GROWING

... IN MASS!

... IN WEIGHT!

Results of the latest CBS listening study (Series 6) reveals substantial increases in KLZ coverage and listening in the Rocky Mountain region day and night. This new study of actual habitual listening is conclusive proof of KLZ's continuing growth in mass and weight as an advertising medium. Growth in the number of listeners, and in the time these listeners spend listening to KLZ.

In comparison to the CBS study of 1940 (Series 4), KLZ has increased its daytime coverage by 16.8%, and its nighttime coverage by 55.6%. This coverage comprises known frequency of listening — a wholly new measure of the power and intensity of coverage developed by CBS for its 1942 Coverage Audit.

This new study of KLZ's penetration of the Rocky Mountain region gets down to bedrock in accuracy and substance, revealing statistically what KLZ advertisers are experiencing in dollars and cents every day right now.

KLZ's new market facts folder will be ready soon. Send for a copy today.
You know what has been done in radio. Imagine the possibilities that will be opened when television brings to every home news, entertainment and sport in pictures as it happens!

What will your part be in television? The ownership and operation of telecasting studios will offer a unique opportunity to men who have had experience in the field of radio.

This opportunity is now being enhanced for you by Farnsworth, the pioneer in electronic television research and manufacture. Our advertising today is preparing the great audience and the potential sponsors for the coming telecasting industry.

All Farnsworth production is now going to the Armed Forces... precision equipment that will hasten the Allies' victory. When this job is done, we will be ready to supply you with the most advanced and complete studio and station television equipment—the result of 15 years of research and improvement, including the original basic Farnsworth inventions. Our engineers will be ready to assist you in all the aspects of television transmission and maintenance.

Farnsworth research created electronic television—and demonstrated it in 1928... Farnsworth equipment will make it a reality in post-war America.

PREPARING THE NATION for television is the job of Farnsworth advertising. Read the current advertisement in May 17 Time, May 29 The New Yorker, May 31 Newsweek, May 31 Life, June 5 Collier's, June The Allied

FARNSWORTH TELEVISION
MUSIC
A VITAL CONTRIBUTION TO
THE WAR EFFORT

SESAC PUBLISHERS OFFER BROADCASTERS

AMERICAN PATRIOTIC MUSIC

Including the Official "U. S. ARMY-NAVY HYMNAL"
"AMERICAN RED CROSS MARCH"
"MARCHING TO VICTORY"

TIMELY MARTIAL MUSIC ARRANGED FOR
AMERICAN MILITARY BANDS AND ORCHESTRAS

Just ONE of the 200 Diversified
Types of Music Listed in the
1943 SESAC MUSIC GUIDE

Additional Music Guides Available By Writing SESAC Program Department

113 WEST 42nd STREET
NEW YORK 18, N. Y.
Jackson
The Capital of Mississippi
IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states

“THE CROSSROADS OF THE SOUTH,” Jackson, Miss., turns to WWL, New Orleans, for the best in radio—and gets it—just as scores of prosperous cities do, all over the Deep South.

50,000 WATTS and a clear channel give WWL five times the power of any station in the 5-state area. To “own” the Deep South, get on—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
Remember when “ceiling” meant the top of a room, “rationing” meant company for dinner and “priorities” meant women and children first? Those days are coming back. And when they do they’re coming back with a boom for advertisers who recognize the post-war possibilities of the South.

The South! America’s fastest growing market, abounding in cheap T.V.A. power, abundant raw materials, and skilled labor. The South! Where 42.8% of the nation’s population increase has been—where more new permanent industries are migrating, planning for post-war opportunity than any other section.

Here is where 50,000 watt WSM is blasting sales messages 18 hours a day. With a low frequency, one of Radio’s largest talent staffs and a pulling power that recently brought 250,000 letters from two broadcasts, WSM is the station of the South — the station for your mid-war sales and post-war planning.
To see and hear beyond the beyond

- Our eyes and ears are the advance guards of our mind’s march forward. Whatever widens the horizons of human vision and hearing, reveals new vistas of knowledge. So our chosen work for more than forty years has been exploration of uncharted realms of sight and sound. Starting with the humble incandescent lamp, progressing to radio and electronic tubes, fluorescent lamps and equipment, we are today busy with ventures which are contributing vitally to the winning of the war. And important as these may be to Victory, their full flower will come as enduring boons to better living in the years beyond. How could anyone, glimpsing the rich promise of the future, be content to do each day’s work with a firm resolve to maintain anything less than the highest standards known!

SYLVANIA ELECTRIC PRODUCTS INC., EPERIUM, PA.

MAKERS OF INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES, CATHODE RAY TUBES AND ELECTRONIC DEVICES

VITAL TO VICTORY is the ever-increasing number of electronic devices that miraculously bridge the gap between man and the machine tool in war industry. Electronic contributions to technology make inspection and processing more automatic and foolproof. From long experience, Sylvania has developed and applied electronic tubes to industrial as well as military uses.
What have rutabagas to do with Hollywood?

When the Government said, "raise vegetables," that was KNX's signal to go to work! Deep down under the foundations of Columbia Square, in glamorous Hollywood, is rich soil that not too many years ago was fertile farm land.

We ripped out the terrace, plowed the soil, fertilized and cultivated it. And grew a model garden to show Californians what rare and precious gems are these edibles that can be grown on Southern California's soil.

The garden was the talk of the town. The first crop went, of course, to those who needed it most; in this case, the Los Angeles Orphans' Home. And the practical experience of raising the crops went by proxy to tens of thousands of families, up and down this rich countryside.

KNX is more than Columbia's Key Station in the West. It's the home town station for over a million families throughout all this rich Southern California area... not all Hollywood glamour folk — but prosperous, typically American people from the four corners of the land.

Homey things — like plowing up our front yard to show neighbors what vegetables can best be grown — are what made KNX so much a part of the lives of these people. And it's what has made KNX so successful a medium for advertisers in the West. It explains why so many major advertisers turn to KNX first to solve their sales problems.
...have you heard about the two-way mousetrap?

You remember the axiom about building a better mousetrap? Well, we've caused our path to run both ways!

For a decade, WBT has been the showmanship station in the South. Good talent—from anywhere in Dixie—eventually turns up at WBT. When they stay a long while at WBT it means they're good enough to move on. So with Lansing Hatfield and Norman Gordon. They're now with the Metropolitan Opera. John Scott Trotter and the Golden Gate Quartet and Hal Kemp “went big-time” first at WBT. Hollywood, too, has drawn on WBT. Currently, the Tennessee Ramblers of WBT have completed their fourth picture and the yodeling me of WBT's Dixie Jamboree is doing his first. But that's between WBT jobs.

Which is all right with us. We think this concentration on producing good radio and attracting good talent is what makes WBT The South's Best Salesman. People listen to programs. Down our way that means WBT!

The South's Best Salesman

COLUMBIA OWNED
WBT
CHARLOTTE
50,000 WATTS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
LOOKING for a likely place to attack? Want a favorable sector where you can get the most results for the least expenditure? Then stick a big pin right now in the spot on your map marked “Nashville—WSIX”.

For here’s a combination that won’t fail at the showdown—a booming market covered by one tested medium.

In planning any fall campaign in the South, get the latest facts and figures on Nashville and WSIX.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Member station The BLUE Network and Mutual Broadcasting System
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

ROLAND WEEKS

COMMERCIAL MANAGER, WCSC, CHARLESTON, S. C.

While we were compiling his “business biography” (above, beside photograph) Roland Weeks made a comment that to our minds is a pretty perfect biography, all by itself. Said he: “True, business has almost quadrupled in the five years I’ve been here at WCSC. But it all goes back again to this—do a job for the advertiser, and you can’t keep business from coming in.” Nicely put, friend Roland!

Yes, but how are you agencies and advertisers to know, except by costly trial and error, what radio stations “do a job for the advertiser”?

You know and we know that there’s as much difference in management of radio stations as in the managements of any other kind of business. And that in radio, the differences help determine the comparative audience-confidence and advertising results.

Part of our job, we feel, is to seek out those differences in management, and to submit them to you in the same way that we submit market data, surveys, rates and availabilities. . . . Which is another reason we can render you a more vital service than you perhaps realize, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

CHICAGO: 180 N. Michigan
Franklin 6371

NEW YORK: 227 Park Ave.
Pizza 5-3131

SAN FRANCISCO: 145 Sutter
Sutter 4353

HOLLYWOOD: 2113 N. Gordon
Gladstone 8940

ATLANTA: 122 Palmer Bldg.
Main 5667

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

Page 10 • June 7, 1943

BROADCASTING • Broadcast Advertising
Radio Tops Non-War Topics in Capital

Fly to Federal Bench; Payne Vacancy; NAB Ponders Action

WASHINGTON fairly sizzles with reports of impending developments affecting the whole radio regulatory scene, stemming from the Supreme Court decision in the network cases and the Cox Committee inquiry into the FCC.

There is talk, often heard in the past, of a possible reorganization of the FCC. The complexity of things seems to lend unusual credence to it now. Legislation at this session is regarded as likely, with newspapers falling in line on the fight to prevent further Governmental inroads on freedom of the media of expression. This is seen as a major issue in the impending political campaign.

Here is some of the speculative talk pervading Washington:
1. Appointment by the President of FCC Chairman James Lawrence Fly to the U. S. Court Appeals for the District of Columbia to fill the vacancy created by the elevation to the bench of Justice Fred M. Vinson to Director of Economic Stabilization.
2. Nomination by the President of a new Republican member of the FCC to succeed George H. Payne, whose term expires June 30, and which would give the Chief Executive the opportunity of naming two new members, if the Fly Court appointment materializes.
3. Naming of military men—Army, Navy or Coast Guard— to the FCC vacancies, because of necessity coordination with military operations. There has been complaint of lack of this under the present regime.
4. Enactment by Congress of a simple "stop-gap" bill, designed to check any further abrogation of power by the FCC, which might seriously undermine the ability of radio to render peak public wartime service.
5. Selection by the NAB of a chief counsel or coordinator to direct the industry effort for remedial legislation, with the appointment of a steering committee of 10 broadcasters. The committee was named last Friday.
6. Removal of the major networks from any influential status in Washington on the ground that the network contract fight is over.

NAB Empowers Legislative Program

Board Meets Wheeler
Who Says Hearings Begin Soon

EMBARKING upon an all-out quest for legislation to safeguard radio's status as a free, competitive medium, the NAB board of directors at an extraordinary two-day session in Washington last Thursday and Friday, enlarged its legislative committee and gave it plenary powers to evolve a legislative plan and retain personnel.

Concluding that the industry's salvation reposd in new legislation, the board got squarely behind the White-Wheeler bill (S-814) to remake the FCC and spell out its functions. The enlarged legislative committee, now comprising 10 members as against a membership of six, shortly will convene with a view to mapping out detailed plans.

Retention of a legislative counsel or coordinator by the NAB is regarded as likely. This will be one of the chief objectives of the Committee in its sessions in the immediate future.

The entire board called on Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, co-author of the pending bill, just prior to its adjournment late Friday. The chairman was told of the reliance the industry placed upon Congress in assuring its continued freedom of action through a new legislative enactment.

Chairman Wheeler shortly will schedule hearings on the legislation, which would divide the FCC into two autonomous units of three members each, one charged with broadcasting and the other common carriers. Specific functions of the FCC, deprivings it of authority to censor or to regulate business practices of the industry, are implicit in the pending bill.

Following the conference, Chairman Wheeler told Broadcasting he would schedule hearings as soon as the committee completes its current railroad rate inquiry. This may run another week or 10 days, he said.

He asserted it was his definite intention to hold hearings, barring a summer recess. And if that occurs, he declared, hearings would be held promptly upon reconvening of Congress. "Absolute Government control of radio is the worst thing that could happen to this country", he said.

Added to the legislative committee, presided over by NAB Pres-
Council, OWI, and Media Working Out New Sales Plan

PAID TIME for many of the war-time messages carried by radio stations is one of the features of a plan now being worked out by the War Advertising Council, in cooperation with OWI and representatives of all media, to mobilize local advertising for a long-range war selling job.

