Victory Loan drive for Victory Loan News, a weekly radio show, include Charles Boyer, Frank Parker, Dick Powell, Joan Blondell, Margaret Selden, Edward Arnold and Claudette Reins.
WANTED STATION MANAGER for station located in the east, 1000 watts, daytime, local, independent. Must have management background, thorough knowledge of FCC rules and regulations, some technical knowledge, and experience in handling personnel. Those of draft age need not apply. Substantial salary. Write full details and credentials.

Box 550, BROADCASTING.
Cox Committee Names Ex-FBI Agent Its Chief Investigator

Drew Pearson Article Stresses Alleged Reprisals By Committee Against Edward J. Lord

WITH ITS FORMAL inquiry still perhaps a month away, the Senate House Committee to investigate the FCC continued preliminary activity on several fronts last week and announced the appointment of William Larson, Chicago investigator of FBI fame, as its chief investigator.

Additional questionnaires covering activities of members of the FCC were dispatched. It was learned at the Commission, and several field inquiries are being conducted. Chairman E. E. Cox (D-Ga.), in announcing the Larson appointment, said that "considerable progress" is being made and that many aspects of the FCC's broadcast operations are being covered.

Pearson Story Draws Fire

Criticism of the Cox inquiry in the Chicago Daily News was evident in a Go-Round column of Drew Pearson, who was branded at Cox Committee headquarters as having emanated from "one of the FCC members." It was pointed out that Rep. Cox is not on trial before the committee.

The Pearson article said that the FCC investigation had been launched because the FCC had recommended criminal action against Rep. Cox as an outgrowth of his purported improper representation before the FCC of WALB, Albany, Ga. Somewhat similar reports, obviously emanating from the same source, were published elsewhere.

Particular reference was made in the Pearson article to allegations of reprisals by the Cox Committee against Edward J. Lord, former manager of WALB, and now in Florida. Mr. Lord, it was reported, had been indicted by a Georgia grand jury on the charge "larceny from a house," based on contentions that he had disposed of several documents in the WALB files pertaining to Congressman Cox's activity and had also removed one letter.

Expense Accounts Questioned

The additional questionnaires sent to FCC members related to long-distance telephone calls made by and to commissioners, and to radio sets purchased by the FCC for use of commissioners. It was asserted that Edward N. F. Curen, chief of the FCC Supply Section, was interrogated by Cox Committee investigators in executive session last Monday regarding the radio set purchases, after which the questionnaire was dispatched.

Travel vouchers of commissioners, dating back to their appointments, also are being examined. Information of this character, if it was reported, has been requested from the General Accounting Office covering dates of trips at Gov-

April 18 May See Monopoly Decision

Docket Priority Given Under Urgent Deficiencies Act

POSSIBILITY that the Supreme Court will hand down its decision today (April 19) on the highly controversial network monopoly case was seen in Washington. If the court does not act, the ruling cannot come until May 3 at the earliest, in view of the Easter recess of the tribunal.

Argued in February, the court had planned to announce its decision a fortnight ago because the case had taken priority on the docket having been brought under the Urgent Deficiencies Act. There was considerable speculation in Washington over the highly important ruling, affecting the right of the FCC to regulate contractual arrangements of networks and stations, with the predominant view that the court would be divided.

Seven of the nine members of the court sat for the argument Feb. 12. Associate Justice Black disqualified himself because his brother-in-law, C. J. Durr, is a member of the FCC. Justice Wiley B. Rutledge, voting member of the court, did not yet take his seat.

KOA-WHHD Case

The court also has before it the KOA-WHHD case, involving a clear channel breakdown and the right of the FCC to exclude stations from intervening in cases of this type. The case was argued April 8-9. A decision is not expected for several weeks.

A Jefferson bi-centennial statement by Associate Justice Felix Frankfurter also aroused considerable interest because of his reference to purported abuse of the media for the dissemination of information. He alluded to the effects of this industrial civilization through "misuse and manipulation of modern devices, chain newspapers, cheap magazines, popular polls, radio and the movies," declaring these have enlarged opportunities for "arousing passions, confusing judgment and regimenting opinion.

An ardent New Dealer, Justice Frankfurter's comments drew sharp editorial criticism from David Lawrence, well-known newspaper columnist. He attacked the whole New Deal concept of suppression of freedom of the press, radio and the other media.

WHIT's First Year

FIRST ANNIVERSARY of WHIT, New Bern, N. C., will be observed Wednesday with ceremonies at the Marion B. Wilson USO Club. Gov. J. Melville Broughton of North Carolina will be principal speaker. Talks will be broadcast over three other stations and the Tobacco Network. Also attending will be commanding officers of adjacent military camps. Officers and directors of the station will observe the event with a special dinner.

"Wot an Army! You Wus a Radio Announcer Back in the U. S. A. . . . I Wus a Truck Driver!"

KVOO GETS LICENSE FOR FULLTIME 50 KW

KVOO, Tulsa, last week formally joined the select group of fulltime 50,000-watt stations with the granting of a regular license to cover its high-power construction permit by the FCC.

Authorized under the reallocation of 1941 to operate with fulltime on 1170 k.c. with 50,000 watts, the station has been using the maximum allowable power during the daytime, with 25,000 watts at night. By virtue of directional antennas used by the Tulsa station, along with WWYA, Wheeling, on the same frequency, both stations now operate fulltime with the maximum power. WWYA began its 50,000-watt operation several months ago.

WJAS, Pittsburgh, last Wednesday was granted a license by the FCC to cover its construction permit for 5,000-watt fulltime operation on 1320 kc.

'Esquire' Expands

ESQUIRE PUBLICATIONS, Chicago, has expanded current promotion started in December on the current publication, Coronet, with 15-30 one-minute spot announcements once each month throughout the last 35 stations. Markets include Chicago, Cleveland, San Francisco, Seattle, Houston, Jacksonville, Toledo, New York, and with the New England Agen-

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BROADCASTING • Broadcast Advertising
**Situations Wanted, Male**

**HIGH-TYPE SALESMEN**—with proved records of performance and dependability desire to help your regular sales organization...We cover ALL sound-credit Grocers and Druggists in Indiana, Ohio, Kentucky and West Virginia. Write or Wire SPECIALTY SALES, Cincinnati, Ohio.

- **This may sound like one for Ripley, but it's true:**
  A group of top, year-round Salesmen is available on any time basis, as you may desire.

- They are prepared to cover every phase of sales operation, from introduction of new products to distribution of point-of-sale merchandising.

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

- **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.

**LISTENER DOMINANCE.** In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

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

**WLW**

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION
SHUCKS! IT LOOKED DEEP ENOUGH!

A program needs more than coverage in order to go places in a sales way. It needs depth... something not always visible on the surface.

When cruising the Oklahoma City vicinity with your radio advertising, check the depth of radio coverage from the charts of C. E. Hooper, Inc.

WKY is the station that gives you coverage... more coverage with its center-of-the-dial 930 kilocycle frequency than any other Oklahoma City station. And WKY's coverage is deep... from 70% to 300% deeper than any other Oklahoma City station.

WKY has 43.5% of the morning listeners, 56.8% of the afternoon listeners, and 60.6% of the evening listeners. Those are the 5-months averages, October, 1942, through February, 1943, as measured by Hooper.

That's the kind of coverage that gives radio advertising a chance to go places and return home loaded to the gunwhales with results.

WKY
OKLAHOMA CITY

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