The plan does not involve payments for regular OWI information announcements, but contemplates large-scale local campaigns involving actual purchase of time by Community War Planning Boards which would be set up. In addition, it includes a provision for war use of programs already sponsored locally.

All Media Covered

Actual amount of paid advertising involved has not been determined. Purpose of the plan is to organize local advertising for a public service. The plan in no way affects any local operations, promotional use of all: Radio, newspapers, outdoor, car signs, direct mail.

Feeling that some machinery is needed to do the community war selling job, the WAC would support, in about 200 communities, local councils to sponsor this advertising. These councils would select local pools of donated time and contract time, solicited for the council by salesmen of all media. These salesmen would sell community advertising, rather than their own media.

Once the individual media salesmen had organized the pool of time and money, the local Coordinating and Planning Board would allocate it.

According to the proposal as now being considered, WAC would invite local association leaders and Government field men to a meeting, where the plan would be discussed, and a packet of proposed campaigns, prepared by OWI, would be examined.

A local chairman would then be elected for a three-man Coordinating and Planning Board. An Advisory Board, composed of business groups, heads of local defense War Services and OWI would be organized with subcommittees specializing in space and time, raising funds, preparation of copy.

This local committee would interest local advertisers in donating some of their regular advertising budget for community use. It also would solicit its own war fund from other business and industrial groups.

Local advertising agencies would prepare copy, which for the most part would consist of adjusting material from the WAC to local needs. All personnel would be voluntary, but actual expenses of the committee would be paid, probably from the pool.

Much of the material, it is pointed out, would come from OWI, throwing the WAC’s packets containing radio and other material would be available. However, in some cases original programs might be needed to fit local needs.

The entire fund would be allocated by the Coordinating and Planning Board, which would determine the campaigns which should be given priority. It would also decide how much space and time each should have. Selections it is emphasized, would be based on local conditions.

Community advertising efforts have been tried successfully for War Bonds in several cities, notably in Cleveland where about $100,000 was spent among all media. The new plan, patterned in part on the Cleveland model, would set up an organization for the duration, which would sponsor all types of local advertising.

Such local programs as manpower, clothing, and women’s service would be sponsored. War Bond, anti-black market material and conservation pleas would be used regularly.

Big advantage of the plan, advocates point out, is that once a business firm contributes to the community war pool, it would be assured immunity from further requests for a given period.

War Ad Council Would Double Time and Space Contributions

La Roche Hopes to Increase Aid by All Media To Half-Billion Dollars by End of Year

DOUBLING of advertising’s contributions of space and time to war purposes is something the new program of the Advertising Council, according to an announcement last week by Chester J. La Roche, chairman. Estimated value of periodical, outdoor display and radio advertising given over for war causes in 1942 was $250 million.

Under the slogan, “A War Message in Every Ad,” the Council is cooperating with drive leaders to increase the yearly total of a half-billion dollars worth of contributed time and space by the end of 1943. To dramatize this objective the Council is changing its name to War Advertising Council, a title which more accurately suggests the functions of the organization.

Plans for the drive to secure the sought-for contributions in various media will be discussed at the meeting in New York on Tuesday June 8. As yet no estimate has been made of radio’s quota in the half-billion-dollar goal. That additional funds to carry the council’s expenditures for the drive will be needed is indicated by an increase in the budget from $100,000 last year to $200,000 for this year.

It is expected that the scope of the organization is to be broadened but no additions to personnel are contemplated.

Big Job Ahead

At last week’s meeting of the Council, held in New York, Mr. La Roche was re-elected chairman of the board of directors. In a statement issued following the meeting, he was pleased with the performance turned in by advertising in 1942. “We are dealing, however,” he said, “with unprecedented needs and there is still much to do.” He expressed confidence in our hope that by the end of 1943 advertising space and time contributed for war messages will be at the rate of $500,000,000 a year.

Under the slogan of change of name of the Council he said it “entails no change in operating plan or objective, which continues to be the increasing use of contributed and sponsored advertising, at no charge. (Continued on page 55)

Lineup of Utilities Completed by Ayer

Cooperative CBS Program to Get Under Way July 27

A TOTAL of 121 utility companies throughout the country have been lined up by N. W. Ayer & Son, New York, after more than a year’s effort, as cooperative sponsors of a network program—the one selected by CBS as its high-week day news review program Report to the Nation.

The companies involved in the deal are local distributors of electric current, gas and illuminating gas and will sponsor the series on an institutional basis under the organizational title “Electric Companies Advertising Program.”

Starting July 27, the series, currently heard Saturdays, 7:30-9:30 p.m., will be moved to the CBS Tuesday period, 9:30-10 p.m. A basic CBS network of 59 stations is already scheduled and station owners expect to add more stations before the start of the contract.

Under the personal supervision of Paul White, CBS director of newscasts, the program Report to the Nation summarizes and reviews the news of the week, relating it to the American civilian and to the American in the armed forces. Under the electric companies’ sponsorship, its format will remain much the same with Mr. White continuing to direct.

KGO SWAP PLAN BRINGS OPA VETO

Bartering of coffee, sugar and other items is a popular five-week public relations and audience participation program, What’s Doing Ladies, on KGO, San Francisco, came to an abrupt halt in late May when OPA ruling held such sessions constitute a black market. It was pointed out by the Government agency that its regulations specify ration coupons must be used only on behalf of a person who is a registered consumer. Prior to ban, trading of unneeded rationed items for wanted articles had been one feature of the broadcasts. Such exchange, it was explained, violated price ceilings.

Hereafter bartering activities will be reported to be confined to such unrationed articles as fur coats, furniture and garden tools.

OWI National Packet Includes Chain Breaks

CHAIN BREAKS will be included in the OWI National Packet starting the week of June 21. Don Stauffer, chief of the Radio Bureau, announced Friday. The change was made following requests from War Program Managers throughout the country.

First chain breaks will be used by two groups of stations, on the subject of Security Code. The Security Card. The other two groups of stations will participate in the new plan beginning June 28. OWI regional offices will continue to provide chain break copy wherever possible, Mr. Stauffer said.

Page 12 • June 7, 1943

any, that the new FCC regulations will have on commercial network programs, both current and future. CBS requested for option time break down as follows for Monday through Saturday. Morning: 9:45 a.m.-12:45 p.m. EWT; 9:45-11:45 a.m. noon-1 p.m. CWT; 9:45-10:45 a.m., 11 a.m.-1 p.m. MWT; 8:45-9:45 a.m., 10 a.m.-noon PWT. Afternoon: 1-3 p.m., 5-6 p.m. EWT; 1-2 p.m. 3-5 p.m. CWT; 5-8:30 p.m. MWT; 1-3:30 p.m., 4-4:30 p.m. PWT. Evening: 7-10 p.m. EWT; 6:30-9 p.m., 10-10:30 p.m. MWT; 6-8 p.m., 9-10 p.m. PWT.


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New Advertising Functions Highlight ANA Conference

Adv. Manager’s Responsibilities Broadened By War Problems Turned Over for Solution

WARTIME CONFERENCE for members of the Assn. of National Advertisers was held under way last Wednesday morning at the Hotel Waldorf-Astoria, New York, with a keynote speech on the new responsibilities of advertising management by Robert M. Mortimer Jr., vice-president of General Foods Sales Co., and chairman of the board of the ANA.

The theme outlined by Mr. Mortimer was developed at length in case histories presented by eight advertising men from well-known companies.

I. W. Digges, ANA counsel, discussed the May 10th decision of the Supreme Court upholding the FCC regulations, revealing the results of a study he had made on its practical effect.

Cowles Speaks

Luncheon speaker June 2 was Gardiner Cowles Jr., director of domestic operations of the OWI, who gave an off-the-record talk on attitudes toward advertising in Washington. A symposium on advertising in wartime was held that afternoon with a panel made up of coordinators of various Government campaigns. S. Heagan Bayles of Rush La-Ryen represented radio, as chairman of the Radio Allocation Plan.

A shortwave broadcast from London was arranged by NBC for members and their guests at the June 3 luncheon meeting, with John McVane, NBC’s correspondent back in London from the African front, directing his talk exclusively to ANA members.

Case Histories

How the entire industrial and employee relations section of Packard Motor Car Co. was turned over to the advertising department, with unusual success, was told by George Christopher, Packard’s president.

How advertising was used to tell oil industry workers the importance of their jobs in the war effort, thereby stopping wholesale shifts to other war industries, was revealed by F. S. Cannan, advertising manager of the Sun Oil Co.

A similar problem, and its solution, were described by C. C. Conn of the Aluminum Co. of America. Mr. Connor reported that some workers apparently did not realize the wartime significance of that part in producing sheets of aluminum. A “circus” featuring planes and other war equipment proved to be effective.

E. Cameron Hawley, director of advertising and sales promotion of the Armstrong Cork Co., detailed the campaign which his department carried on to recruit women workers.

How the Coca-Cola Co. taught dealers how to deliver goods well by proper handling of voluntarily rationed items was told by Turner Jones, vice-president. Under this plan, dealers prorate their stocks over a long period, allotting supplies for sale during specified morning and evening hours. Result is that they are not sold out in a rush and left with the necessity of reordering until next consignment arrives.

Final session of the war conference was held June 4 with Paul B. West, president of the ANA, closing the conference. Feature was a dramatization of the problem of awakening the public to the value of freedom of choice and freedom of advertising, written and produced by Yasha Frank of D’Arcy Adv. Co., and directed by Earl McGill of CBS.

Only 11% of listeners would be willing to pay a set tax to support broadcasting as done in other countries, Dr. Henry Link of the Psychological Corp. told the ANA last Friday. Reporting on a nationwide survey of 1,000 personal interviews of men and women at home, conducted between May 5 and 15 in urban centers by the Psychological Corp. for ANA, Dr. Link said 76% of the people said they preferred the present system of broadcasting supported by advertising to the tax method while 10% did not know.

House Probe of FCC Slated To Get Under Way by July 1

ENTERING what appears to be the last preparatory lap, the House select committee which has been investigating the FCC last week planned to get under way with public hearings by July 1, with the FCC’s handling of broadcasting matters apparently the first to be heard.

While the committee has not yet developed a formal agenda or even set a definite date, it was indicated that preliminary investigations had been completed on a number of matters and that hearings now could be regarded as certain within a month, at the outside. Hereford, Chairman Cox (D-Ga.), had indicated public hearings would be launched by the five-man committee as soon as preliminary studies had been completed.

FCC Witnesses

It was regarded as a foregone certainty that members of the FCC and its staff first would be called. Last week the legal staff of the committee, headed by Eugene L. Garey of New York, examined in closed session two additional members of the FCC—T. A. McElroy, of the New York FCC, and Commissioner Craven made his second appearance within a fortnight before the committee last Wednesday. Commissioner Payne testified both on Tuesday and Friday, it is understood. Following custom, the committee did not disclose the nature of the examination.

In early May the committee took testimony of former Gov. Norman S. Case—the first member of the Commission to be called. At that time it was stated that at least seven FCC members would be called to submit to examination by the FCC committee counsel preparatory to public hearings.

Reports were current last week that the five-man committee might soon authorize contempt proceedings against certain individuals who have failed to make full disclosures of events in connection with FCC activities. These reports (Continued on page 45).

Mutual Slide Film Reveals Coverage

THE IMPORTANCE of “home-town America,” of the home-town market and of the home-town station within that market, to radio advertisers is stressed in a new slide film presentation for MBS, prepared for the advertising press at the network’s New York headquarters last Thursday. Network’s research and promotion division, handled by Robert A. Schmid, prepared the presentation.

Other Results

Comprising 50 full color slides, with synchronized sound, the film points out that in addition to its coverage of the country’s major markets, Mutual has stations in 172 cities not covered by the regular Hooper or CAB surveys. In 120 cities, the Mutual outlet is the only station, more than twice as many one-station cities as the next nearest major network.

Also shown are the first results of a survey now being conducted for Mutual by Crossley Inc., covering 33 cities typical of “home-town” markets in which MBS has the only network station, but coming within the claimed primary coverage of at least one competing 50-kw. station.

Johnson to Rest

PARKS JOHNSON, the co-m.c. of the Mutual Radio Network, is taking time out to relax. Reporting on a nation-wide survey of 1,000 personal interviews of men and women at home, conducted between May 5 and 15 in urban centers by the Psychological Corp. for ANA, Dr. Link said 76% of the people said they preferred the present system of broadcasting supported by advertising to the tax method while 10% did not know.

Durr Asks Group To Hear Petition

Asks Committee Members to Hear Cox Disbarring Plea

PURSUING his one-man public campaign against the activities of the Cox Select Committee to investigate the FCC, Commissioner C. J. Durr of the FCC last Friday made public a letter to Chairman Sumners, of the House Judiciary Committee, on his petition seeking disqualification of Rep. Cox (D-Ga.) as chairman of the investigatory committee.

Alongside it, Mr. Durr issued a press release in which he stated that identical letters were sent to each of the 26 members of the Judiciary Committee. In his petition of May 13 to Speaker Rayburn, which was referred to the Committee, Mr. Durr asked that Chairman Cox be disqualified on grounds of conflict of interest.

The Committee, while it has discussed the petition, has taken no action and members have expressed doubt the Committee has jurisdiction to disqualify Committee members as passed by Speaker Rayburn.

No Change in Procedure

In his letter to Chairman Sumners and the Committee members last week, Mr. Durr said that the new has been no substantial change in the Committee staff’s procedure since filing of his petition and “examination is continuing, and nothing is being done to take place behind closed doors with only Congressman Cox and members of the staff present.” He asserted he felt it essential to the success of the Cox Select Committee to conduct its work in the open, and that Congress have complete information concerning all agencies of Government.

This, Mr. Durr said, is particularly important in time of war “when the cloak of military secrecy may so easily be used to conceal activities about which Congress should be informed.”

Reiterating his “repeal” to testify before the Cox Committee as it is now constituted because “I am convinced that its chairman and staff have purposes to serve which are inconsistent with a fair and impartial determination of the facts,” Mr. Durr said he thought his petition clearly shows that Mr. Cox “is not a suitable person to conduct an investigation of the FCC.”

“I stand ready to prove these facts whenever the ‘FCC’ asks me,” the letter continued, “and I respectfully request that you hold hearings on the petition at any early date at which I may be allowed to appear and present witnesses and documentary evidence.”

Zoog Opens Agency

A. HARRY ZOOG, formerly manager of WFGF, Atlantic City, and WTTM, Trenton, last week announced the opening of the Zoog Agency, establishing an office in Trenton, N. J., under the name of A. Harry Zoog Associates.
IOWA GROCERS VOTE ON ADVERTISING MEDIA!

The postcard above is a facsimile of a questionnaire sent to its members by the Iowa Retail Grocers and Meat Dealers Assn.

Read it, please!

When answers were tabulated, Iowa grocers and butchers had voted as follows:

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

But here's the pay-off! In answering the second part of each question ("Which one?") these all-important food merchandisers voted as follows for individual newspapers and radio stations:

- For Station WHO: 54.7%
- For Newspaper "B": 10.1%
- For Radio Station "B": 7.4%
- For Newspaper "C": 2.4%
- For Radio Station "C": 2.1%
- For Newspaper "D": 1.9%

—and no other individual radio station or newspaper got as much as 1.9%.

WHO got more than five times as many votes as any other medium.

Let us send you a copy of the complete Survey analysis. All facts—no rhetoric.

Write us direct—or ask Free & Peters.
**New Regulations Specify Wage Increases Without Official OK**

WLB Tells Employers What Increases Are Not Allowed But Leaves Ample Leeway

A DETAILED order defining conditions under which employers can give individual wage increases without securing Government approval was issued by the War Labor Board last week. Although the order was described as a means of cracking down on violations of "the spirit and intent" of the wage stabilization program, it apparently left a wide latitude for adjustments.

Individual increases are not to be made, the Board said, unless they are within a schedule approved by the War Labor Board, in accordance with a collective bargaining agreement in existence on May 31, 1943; or unless they conform to the employer's practice prior to Oct. 27, 1942, when the stabilization order went into effect.

'Policy' Is Guide

Employers may submit plans for individual promotions to their Regional War Labor Boards, and subsequently make adjustments without approval of the Board. Without such a plan, however, the employer may grant wage increases in accordance with his established policy. He can demonstrate this policy either through his payroll records or by showing that he has formally communicated such a schedule to his employees.

In its new instructions, General Order No. 31, WLB told employers that permits for changes may be made for merit increases, automatic length of service increases, promotions or reclassifications and apprentice or training plans.

Merit increases must be made only within the rate ranges for the job the Board warned. They are defined as individual rewards for superior quality or quantity of work or service. No employer may receive more than two such increases in any calendar year. Except in unusual cases, no more than half the employees in a classification may have merit increases in a year, and the Board told employers to observe the difference between minimum and maximum rates.

Length of service increases must also be within rate ranges for the job. They are considered individual adjustments, usually made automatically at the end of specified periods, with no more than four such increases in any calendar year. Length of service raises may not exceed a fourth of the difference between minimum and maximum rates for the job.

So-called promotions and reclassifications, according to the WLB, involve moving an employee into a different job classification. He is not to receive more than 15 percent above his previous rate, or the minimum for his new classification, which even may be lower in unusual cases where special ability and experience is involved.

The Board left wide leeway for adjustment of apprentice pay conforming to the standards of a collective bargaining agreement. The order provides that employers shall keep records of increases for two years.

Also last week the Board ruled that its regional offices may deal with cases involving applications from employers not covered by the Wage and Hour Act, who wish to pay time and a half for hours over 40, and those involving adjustments incident to the improvement of working conditions which do not involve increased rates. This means such items as vacation pay, sick leave, night shift bonuses and holiday pay.

The WLB also issued orders permitting offices of Dept. of Labor Wage and Hour Division to issue rulings on whether or not proposed wage increases need be submitted to the WLB. Wage and Hour officers had been doing this work since last fall, but were instructed to stop, following the April 8 Hold-the-Line Order which paralyzed wage stabilization activities until relaxed by James F. Byrnes, then Director of the Office of Stabilization.

**CBS 'School' Plans**

WHEN CBS resumes its daily educational series School in the Air of the Americas on Oct. 11 for the fall-winter season, the title will be changed to American School of the Air. The five general classifications of subjects also will be altered. CBS will continue to carry the science, geography and literature sections of the School, with plans to originate in Canada eight of next season's broadcasts.

**Markin News**

ENTERING radio advertising for the first time, M. J. Markin Paint Co., New York, on June 8 started sponsorship of Rad Hall, commentator, on WEAF, New York. Broadcasts will be heard Saturday, 8:30-8:45 a.m., for a total of 26 weeks, concluding Nov. 27. The 25-year-old firm manufactures paints for marine, industrial and building trades. The radio series is basically institutional. Agency is Humber & Jones, New York.

**Relief In Batteries Promised by WPB**

Dry Cells Included Under New List of Farm Necessities

EARLY relief for farmers suffering from the shortage of radio batteries seemed certain last week as WPB's Office of Civilian Requirements included radio dry cells in a list of 65 items a farmer may now buy by merely certifying to his dealer that they are necessary for the operation of the farm. (BROADCASTING, May 24).

Although WPB officials admit advertising more than the farmer's statements is necessary to supply a battery, when no batteries are in stock, another WPB branch, the Consumer's Durable Goods Division, told them that it was now providing batteries at a rate that should make it possible for jobbers to honor the farmers' certificates.

**Wrote Own Ticket**

Under Priority Regulation 19, issued by Arthur Whiteside, Dun & Bradstreet president brought in as a WPB vice chairman to revitalize civilian supply, the farmer wrote his own certificate, without the use of any Government forms. The dealer in turn may reorder, or order in anticipation using the farmers' certificates which have an AA-5 priority rating.

Mr. Whiteside made it clear that he would see that the 66 "needed" items—including the batteries—were made available. This was reflected in another order, M-230, empowering him to direct deliveries of these and 78 other items. Indications that he would have success were supported by the Consumers Durable Goods Division which said batteries for civilians are still being produced at the high rate of 425,000 monthly against an output of 10,000 before the attack of the Japanese in May 171. This figure, double the output of mid-March when the battery crisis was brought home to WPB, is greater by 20,000 monthly than the output in 1941. If sustained, as it apparently is now, the rate would eventually mean 1.62 batteries per set, compared to 1.4 before the war.

Officials caution, however, that production of batteries, like many other items requiring critical materials, rests on present military needs. Under Order L-71 issued by WPB last month, adjustments in the production schedules for civilian output may be made easily, thus insuring use of facilities at maximum efficiency in the face of week-to-week needs.

**Spots For Noxacord**

E. FORGERA & CO., New York, has started a spot campaign in 12 markets throughout the country for Noxacord, a foot remedy. Drive started several weeks ago. Spot announcements are placed largely in the early morning periods. Agency is Small & Seifer, New York.

**WESTINGHOUSE RADIOS' "Hail and Farewell" dinner in connection with the recent shuffling of assignments of various executives in the Westinghouse Radio Stations group, was tended by Lee E. Wales, general manager of WRS Inc., at the Warwick Hotel, Philadelphia. The changes were brought about by the resignation of James B. Rock, general manager of WDRA, Pittsburgh, who accepted a captain's commission in the Marine Corps.

Seated around the dinner table are (1 to r): Dwight A. Myer, assistant to Mr. Wales; Gordon Hawkins, in charge of programs; Mr. Wales; B. A. McDonald, sales manager; W. Byron McGill, advertising and publicity manager; and Frank A. Logue, auditor, all of WRS headquarters in Philadelphia. Standing, E. H. Gagner, KYW chief engineer; Hal S. Lamb, KYW sales; Leslie W. Joy, KYW general manager; James P. Begley, KYW program director; Jack de Russy, KYW sales; A. Harvey McGill, KYW sales; Frank V. Webb, KDKA sales manager; James A. McGeen, KYW publicity director; Joseph E. Baudino, KDKA general manager; A. Harry Bates, assistant auditor of Westinghouse Stations Inc., and Harold M. Coulter, who is KYW sales promotion manager.**

Page 16 • June 7, 1943
KOA is extremely grateful for the part it was designated to play in this 2nd War Loan Campaign, together with other media in Denver and Colorado. Through donation of its time and facilities to Gov. John C. Vivian of Colorado and the Colorado War Finance Staff—KOA helped to bring this 2nd War Loan endeavor to a successful conclusion, far surpassing 100% of Colorado's quota.

We Take a Bow... for Governor Vivian of Colorado

Continually helping Colorado support America's War Effort.
Vast Television Industry Seen Based on Camera Tube Progress

Research Head Says Post-War Video Will Use Electronic Eye Sensitive to Ordinary Light

A VAST post-war industry will be created when television, its electronic eyes made sensitive to ordinary light, emerges from the period of intensive wartime development, according to Ralph R. Beal, research director of the RCA Laboratories. Mr. Beal, addressing the Institute of Finance of the New York Stock Exchange, said that the spectrum of tiny wave lengths measured in centimeters opened by the development of new radio tubes is bringing possibilities to radio greater in scope than all of its past.

The potentiations have stimulated scientists in other fields as well, and open unexpected horizons in physics, chemistry, metallurgy, biology, and many industries, Mr. Beal declared.

Camera Tubes Improved

As an added broadcasting service, electronic television has potentialities which are as yet only faintly glimpsed in mass communication services, Mr. Beal said. “With post-war television broadcast stations connected into networks, events of the nation will pass in review on the screens of home receivers. Larger and brighter pictures of greatly improved quality will be realized and research and development of new genius in design will bring the television receiver within the range of the average pocketbook.

“Post-war television will use electronic camera tube pictures greatly improved in sensitivity,” Mr. Beal continued. “This will make it possible to pick up scenes with ordinary amounts of illumination. Night events, theatre performances, opera and many other programs which utilize artificial lighting will come well within range of camera tube sensitivity. The problems of heat and glare in television studios have been solved.

“And then we have theatre television with its possibilities as a post-war service. For the first time in the centuries of theatre history a means is available for bringing theatre audiences the thrills and drama of events as they occur in real life. Electronic methods have made it possible to transform pictures of theatre-screen size. RCA Laboratories demonstrated a picture about 20 feet wide shortly before the outbreak of war.”

Pressing need for post-war employment will be met to an important extent by the new industry and service which electronic research is creating, Mr. Beal continued. “Television will provide permanent new employment for an unusually wide range of arts, trades and professions. It has no aspects of technological unemployment. On the contrary, the quantities of equipment and services and of new facilities needed, will be such as to require a number of years to complete the initial expansion.”

Reviewing the work done by RCA in development of radar, Mr. Beal said that basic research on apparatus for locating ships and planes was begun by RCA Laboratories as early as 1932. Encouraged by the prospects, RCA installed collision prevention equipment in its own airplane in 1937. The same year RCA delivered experimental radar equipment to the U. S. Army Signal Corps for aircraft location tests. Late in 1938 equipment built by RCA was tested on the U. S. New York in cooperation with the Navy, which had also built radar equipment at its Naval Research Laboratory, Anacostia, D. C. The first Navy service order for radar apparatus was awarded RCA in October, 1939, and the equipment was installed on naval vessels beginning in 1940.

Mr. Beal described radar operation as analogous to an echo. When a plane crosses a radar beam it reflects the beam back to the starting point, revealing the location of the interfering target.

The RCA scientist also told the Stock Exchange men about the latest developments of the electron microscope and of radiothermometry—application of high frequency heating to industrial processes.

WALTER (Red) Barber, sportscaster of WHN, New York, on June 15 will receive from the Sgt. Joyce Kilmer Post No. 55, Brooklyn, the “American Legion Medal for Outstanding Americanism” for his War Bonds sales and recruiting of blood donors. Presentation will be made at Ebbets Field, June 15.

ANOTHER achievement of radar, radio-developed miracle of the war, was unfolded for the first time last Monday by Office of War Mobilization Director James F. Byrnes in an address from Spartanburg picked up by the BLUE Network. A Japanese battleship at eight-mile range, on a stormy night, was sunk Nov. 14 with radar done the job. Justice Byrnes said:

“History some day will record the part radio and the radar have played in giving us fighting superiority over the Axis. But let me give you one instance. On the night of Nov. 14, off Guadalcanal there lay a Japanese battleship, it was a stormy night. Eight miles away was a ship of our fleet. With the use of the radar set up with its second salvo, sank the battleship in the blackness of the night eight miles away. Is there any wonder that the Japanese Admiral Yama- moto, who boasted he would dictate the peace to the United States in the White House, has quietly passed away?”

BEXEL PLUGS BACK DRUG STORE SALES

“Keep the vitamin business in the drug store” is theme of a new promotion plan by McKesson & Robbins, New York, makers of Bexel, a B-complex product. Firm is using its current spot schedule for Bexel, as well as newspapers, street signs, and cinema, to stimulate sales efforts among drug store clerks, in what L. M. Van Riper, advertising manager, describes as “a concrete double plan” of promotion.

“McKesson & Robbins suggests that you buy your vitamins from your druggist—he is best equipped to cooperate with your physician,” is the wording of announcements on 87 stations. Included in portfolio of sales helps is estimate by a “leading authority,” that the annual potential vitamin sales soon to be reached is $496,881,000 or $9,034 for the average store. The B-complex is described as the “youngest member of the vitamin group” representing 30% of the present U. S. vitamin sales.


BOOM BUSINESS and the West Coast’s hum of activity, was subject of this informal confab of CBS national and Pacific Coast executives during luncheon meeting in San Francisco during late May. Quartet exchanged viewpoints are: r) Charles Morin, northern California sales manager; Leonard Erikson, general sales manager, on West Coast tour; Arthur Kemp, Pacific Coast sales manager; and Ralph Brunton, president of KGW, San Francisco affiliate station of the network.

RADAR VICTORY
Jap Ship Sunk at Night
Eight Miles Away

Reception Better In Latin America
Francisco Tells of Progress In American Shortwaves

SHORTWAVE broadcasts from the United States to Latin America have shown a “tremendous improvement” in the 2½ years since his last trip down there, Don Franciscio, radio director of the Office of the Coordinator of Inter-American Affairs, said last Wednesday following his return from a month’s survey of the Western Hemisphere. The improvement is shown in both signal and program content, he said, reporting that the coordination of all U. S. shortwave transmitters, variously beamed so as to cover all of Latin America in combination instead of being aimed at the major cities as was the case when each station was operated independently, has produced larger audiences for our programs.

Choice of Programs

The further combination, which will give listeners in any district a choice of several wavelengths for each program and in some places a choice of language as well, should result in further listener increases when it goes into effect July 1, he said.

Local rebroadcasts are necessary for maximum audiences, Mr. Franciscio stated. Most popular programs are those news and drama, with March of Time, Hit Parade, Counter Espionage and Saludos Amigos (a program of American music ranging from symphonic to jazz) among the outstanding favorites, though audience measurement is difficult.

In Mexico, Grant Advertising has worked out the most successful method yet evolved for checking listening, Mr. Franciscio reported. The checker carries a portable radio and when he hears a program through a commercial for win or wife of a dwelling, he tunes his set until he has the same program. CIAA will extend this survey technique to other Latin American countries.

Blue Wins Ruling

THREE arbitrators of the American Arbitration Assn. chosen to decide the controversy between the American Federation of Radio Artists and the Blue Network over the status of the My True Story programs broadcast on the BLUE in cooperation with Macfadden Publications, last Wednesday rendered a unanimous decision disallowing the AFRA claim that talent on the programs should be paid in accordance with the commercial scale and upholding the BLUE’s contention that the series is sustaining. Judges were Roy S. Dur- stine, agency head, named by the BLUE; W. H. Lynd, 159 W. 41st, New York, a lumbia U., named by AFRA, and Dr. Willard L. Torp, director of economic research of Dunn & Bradstreet, selected by the other two.
THERE ARE EXACTLY 288 WAYS TO MAKE CHANGE FOR A $1 BILL —

BUT ― THERE IS NO WAY TO COVER WESTERN MICHIGAN BY RADIO, FROM CHICAGO OR DETROIT!

Sitting at your desk and looking at a map, we can easily see how some of you big-agency fellows might get the idea that you could cover the Grand Rapids-Kalamazoo Area "from the outside" . . .

After all, there are some markets in the U. S. that can probably be covered from a distance of 150 miles or more. But what your maps don't show about the Grand Rapids-Kalamazoo Area is that around here we have one of the worst "fading" situations in the Nation—and outside stations simply don't make the grade . . .

No, we wouldn't dare to say that if we couldn't prove it. Write for that proof—or just ask Free & Peters!

WKZO covers all Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

June 7, 1943 • Page 19
WB Directs 'MR' Tubes to Civilians

Amendment to L-265 Bars Their Use in Military Orders

TUBES built for civilian home radio, TV may no longer be used for fill preferred orders, the WPB ruled last week-end in an amendment to L-265, the Radio & Radar Division's regulation governing the sale of tubes and other electronic equipment for maintenance and repair.

Under terms of the amendment, tubes previously marked for civilians and channeled into civilians hands, for manufacturers of equipment will be unable to use them in filling run-of-the-mill war orders. WPB has been building large numbers of tubes for civilians from materials allocated for that purpose, but weaknesses in the distributing machinery have lowered the quantities to fall into non-civilian hands.

The new amendment, considered as part of the broader plan taken in behalf of civilian economy by any agency of WPB, will insure that at least 85% of these civilian tubes find their way into civilian receivers in the home. It will not interfere with military programs, since civilian production has been adjusted to give the right of way to war orders.

Distribution Problems

According to reports of the Radio Manufacturers' Association, and of well-informed WPB officials, about 2,000,000 tubes were built monthly early this year from the material provided for civilian use. Radio dealers have been complaining however that civilian purchasers are unable to compete with priorities held by military purchasing agents and military contractors. In announcing the new amendment, Mr. McIntosh said that some of the natural optimism that would have followed by hinting that current production is not reaching the high levels of earlier this year. The maladjustment in tube distribution was spotlighted last March when Frank H. McIntosh, Assistant Director of the Division, asked manufacturers to stamp tubes for civilians "MR", for maintenance and repair, hoping this identification would protect civilian stocks. (See BROADCASTING, March 12.) The leaks have continued, however, and two weeks ago, metropolitan newspapers reported a tube famine which "would grow worse before it grew better." WPB, aware of the situation, felt that a good share of the blame lay outside the Government. Particularly, it is felt that some jobbers are deliberately soliciting orders from manufacturers of military supplies, in hope of making bulk sales. In many such cases, it is set that some of its military tubes are available, so the jobber's sales enterprise merely civilians go without.

Last week-end's amendment makes such sales of tubes to manufacturers impossible. It therefore plagues what are considered the most serious gaps in the distribution machinery. Assuming that production is adequate, officials now feel that a big step forward has been taken in the struggle to keep home radio on an efficient operating basis.

Above all week before the amendment appeared, the Vacuum Tube Advisory Committee met with Mr. McIntosh to work out production for the remainder of this year. No announcement was made of the results of that session was made, and it is not yet known whether the industry felt it could continue its civilian production effort of the first six months. It is known that further sessions were held last week, but no final decisions on production quotas have been made. Civilian production is hedged in between military needs and plant capacity, and it requires extensive planning to determine exactly what will be available for home front use.

Amendment Details

Assuming that the industry can follow Mr. McIntosh's plans, the civilian tube knot apparently has been cut, for with the exception of a few types, some of which are admittedly important, WPB is now supplying sizable numbers of tubes. Machinery of the amendment is simple. It ties together the recent order L-265, forbidding sale of electronic equipment to non-ratted buyers except on a tube-for-tube basis, with Mr. McIntosh's MR plan forbidding sale of MR tubes for use in filling preferred orders. Since all civilian tubes are marked MR, in effect it forbids use of civilian tubes except for maintenance and repair of civilian sets.

Text in part reads: "No person shall use radio receiving tube which are marked "MR" in the manufacture of electronic equipment to fill any preferred order. No person shall transfer or accept the transfer of such tubes on any preferred order or any other order bearing a preference rating, except rated purchase orders for export." Exports are limited to 15% of a year's production.

Result of these provisions, it is believed, is a rigid channeling of civilian tubes to civilian sets, for besides banning their use by equipment manufacturers, L-265 also prevents purchases by representatives of the Armed Services. The Order requires that a purchaser certify that he is using the tubes "for presently needed repairs." Military purchasing agents are generally unable to sign such declarations.

Another paragraph in the amendment to L-265 ordered release for sale of automobile radios which were frozen in dealer hands by the original order.

4-Acre 'Blackout Plant' Built by Westinghouse

WALTER EVANS, vice-president in charge of the Westinghouse Radio Division, has announced the opening of a new plant on the east coast for special type radio equipment for the Army. A "blackout plant," which Westinghouse will operate for the Defense Plant Corp., covers four acres. Handling of interior traffic is said to be unique, in that movement is along the side walls, leaving remaining areas clear. Three spurs link the plant to the B & O. main line. Mr. Evans said that the plant will further increase Westinghouse production of communications equipment, already increased more than 40 times since beginning of the Government's preparedness program.

Wheat Germ Spots

SPARK-O-LIFE Co., Kansas City (wheat germ), in a 13-week campaign started last week, is promoting five participations weekly in Family Nutrition in Wartime on KFWB, Hollywood, Calif. Host is Perry-Hanly Co., Kansas City.

Major Equipment Changes Unlikely

Fear of Obsolescence Not Justified by Discoveries

NEW DEVELOPMENTS in radio and radar precipitated by the war will not render obsolete present broadcasting equipment, according to Paul L. Chamberlain, manager of transmitter sales, General Electric Co. In a letter to BROADCASTING, Mr. Chamberlain anticipates some 300 new AM stations and 140 new FM stations by FM stations which may lead to higher power for the remaining AM stations.

Text of Mr. Chamberlain's letter follows:

"Many questions were asked of us at the NAB convention in Chicago. The foremost among these questions may be, 'Are we interested?' We are interested — will secret war developments in radio and radar bring revolutionary changes in broadcast transmitters after the war?"

"Our answer is, 'Definitely No!' We feel that this war undoubtedly will bring improvements in broadcast transmitters, FM, AM, and television, but we foresee no radical breaks in the present pattern of obsolete present equipment.

AM Replacements

"What we do anticipate in the field of post-war broadcasting is the replacement by FM stations of many low-powered AM stations which are now handicapped by interference and inadequate signal strength. This probably will mean higher power and more clear channels for the remaining AM stations.

"We expect television broadcasting to develop rapidly after the war, along with FM radio broadcasting. Manufacturing equipment is available in the production of electronic equipment for war will undoubtedly result in lower-priced television receivers after the war and this, plus public demand, should result in a much more rapid expansion of television service."

"After the war, we expect to continue to build all types of transmitters — FM, AM, television — together with auxiliary equipment and such devices as the magnetic wire recorder which you may have seen at the Chicago meeting."

Hams Reinstated

ALL AMATEUR radio operators' licenses which have expired since Dec. 7, 1941, have been reinstated and extended for three years from the expiration date of each license, the FCC announced last week. The action was taken, the FCC said, because it is difficult for amateur operators now in the armed services to work at locations far from their homes to make timely applications for renewal. Licenses which expired between Dec. 1, 1941, and Dec. 7, 1944, will also be extended for three years. This will make it easier for amateur operators who have been banned since the war began, to resume operation when this is permitted.
There's not another like it!

Probably the most famous of all American fighting units in World War I was the Forty-second, or Rainbow Division. Its name and insignia was derived from the fact that it drew its personnel from practically every state in the Nation, as well as the District of Columbia. The Rainbow Division had a distinguished record of service from 1917 to 1919, in the course of which it suffered almost 14,000 casualties. Following the armistice, the division acted as part of the Army of Occupation. As this is written, the Rainbow Division is being reconstituted, and young men from every part of our land are joining together to carry on, once more, the glorious traditions of their fathers.

Traditions have played an important role in the more than 18 years of service which WTIC has rendered to Southern New England. On the other hand, faithfulness to tradition has not been practiced at the expense of progress. It is, perhaps, this happy combination which has gained—and held—for WTIC, the respect and attention of a vast audience of intelligent and well-to-do New Englanders. This respect and attention enables us to remind advertisers that—for quick and wholesome response to your sales message—

There's not another like it!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood
Airways May Relinquish Band Ranging Between 200-400 kc.

OWI Report Discloses Plan to Rebuild System
Of Plane Communication in Ultra-Highs

DISCLOSURE by the Office of War Information that in the post-war era the nation's airways will be designed to relinquish the standard intermediate band between 200 and 400 kc and rebuild the domestic airways system in the ultra-high frequency range has given rise to special problems of the possible use of these frequencies below the standard broadcast band for broadcasting.

In a detailed report released today (June 7), OWI covered all phases of American air transport and dealt with post-war uses. In that section devoted to airways and navigation facilities, OWI said that the immediate problem of the airways, as seen by Civil Aeronautics Authority, will be to rebuild the entire domestic airways system by substituting ultra-high frequency frequencies (new standard intermediate frequencies ranging between 200 and 400 kc.)

Radar to Be Used

The report added that ultra-high frequency “will eliminate static and provide a visual as well as an aural course, if not omnidirectional courses.” New electronic control devices, including radar, it stated, “will also play a large part in post-war aviation.”

Both Government and private engineers pointed out that the 200-400 kc. range is well-suited for broadcast purposes. But they also observed that in large measure the drift is toward ultra-high frequencies for post-war broadcasting with FM looked upon as the mode destined to receive greatest impetus. Radio relay systems for FM, which should make feasible networking of FM stations, are also regarded as latent.

The lower frequency range would provide phenomenal primary coverage, even with present peak power of 50,000 watts. These channels, however, are more well-suited for static, and means of overcoming the higher noise level would be involved. This would be particularly true in the eastern states. On the other hand, a station operating in the lower frequencies centered geographically and in a relatively cold climate would have unparalleled coverage.

Engineering observers did not foresee any immediate opportunity for conversion of the 200-400 kc. range to standard broadcasting in the post-war era. Aside from the ultra-high frequency band, OWI pointed out that several other services, including maritime direction-finding and maritime radio beacons operate in that portion of the spectrum.

Moreover, those channels are all located internationally and even if decisions were reached in this country for dropping of these channels because of special requirements, there might be other nations that would desire them for that purpose for an indefinite period.

Thus, international conversations would be made easier, and perhaps in the first international telecommunication conference to be held following the war. The last conference was held in 1938 in Cairo. Scheduled for five-year intervals the next conference was to have been held in Rome in 1942, but was called off because of the war. Observers recalled that no telecommunication conversations were made between 1912 and 1927 because of World War I.

While engineers often have commented that the ideal broadcast band would be in the range from 150 to 500 kc., (instead of 550 to 1,600 kc.) that was before FM and its potentialities became evident. Moreover, the international distress frequency at 545 kc. would provide a more compelling factor, along with the maritime and mobile services in the range between 400 and 500 kc.

Depending upon developments, however, engineers would like to look with interest upon the possible opening of these lower frequencies for broadcast services, perhaps for ultimate development of a few high-powered broadcast stations to provide rural or practically national coverage.

Broadcasters to Get Gas
For Essential Activities

BROADCASTERS in the eastern gasoline shortage area are among the essential industries listed by the Army as eligible to apply for supplemental gasoline if the administration would “unduly restrict” their special civilian service.

Burdens of proof will be with the applicant, ODT warns. Applicants must be required to submit to ODT regional offices records of their operations. These will be expected to show that fuel is used for strictly essential purposes.

Stans Extended

STANDARD BRANDS, New York, has expanded the area in which it is promoting Stans to 26 states in the mid-central region. First started the campaign for the new vitamin tablets in six midwestern cities, the firm now has (Radio Gallery, Jan. 25). A total of 19 stations have been added in the mid-central area, in addition to cut-ins on 20 NBC, Standard Brands promotes the product in the area through audio announcements on leading stations of other networks. Agency is Ted Bates Inc., New York.

CUTTING CAKE for Logan Time, all-Army show on KLZ, Denver, on June 27, will be shown by Hugh B. Terry and Sgt. Herb Trackman, announcer. Aired as a public service feature, the program is said to have had the longest run for this type in the region. Studio audience and cast helped celebrate.

STANDARD REPORT
Agencies Get Monthly Account
Of Promotions From WJR

A STANDARD monthly report on merchandising and program promotions has been started by Owen F. Urige, advertising director and assistant general manager of WJR, Detroit, to inform advertising agencies on promotional activities of the station. The report was established by Mr. Urige, explained, in the face of growing demands from agencies for detailed and complicated reports which could not be prepared because of manpower losses.

In the monthly report, the station will inform the agencies of the courtesy announcements extended to each client, the number of mentions in syndicated news and gossip columns, the number of mentions in a radio gossip column for the two Detroit Sunday newspapers, both of which are paid for by the station, and the number of calls made on retailers, jobbers and wholesalers in behalf of the product. Asserting that in the future the station will decline to fill in questionnaires submitted by agencies for effort, the report will be made to indicate when air announcements are made plugging a particular show, nor will tear sheets or other visual proof be made.

Carrier Cable, Spiral 4,
In Use by Signal Corps

CARRIER equipment, used in a system known as “Spiral 4,” has eliminated the need for pole-line construction for Army communications. The Signal Corps now uses a single rubber-covered cable, the thickness of a lead pencil, to carry three telephone and four teletype circuits. Made in quarter-mile lengths, the ends have weather-proof connectors which snap together without splicing. With amplifiers along the way, “Spiral 4” will span distances up to 150 miles.

If the enemy should tap these lines, they would hear only an assortment of squeaks and buzzing, for the seven messages are sent through “desensitizing” frequencies by means of intricate apparatus, and unscrambled at the receiving end by a similar device.

DOW-JONES STUDIES
RADIO INDUSTRY

THE RADIO INDUSTRY is the subject of a Dow-Jones Survey published in the Wall Street Journal on June 12. The survey points to an estimated $6 billion backlog of orders, assurance a high rate of activity by the radio manufacturing industry in the coming year. Prices are indicated to be running as well or better than a year ago.

Referring to the national networks, the report says that NBC and CBS admittedly suffered a hard blow when they lost, in the past year, one third of their retransmission contracts. As to the actual harm suffered, it will be impossible to tell time to assay the damage. It summarizes the main point at issue as being the “exclusive option time” under which NBC and CBS were able to insure priority for their programs with their network stations. The decision came when the networks were expecting record business, the report said.

The Blue Network, owned by RCA, is reported to have made $200 million last year, all ploughed back into the business. While a greater profit was expected, it is said that RCA probably will not get any of it under the policy of network self-improvement.

Menaugh Commissioned
Serving Under Warner

ROBERT M. (Bob) Menaugh, superintendent of the House Radio Gallery, last week was commissioned a first lieutenant in the Army Reserve and assigned to the Bureau of Public Relations in Washington, War Intelligence Division. His immediate superior is Col. Al Warner, former CBS Washington commentator and president of the Radio Correspondents Association.

Menaugh has been superintendent of the House Radio Gallery since its formation in 1939. He was appointed to his present job from Indiana, but was employed by the House prior to his selection for the Radio Gallery assignment. He leaves in October, on completion of the Congressional assignment for the duration. His successor has not yet been named.

WKBW Now in Fulltime Operation With 5,000 w.

WKBW, Youngstown, pioneer CBS outlet, last Sunday (June 6) formally announced its operation with 5,000 watts day and 500 watts night. According to company officials, a fulltime 5,000-watt operation in construction of its directional antenna system. The station operates on 760 kc.

In announcing its construction permit prior to the freeze order of April, 1942, and material was cut from this year's program. With the July 7, 1941. Difficulties in obtaining required parts made it necessary to postpone the fulltime announcement several times. With all obstacles surmounted, the station went on fulltime 5,000-watt program this week. With the WAL report to the formal dedication on Sunday, Warren P. Williamson Jr. is president and general manager.
DAVID LILIENHTHAL, TVA chairman, declared recently "a sword of the democracies in war, Tennessee Valley Authority can readily be beaten into the plowshares of peace when victory is won."

Mr. Lilienthal went on to say that value added by manufacture in the Tennessee Valley increased 88% from 1933 to 1939, and that wages increased 85% in the Valley as compared with 73% for the entire country.

Thus, in the war and in the peace to follow, TVA is and will continue to function as a powerful progressive force.
DISCS SPONSORED
FOR TRAVEL CHECKS
AMERICAN EXPRESS Co.'s 12-
station campaign to promote trav-
ellers checks got under way last
week with sponsorship of a twice-
weekly quarter-hour of popular re-
corded music. Program is named
Cheque Your Music on all outlets
except WQXR, New York, where
classical discs are aired under the
title American Express Canale
de of Music (BROADCASTING, May 24).
Drive is directed at wartime trav-
ellers such as service men, induct-
tees, and families visiting camps,
and at those who are making trips
in connection with essential war
work. Contracts for 17 weeks were
placed through Caples Co., New
York. In addition to WOR and
two key BLUE outlets, WJZ, New
York, and WENR, Chicago, sta-
tions used are: WTOP WSB WIOD
WDRC, KDKA KNX KPO KOMO
and one outlet in Texas.
Crosby Returns
CONVERSION of the Del Mar (Cal.)
Turf Club into a war airplane parts
factory by its owner, Bing Crosby,
star of the weekly NBC Kraft Music
Hall, sponsored by Kraft Cheese Co.,
was announced late May. Singer-
comedian on June 8 returns to his
weekly radio series after personal ap-
pearances at Army camps and War
Road rallies across the country.
‘True Story’ on 106
MacPADDEN PUBLICATIONS’
spot radio schedule for True Story
Magazine, which varies from time
to time, last month was carried on
106 stations. Five-minute trans-
scribed programs are used. A series
of 52 such programs distributed
over a period of a year, starts on
WOR, Hartford, June 11. Agency
is Raymond Spector Co., New
York.
GABRIEL HEATTER, Mutual com-
mentator, who leaves for a two-week
vacation following his June 11 broad-
cast, will be replaced by Frank
Nugier, newscaster of WOR, New
York.

Dear Mr. Caparelli:

It often happens that someone turns
in an excellent job but no one is appreciative enough
to talk about it.

With that thought before me, I was
prompted to speak out loud, as it were, and tell you
how much the International News Service has meant to
WFIL during these trying times.

WFIL is one station which has given
over a substantial percentage of its time to the disse-
mination of news and in this connection the International
News Service has not only played its part but played it
exceedingly well. We frequently find we are not only
first on the air with the latest news but also most im-
portant is the fact that we can always count on the news
being complete in every detail and authentic.

As you might gather from the above,
we are glad we are associated with the International
News Service.

Cordially,

ROGER W. CLIFF

Page 24 • June 7, 1943
OVER
RIGHT
THE
FENCE!

A bunt will often bring a man home from third. A hit will sometimes put a man on first, second, and third. But the play that brings the bleachers to its feet cheering is the sock over center-field fence. Now, 50,000 watts in the Siberian wilderness would be power without persuasion. But pivot them in Pittsburgh to take in all Allegheny County and the 71 tri-state counties which embrace 60 towns of 10,000 population or more, and you've got something. In short, you've got KDKA, which covers the outfield as well as the infield. Batter up!
**UTING** its regular schedule of announcements for Super Suds on five New York stations, Clogete-Palosolive-Peet Co., Jersey City, conducted a contest for the best liner on the product, offering a total of $50 for coats as prizes. Contest had an additional promotional angle in the use of the name of I. J. Fox, New York fur company from which the coats, scarves and fur-trimmed coats were purchased by Clogete. Sponsor paid the full cost of the contest including the cost of the prizes. Radio is being used as a supplement to an extensive local newspaper advertising campaign. Agency is William Esty & Co., New York.

**News—Know How**

THREE-COLOR brochure, titled “News—Know How,” tells how to buy the best.由DKL, Denver, newsheets are prepared. Illustrated with photographs of the news staff, mobile units and newscasts. The booklet has been mailed nation-wide to timebuyers, sponsors, agencies and clients.

**Recipe Book**

A WARTIME recipe book, prepared by General Foods Corp., New York, is being offered to listeners on several of the company’s radio programs. The 40-page booklet, designed to help housewives make the most of foods easily obtainable at retail grocery stores, was compiled by G-F’s consumer service.

**Bless Her**

WNAX, Sioux City-Yankton, recently released a green and brown color mailing piece relating success of women’s participating program “Your Neighbor Lady.” Copy emphasizes radio selling as distinct from advertising, and represents Wynn Hubsler, “Your Neighbor Lady,” God Bless Her, in caricature.

**WESX Uses Life Format**

WITH a front page simulcast cover of Life magazine, WESX, Marblehead, Mass., has issued a 12-page coated paper piece in two colors with pictures emphasizing station’s artists, technical setup, services, etc. First inside right hand page explains that WESX attempts to keep its pledge at all times to “serve,” the public, in this case, being the North Shore Broadcasting Company’s area comprising 10 cities and 20 towns as listed. Map shows WESX’s in primary area are located. “The best local station in the United States and we can prove it,” says the brochure, which has been distributed to the trade.

**Film Tie-up**

IN A PROMOTION tie-up, RKO Radio Pictures Inc., is conducting a local search through its weekly 60-minute amateur program, Opportunity Hour, sponsored by Photofax, Los Angeles, on KNX Hollywood. War Bond is given winning contestant each week by the petro firm with a film contract to be cast and winner at end of each 13-week period. Search is designed to discover outstanding amateur stars aged 17 years. RKO also spots featured stars on programs to publicize current film releases.

**Educational Bid**

WCCO, Minneapolis, makes a bid for interest of 5,000 Northward schoolteachers in the promotion of important club tours, through a booklet exploiting educational stations. Idea is to set up proof of WCCO’s service to the general public. Booklet is 8 1/2 x 5 1/2, two colors, with high caliber art work. Program materials prepared in the booklet are local; an attached smaller piece lists CBS educational shows carried by WCCO. First right hand page is a quote from Lyman Bryan, CBS director of education. Foreword is by station manager, E. E. J. Edelstyn.

**Rabbit Land**

LISTENERS to Do You Know the Answer, on WOV, New York, have multiplied so rapidly since the program started several months ago, the station is publicizing the fact with a pink folder titled “Take the Case of Rabbits!” Since the folder was printed, Curtis Publishing Co., Philadelphia, has taken over sponsorship of the six-week series for the Saturday Evening Post, an insert inside the folder is a map of “WOV’s Rabbitland.” A picture of the 16 primary counties WOV covers.

**Super Promotion**

TO PROMOTE Superman, program, now sponsored on the full MBS network by Kellogg Co., Battle Creek, Mich., both the advertiser and Superman Inc., copyright owner, are using the character’s newspaper, magazine and motion picture tieups, a total of more than 2,000 Kellogg jobs, and 211 Mutual stations. The latter receive giant folders containing samples of the promotional material, including sample ads, suggested announcements and dealer tie-ups.

**Flash Bulletin**

BLUE SPOT SALES released on June 1 is the first release of a monthly “Flash Bulletin,” to agencies. The contents include short items on WIZ, New York; WENR, Chicago; KGO, San Francisco; and the Pacific BLUE network, all represented by the spot sales department. Exceptional time periods available will be listed. Four-page bulletin, produced by photo offset process, will be edited by Murray B. Grabhorn, national spot sales manager.

**RECORDINGS by the WOR Recording Studio**

of the recent speech before Philadelphia’s Rotary Club by Miller McIntosh, president of MBS. [BROADCASTING, May 31], will be circulated throughout the country for use by local advertising clubs and similar organizations. He proposed advertising citation for war service.

---

**with a $10,000,000 resort business annually and a work-a-day side of 85 industries including the world’s largest transformer plant**

**IS A PROSPEROUS PORTION of the $1-Billion-Dollar Market put together by**

**THE POWER**

**THE PROGRAMS**

**THE POPULARITY**

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 11/2-billion-dollar retail market. WGY—with the region’s highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC’s great shows, plus such topflight local programs as “Speaking of Books,” the “Market Basket,” and the “Farm Paper of the Air,” give WGY 3 1/2 times as many listeners as the next nearest station.

WGY’s first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today, WGY is a regular listening habit in the 1,045,700 radio homes of the Hudson Circle.

“A market which includes such cities as Schenectady, Troy, Albany, Utica, Rome, Kingston, Elmira, Amsterdam, Binghamton, Burlington, Watertown.
WKBN, Youngstown, Ohio, announces completion of its expansion program and immediate operation on 5000 watts day and night at 570 KC. WKBN is now one of the most powerful stations in Northeastern Ohio and Northwestern Pennsylvania—the only CBS station to serve all this important industrial area!

<table>
<thead>
<tr>
<th>PRIMARY COVERAGE</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day (.5mv)</td>
<td>3,735,146</td>
</tr>
<tr>
<td>Night (2.5mv, Directional)</td>
<td>984,488</td>
</tr>
</tbody>
</table>
149,000 people—more than the population of the entire state of Nevada or Albany, New York—have moved into Cook and five adjoining counties since the last census was taken. The attention of the 149,000 people—who inhabit this great invisible city—is presented as a bonus to the advertisers who place their campaigns on WMAQ.

Obeying Highest Court, FCC to Rehear WCCO and WMT Interference Pleas

ACTING pursuant to the Supreme Court mandate in the NBC-KOA case, the FCC last Tuesday granted two pending applications for rehearing, to allow the parties in interest full participation rights, as required by the highest tribunal. WCCO, Minneapolis, clear channel outlet, had petitioned for rehearing against the grant of a special service authorization to WNYC, New York, municipally-owned which in effect would give New York station full time and break down the clear channel. The Commission set aside the grant to the New York station and designated the application for hearing, with WCCO a party. Simultaneously, however, the Commission announced denial of the petition of the Clear Channel Broadcasting Service for rehearing and intervention directed against the WNYC grant.

KJSB Grant Revoked

In its second action stemming from the Supreme Court precedent, the FCC adopted orders granting the petition for rehearing by WMT, Cedar Rapids, Iowa, against the FCC action of April 14, 1942, granting without hearing the application of KJSB, Jamestown, N. D., for modification of license to change frequency from 1400 to 600 kc. and power from 250 watts day and night to 100 watts night, 250 watts day, full time. The Commission set aside the grant to KJSB of which John W. Boler is president, and designated the application for hearing upon specified issues, with WMT a party to the hearings. The Commission announced that on its own motion it had granted a special service authorization to KSJB to permit it to operate on 600 kc. with 100 watts night and 250 watts day “pending hearing and determination by the Commission on KSJB’s application for modification of license.”

New Hearing on KOA

The FCC May 26 ordered a new hearing on the applications of WHDH, Boston, and WJW, Akron, for authority to operate on the KOA clear channel of 850 kc., following the Supreme Court ruling in the KOA case. A preliminary conference between counsel and Commissioner C. J. Durr, who will preside at the hearing, is scheduled for June 9. Reports were current that NBC, having established the legal principle, might not be disposed to pursue a new hearing. If that ensues, presumably WHDH and WJW, now in the process of moving to Cleveland, would remain at the frequency without the necessity of hearing, operating with 5 kw. The Boston station already is a BLUE Network outlet and WJW is slated to join that network upon location near Cleveland about Aug. 1.

Bitner Is Named Head Of WPB Printing Body

HARRY M. BITNER, publisher of Hearst’s Pittsburgh Sun-Telegraph and part owner of WFBM, Indianapolis, has been appointed director of the WPB’s Printing & Publishing Division. Donald D. Davis, WPB Vice-Chairman for Operations announced last week, Mr. Bitner succeeds William G. Chandler, who had been on leave as a member of the Advisory Board of Scripps-Howard newspapers. Previously, Mr. Bitner had come to WPB in March as Deputy Director of the Printing & Publishing Division. In December, 1941, the FCC had approved a deal in which Mr. Bitner, then holder of controlling interest in WFBM, had sold 1,000 of his 1,822½ shares to members of his family. The Pittsburgh Sun-Telegraph, of which he is president and publisher, is owner of WCAE, that city.

TWIN FALLS COUNTY
68TH IN THE UNITED STATES IN CASH FARM INCOME

K T F I
“PULSE OF THE MAGIC VALLEY”
WBAL SPOTLIGHTS EACH PHASE OF WAR EFFORT IN SERIES OF "DAYS"

Knowing that people in the Baltimore area were vitally interested in doing everything possible to cooperate with the war effort—and believing that they would be greatly helped by a full explanation of the parts they could play—WBAL last October launched a series of special "days."

Each "day" is devoted to one phase of the war effort, with from 6 to 10 programs covering various angles of the subject. Included in the series have been "Women at War Day" "Navy Service Day" "Army Service Day" "Red Cross Day" "Industries at War Day" "Civilian Defense Day" "Women Power Day" "WAAC Day" "Farmers at War Day" Practically all the programs presented on these "days" are especially prepared dramatizations, written in most cases by the WBAL staff, or by the Government Department affected. The programs are factual, helpful—designed to answer the questions in listeners' minds as to how they can best be of service.

With its many war plants, Baltimore is a critical labor area, where more and more women are needed to replace men called into service and to keep production mounting. On "Women Power Day," WBAL programs covered Women in Ordnance, Women in Aircraft, Women in Men's Shoes, Women in Transportation, Women in Training, Women at War and Women in Communications.

Surely congratulations to WBAL are in order for this soundly planned series of contributions to the war effort!

Can soldiers sell? Ask WALB!

Not long ago, soldiers from Turner Field joined forces with WALB, located in Albany, Georgia, to boost the sale of War Bonds on the station's weekly 45 minute program. In their second appearance, the soldiers hung up a new record, topping the old mark of $15,000 with a figure of $21,500.

Victory Guardin’ Tips from WHEB

On the cover of the April Program Schedule of WHEB, Portsmouth, N. H., are the following good tips:

1. Guard against paying prices above legal ceilings.
2. Guard against gossiping detailed information about the armed forces.
3. Guard against waste—against buying more than you need.
4. Guard against hogging more than your fair share of unrationed foods, clothing and other necessities.

One of the great things of this war... RADAR

Perhaps you remember Western Electric's ad with this cat picture—which appeared in March 15th Broadcasting. It told you of "electrical cats" which enable our armed forces to pierce darkness, clouds and fog.

We can now tell you more. That equipment is RADAR, which unerringly spots unseen ships and planes—follows them—gives their distance, course and speed—enables our gunners to blast enemies they can't see! Bell Telephone Laboratories helped develop RADAR—and Western Electric is today one of the largest manufacturers.

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, we will use it in one of this series of War-Grams.

WSB helps to get war workers

Down in Atlanta, WSB and the Office of Civilian Defense are putting on a 15 minute program, "I Want a War Job," which gives listeners much helpful information on war work. On the first day after the first show, the U. S. Employment Service recorded a 25% increase in applicants and the local Civil Service office reports an average increase of over 200 applicants per day.

WBAL programs triple blood donations

A certificate of appreciation for "outstanding cooperation with the American Red Cross Blood Donor Service" has been presented to WCKY, Cincinnati. As a result of 18 weeks of "Let Freedom Ring" broadcasts from this station, Cincinnati blood donations were more than tripled—from 900 pints in the week of November 13th to 2801 pints in the week of March 20th. Here is a contribution which can be measured in terms of human life!
There are hundreds of different Baltimore - including many who manufacture everything from hats to pharmaceuticals, plants listed operate some of the diversified plants.

Maintenance of this established diversification will enable Baltimore to adapt itself promptly to the needs and processes of America's economy.
Industrial classifications insure progress in the nation's known companies from ships, soap and straw and planes. The companies are important of these diversified industries. From Baltimore to Waverly Press.

Three of a Series

Edward Petry & Co., Inc.

A. Schreter & Sons Co., Inc.
I. Sekine Co., Inc.
Shell Oil Co., Inc.
Sherwood Brothers, Inc.
S'gel Rothschild-Gans Bros., Inc.
The Simpson & Doeller Co.
The Sinclair-Scott Co.
The Slaysman Co.
J. E. Smith Co.
Solarine Co.
Southern Envelope Co., Inc.
Southern Packing Co., Inc.
Dan A. Sprosty Bag Co.
The Stadium Mfg. Co., Inc.
Stand. Cap & Molding Co., Inc.
Standard Gas Equipment Corp.
Standard Metal Refining Co.
Standard Oil Co. of N. J.
The Standard Overall Co.
Standard Pharmaceutical Corp.
Standard W. Phos. & Acid Wks.
The Stieff Co.
Chas. M. Stieff
Straus, Royer & Strass, Inc.
Strouse-Baer C.
Suburban Cl. Carbonated B. Co.
Swift & Co.
Swindeil Bros., Inc.
Arthur Thompson & Co.
Thomsen-Ellis-Hutton Co.
The Torsch Canning Co.
J. A. Tumbler Laboratories
Union Brothers
U. S. Industrial Chemicals, Inc.
U. S. Printing & Lithograph Co.
Universal Machine Co.
Virginia-Carolina Chem. Corp.
Voneiff-Drayer Co.
Wilton & Sa., Inc.
Ward Baking Co.
Waverly Press, Inc.
The H. C. Weiskittel & Co., Inc.
Western Electric Co., Inc.
Western Maryland Dairy Corp.
Western Maryland Railway Co.
Westport Paving Brick Co.
The White Co.
The F. L. Wight Distilling Co.
Williamson Veneer Co.
Winchester & Woods
Worcester Wire Novelty Co.
Yale Underwear Co.
Young Aniline Works, Inc.
The J. S. Young Co.
Young & Selden Company
William F. Zeller Co., Inc.

H. Hubbert & Son, Inc.
Hubbard, Westcott & Dunn's, Inc.
International Bedding Co.
International Products Co.
C. Isaacs & Co.
Jacobs Bros., Inc.
Jersey Ice Cream Products Corp.
Joslyn Co.
J. K. Nyland, Inc.
Koester Bakery Co.
Kemp & Kene Co.
H. H. Killian Co.
Schallhein Co.
Lord-Mott Co.
Lyon, Conklin & Co., Inc.
Mangels, Hergo Co.
Marlboro Shirt Co., Inc.
The Glenn L. Martin Co.
Maryland Baking Co.
Maryland Biscuit Co.
Maryland Bolt & Nut Co.
Maryland Car Wheel Co.
Maryland Color Printing Co.
The Maryland Drydock Co.
Maryland Glass Corp.
Maryland Match Co.
Maryland Metal Building Co.
Modern Mfg. Co.
The Monitor Controller Co.
Morris & Co., Inc.
Mt. Vernon-Woodby's, Mills, Inc.
Mutual Chem. Co. of America
National Biscuit Co.
National Brewing Co.
National Can Co., Inc.
National Can Retinning Co.
National Casket Co., Inc.
National Color Printing Co., Inc.
National Distillers Products Corp.
Natl. Enamel. & Stamp. Co., Inc.
National Lead Co.
National Plastic Products Co.
National Sash Weight Corp.
Nelson Company
The Novelty Steam B'ler W. Co.
Nozema Chemical Co.
Oles Envelope Corp.
Owens-Illinois Can Co.
Owens Yacht Co.
Parker Metal Decorating Co.
Paturzo Bros. & Son, Inc.
Pennsylvania Railroad Co.
Philadelphia Quartz Co.
Phillips Bros., Inc.
The C. M. Pitt & Sons Co.
Pittsburgh Plate Glass Co.
Polan Katz & Co.
Pompeian Olive Oil Corp.
Porcelain Enamel & Mfg. Co.
Potomac Poultry Food Co.
Potthast Bros., Inc.
The Procter & Gamble Mfg. Co.
Purecan Compressed Gas Corp.
Raleigh Manufacturers, Inc.
Reid-Avery Co.
Renneburg & Sons Co.
Resinol Chemical Co.
Revere Copper & Brass, Inc.
Rheem Manufacturing Co.
Roberts Bros., Inc.
W. H. Roberts & Co.
S. Rosenbloom, Inc.
Rustless Iron & Steel Corp.
Rutledge Mfg. Corp.
S. Schapiro & Sons, Inc.
The Frank G. Schenuit Rub. Co.
Schindler Peanut Products, Inc.
Schloss Brothers & Co., Inc.
The Schluderburg-Kurdle Co.
Schmidt Baking Co., Inc.
Schneidereith & Sons
J. Schoeneman, Inc.
The Schofield Co.

Samuel Kirk & Son, Inc.
C. Knipp & Sons
Keith Bros., Inc.
H. Koester Bakery Co.
Kramer Co., Inc.
C. Lang & Son, Inc.
Langrall & Bro., Inc.
Brothers Brothers
Brothers Bros., Inc.
Brown Thread Co., Inc.
Brown Bros., Inc.
Brock Insulator Corp.
Brad Baltimore Press
Maryland Paper Box Co.
Maryland Paper Products Co.
M. & Penna. R. R. Co.
Maryland Sanitary Mfg. Corp.
Maryland Steel Products Co.
May Oil Burner Corp.
McCormac & McCambr'e Co.
McCormick & Co., Inc.
H. J. McGrath Co.
Men's Hats, Inc.
Mexican Petroleum Corp.
The Alexander Milburn Co.
Miller Metal Products Co., Inc.

WBAL
50,000 WATS
Baltimore
ONE OF AMERICA'S
GREAT RADIO STATIONS
Represented Nationally by
Edward Petry & Co., Inc.
Radar's Legacy

Since the military high command drew back the curtain on April 23 and revealed the magic of radar, hundreds of thousands of words have been printed about this "secret weapon" of World War II. Almost every day now achieve- ments are credited to this offshoot of the vacuum tube using the ultra-highs and which, by means of boomeranging radio beams, detects distant enemy ships and planes and makes possible point-blank firing irrespective of weather, season or hour.

What will radar mean in the post-war era? That question, in the crafts, is practically automatic. It will give to aviation an almost unbelievable safety-factor, with all-weather flying a certainty. Ships on the high seas can forget about fog, icebergs or other obstructions. Railroads may find in it a substitute for their complicated semaphore and signaling systems.

These are the certain safety-of-life factors. There will be others, when the whole story of radar is unfolded after victory is won.

In the radio broadcasting and communications pursuits there are other advantages which are self-evident, though not in their provision of any new all-inclusive broadcast service. Radar utilizes the ultra-highs. That is the area of the spectrum in which such services as television, FM and facsimile will find their haven.

The amount of money spent in radar production since 1940 is measured not in millions, but billions. For the 1943-44 fiscal year, some $6,000,000,000 is sought for Army and Navy electronics and radio equipment—much of it for radar. High power is being used in the ultra-highs for this transmission, overcoming many of the developmental and operating difficulties that would have confronted private industry if it would have undertaken this work in normal times.

Inevitably the bi-products of radar development of the last few years will be of in-calculable value to television and FM and other services. The plant capacity for production of tubes, increased many hundred-fold since Pearl Harbor, will establish a made-to-order production line for these new public radio services. The same goes for receiver and transmitter production. Experienced manpower, fresh from military service, will be available in abundance for this highly specialized work.

Engineers know that one of the biggest problems in connection with use of the ultra-highs has been the development of tubes and transmitters using power of sufficient strength to overcome distance. The war and radar brought together the efforts of many and trained some of the best scientists and physicists of the nation—from all laboratories and plants, from Government and private life. They have worked together as a team to attain the phenomenal results that combine to make the American type of radar.

In normal times it probably would take from 25 to 50 years to accomplish the results achieved in the last two or three years through the Army-Navy coordination that has brought radar. Because of patent secrecy and the competitive picture, private laboratories obviously would have moved cautiously. All these brains were pooled under the stress of war conditions and military needs.

All this tremendous impetus given the ultra-highs by virtue of radar's development will accrue to the benefit of these public uses in the happier days ahead, after the war is crushed. And radar, thanks to American engineering genius, is getting in some heavy licks on that road to "unconditional surrender."

Usurping Congress

Unless we miss our guess, the Supreme Court in opinion in the network cases, coupled with the all-out administration attack on newspapers, will become a dominant political issue in the campaign coming up. It isn't what the opinion does to radio or to contractual relations between network and affiliates. That's simply an isolated aspect. It's the broad regulatory pattern which the Supreme Court has cut, using the network cases as the vehicle. It's the question of whether the Administration is reaching out to control the media of expression, in contravention of the Constitutional guarantees.

The court, in the now famous Frankfurter opinion, usurped the power of Congress. It didn't interpret the Communications Act—it wrote new law. The Act, for example, stated explicitly that the FCC shall have no power to censor programs. But the Court majority said that the Commission is not simply a "traffic officer," but that Congress put upon it the burden of determining the composition of that traffic.

Radio's only traffic commodity is the program. The FCC, thereby, as lawyers familiar with radio jurisprudence see it, is authorized by the highest tribunal to regulate programs.

That is only one of the broad new regulatory powers the FCC now possesses in its opinion. Multiple ownership of stations is decided by something more than mere inference. The Court appears to give the FCC the precise formula it may use in wielding these extraordinary powers. Newspaper ownership or multiple ownership, or regimentation of the marvellous new public services destined to blossoms after the war—television and FM—could be accomplished by adopting the language of the Frankfurter formula. Evidently all the FCC has to say, is that its policy rulings will, in the public interest, effectuate a "larger and more effective use of radio". The opinion skillfully tied together the ambiguous public interest clause with the wholly remote technical clause in language to effectuation. That's something for anyone having any stake at all in radio and its future to ponder.

Government attorneys may argue that these are rash and irresponsible deductions—that they constitute "dicta." But seasoned observers and those in high political office don't see it that way. That's why, we predict, much more will be heard in the halls of Congress and in the political campaign, about the Frankfurter opinion, than the FCC's great power, and the "death knell" of the Constitutionally guaranteed freedoms.

What can be done? Congress, despite its lethargy on some legislative matters (and radio has been a step-child for about 15 years) is not prone to let usurpation of its powers go unchallenged. It hasn't permitted even the executive branch to take over its legislative functions. It wouldn't be disposed, we assume, to permit the courts to go afield.

Through some sort of legislative expression Congress should, forthwith, say that it never intended that the FCC should "control the traffic" in broadcasting. This might be done by a "sense of the Senate" resolution, or by a special enactment, lest the courts spread the Frankfurter philosophy to cover all administrative agencies and all media of expression.

At the moment, radio alone is in the switches. Tomorrow it may be the press. Radio must carry the ball initially at the hearings connected with the White-Wheeler Bill. It may be unfortunate that a radio case is destined to become the vehicle for a knock-down political fight. That isn't of radio's choosing. The fact that the FCC hasn't yet invoked the broad authorities conferred upon it by the Frankfurter opinion doesn't mean that it won't. Meanwhile, it provides the FCC's power-grabbing majority with an unusually potent argument to keep the boys—networks and stations alike—in line.

It's up to Congress to retrieve its authority—now lost under the Frankfurter opinion. And it's up to all those who believe in the freedoms to see that Congress understands the issue.
O

VER A COKE in a drug-

store in Ypsilanti, Mich., ap-

pliance business operator, met by chance the lawyer for the deceased owner of WJBK. A few weeks later, in the summer of 1930, Mr. Hopkins was enroute to Detroit, a 50-watt share-time radio station in the back seat of his car. On the front seat next to him was a metropolitan paper that went to some pains to point out that there was no clamorous demand for another radio station in the city. 

Freddy Hopkins would be the last to question the truth of that statement. When he set up operations, using records exclusively and limiting commercials, he received some nice fan letters—but found time hard to sell.

The success of WJBK came later, when the station casually discovered that Detroit's foreign language population offered a fertile field for specialized programming. WJBK is now the big name in Detroit's foreign language radio. The station has sold nearly $1,000,000 worth of War Bonds to a foreign language population which had been described in a national magazine as "apathetic toward the war".

Freddy Hopkins is a native of Ypsilanti, born March 2, 1902. At 16 he left Ypsilanti high school to enlist in the Marines, where he was motorcycle orderly to the late Gen. Smedley D. Butler. In France, he was stricken with meningitis, recovering only after a long siege in hospitals abroad and home. After the war he finished high school and entered the U. of Michigan.

During his third year at the university, Freddy left school to buy a radio and appliance business. He was engaged in this when that accidental meeting over a coke brought him the 50-watt station, and a construction permit.

His first radio operations were at Ypsilanti, but in a matter of weeks he learned that the city was too small for its own station and too near Detroit to compete with the city stations. Seeking new capital to set up in the great motor city, he found two backers. One of them, Richard Connell, remains a partner in James F. Hopkins Inc., today—enterprises including two small war plants and the Michigan Music Co., distributors of music.

In those early touch-and-go days, WJBK reflected Freddy's interest in sports. At one stage he planned to make it the outstanding local sports station, broadcasting Red Wing hockey games, professional and college football, and baseball. But the telegraphic reconstruction idea came on so well that more powerful stations, finding that important money was involved, outbid WJBK for the rights and network advertisers took over the play-by-play accounts by sheer weight of financial resources.

While this was going on, a freelance salesman dropped in one day with an offer involving programs beamed at Detroit's Polish audience. The management accepted it reluctantly, even snootily. But the audience response was amazing and today WJBK has programs in 14 foreign tongues, its Polish programs alone using 50 persons and averaging four hours daily. The station operates around the clock with 250 watts.

WJBK's big war job is bringing Government messages to the foreign language group. Its foreign language program director, Stanley Altschuler, devotes full time to selling bonds, and the station handles rallies, auctions and special drives.

In addition to his work at WJBK, Freddy Hopkins is vice-president of the Committee for Wartime Foreign Language Broadcast Control.

Shopwork is one of his hobbies.

EARL H. GAMMONS, CBS Washington

ton director, left Washington May 30 for Cresco, Ia., where his father, Rev. John Gammons, was suddenly struck down. Last reports were that the elder Gammons was recovering.

GERALD PATTERSON, former eastern advertising manager of Scientific America, has joined the sales division of the New York office of Joseph Hershey McGilvra Inc., New York.

CLAIR CHAMBERS, commercial manager of CKGW, Moncton, N. B., has joined CKSK, Sudbury, Ont., as manager. He is in charge of the CKSK-Sudbury Star sales office at Toronto.

JOHN E. FLATLEY, former advertising manager of the Mission Orange Bottling Co., Chicago, has joined the Chicago sales staff of Weed & Co., station representative. Mr. Flatley was at one time with the advertising department of the Chicago Tribune.

W. M. ANGLE, president of Stromberg-Carlson Co., participated in a panel discussion at the National Assn. of Manufacturers conference on public relations in Cleveland, June 4.

ROB BOWLES has joined WGBK, Charleston, W. Va., as salesmanager.

ROB GARDINER, former manager of a Cedar Rapids collection agency, has joined WMT for Cedar Rapids, as radio advertising representative.

LYNN L. MEYER, account executive with D. S. Mann & Assoc., Minneapolis, has been named sales director of WJTV, Chattanooga, Tenn., including KLO, Salt Lake City, Ogden, KOVO, Provo and KEUB, Price.

GERALD PRESTON, who has been elected by the Board of Directors as assistant treasurer of the Iowa Broadcasting Co., operating KSOK, KMT, Des Moines, and WMT, Cedar Rapids, has been with the firm since 1927.

HILL LOVE, formerly of CFQN, Calgary, Alta., and son of H. G. Love, presently directing the station in St. John, N. B., which was last week graduated as a second lieutenant in the Canadian Artillery. Both of the above Canadian stations are now in the play-by-play business.

M. J. HUMPHREYS, commercial director of CFCF, Montreal, has been transferred to the Canadian Marconi Co.'s expediting department on war production. He is replaced by Perley E. Hilt, former night supervisor of CFCF, who has been with the station since 1938.

MARTIN FINLEY, on leave as publisher of the Don Lee Broadcast-

ing System, Hollywood, as intelligence officer for the Army in Irel-

and, has been promoted to captain of infantry.

NUBLT. KENNETH LEIGH.

McGill, Royal Canadian Navy, son of Ernie Smith, sales promotion direc-

tor of CFCF, Montreal, has graduated from McGill U. with the highest standing in electrical engineering, and has been awarded the highest Isaak, gold medal and first prize award-

ed by Montreal Light, Heat & Power Co.

Others are hunting, fishing and raising flowers. He married Ruth Luscombe of Ypsilanti in 1922, and has two sons, Robert and Wallace.

Sylvester Q. Cannon

SYLVESTER Quayle Cannon, a member of the Latter-Day Saints Church Council of Twelve Apostles, and president of the Radio Service Corporation of America, operators of KSL, Salt Lake City, died last week at 77. Mr. Cannon has been president of Bishop of the Latter-Day Saints from 1925-38, directing the financial affairs of the Mormon Church, and another 5,000 members of the Aaronic priesthood.

His other activities included: pres- ident of the Deseret News Publish-

ing Co.; engineering (City Engi-

neer, Salt Lake City, 1913-25), and business. He was married in 1904, leaves a widow and seven children.

NAB, was elected alumni president of the New York Advertising Club.

JOHN R. MAVIS, sales manager of KXJ, San Diego, has been elected a member of the San Diego Advertising Club.

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BEHIND THE MIKE

FARMERS BUY IN NEAREST SMALL TOWN

IN THE No. 1 Farm Market, small-town merchants do 61.5% of the retail business, according to Dr. Wendell R. Smith, U. of Iowa. First in total volume over one thousand retailers with annual sales of $10,000-$19,000, most of whom are in towns under 5,000 population, where farmers prefer to trade.

According to Dr. Smith, trading centers of the area may be divided into three types:

1. Villages and small towns, located about every 7 miles, supply convenience goods and services to adjoining territory.

2. Larger towns, or county-seat towns, found about every 25 miles, supply convenience goods and specialized services to larger trading areas.

3. Small and medium-size cities, on major transportation lines, rank higher in specialized services and shopping goods sales.

The No. 1 Farm Market, concludes Dr. Smith, is the complete reverse of the national pattern, since cities of 100,000 or more population account for only 10.8% of total retail sales.

Obviously, to influence sales in such a market, radio advertisers need a station programmed for that market alone. KMA is the only station devoting 70% of its time to the specific needs of the 3 million people in its 151 primary counties.

If you’d like to know what that means in results for advertisers, write for your copy of our latest Market Data Brochure.

KMA
Blue Network

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

151 COUNTIES AROUND SHENANDOAH, IA.

Free & Peters, Inc.

Page 34 • June 7, 1943
TODAY, IN BUSINESS AS IN LIVING, THE ESSENTIAL THINGS COME FIRST!

Bread...and the Philadelphia Market

A loaf of bread?...the Liberty Bell?...the Philadelphia Market?...What have they to do with each other? Simply this...
The people of America know that bread is essential...Without it the Nation's dinner pail could be as bare as Mother Hubbard's legendary cupboard!

And the business men of America know equally well that advertising is essential...that advertising in the right markets is doubly essential—particularly now—or back they could go to the days of cracker barrels and oil lamps!

Philadelphia is one of those right markets...and KYW the essential station...because KYW, like scrapple, is to the Philadelphian's taste...its directed coverage saturates the market from the Appalachians to the sea. As one of the fastest growing victory centers in America, with an 80% increase in effective buying income in three years and a 21% increase in retail sales, the Philadelphia market of 5,500,000 people is yours with KYW.

KYW...PHILADELPHIA
One of Eleven Stations in Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations which reach out to 55% of the radio families in the United States (primary areas only)...eleven essential markets where the buying power is 34.2% greater than the country's average.

Yes, eleven stations and markets as essential to American business for the maintenance of war and peacetime sales as bread and liberty are essential to Americans for the maintenance of life.

KYW • PHILADELPHIA
WGB • New York KOA • Denver
WRC • Washington KPO • San Francisco
WMAQ • Chicago WBZ • Boston-Springfield
KDKA • Pittsburgh WGY • Schenectady
WTAM • Cleveland WOWO-WGL • Fort Wayne

NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—Philadelphia
TED SEALY, a former buyer and merchant in Cedar Rapids and Iowa City, recently released from the Army at Camp Wolters, Tex., has joined the continuity staff of WMT, Cedar Rapids, la. Wanda Montz, at one time radio editor of the Cedar Rapids Gazette, has moved from the WMT Waterloo studio to Cedar Rapids, as continuity writer. She replaces Paul Clark, who moved to KVOR, Colorado Springs.

MILTON SAMUEL, western division publicity director of BLUE, Hollywood, is the father of a girl, born May 31. Samuel formerly was with NBC, San Francisco.

COLIN DAWKINS, formerly on the faculty of State Teachers' College, Trenton, N. J., has joined the production staff for all-night programs on WABC, New York, alternating with Robert Reil, and relief for Bob Barrett resigned. Robert E. Lee, formerly of the CBS engineer maintenance department, has been assigned as engineer on WABC's all-night programs, replacing Sydney Samuels, who has been transferred to the day shift.

FRANK S. OLIVER, for 15 years a director and producer, has been named an assistant in the network operations department of CBS.

ALAN FISHBURN, former actor and freelance writer, has been appointed assistant to Kenneth MacGregor, program director of WGN, Chicago. Edmund Kahn, formerly of the program department, has been transferred to production.

J. H. GRIM, former radio director of the Minneapolis Star Journal and Tribune, has been promoted to first lieutenant.

BILL VANCE, writer-producer of WLW, Cincinnati, is father of a girl born May 25.

WAVE DOESN'T JUMP FOR JOY (Ky.)!

Chances are, WAVE doesn't even jump to Joy (Ky.) much less for Joy. But don't let that make you sad. WAVE does leap all over the big Louisville Trading Area, which, with 57.5% of Kentucky's buying power, is a count in this State! To gladden your heart further, WAVE gives you this market at lowest cost—gets listened to because it's the only NBC station within 100 miles. To WAVE, and you'll jump for joy.

LOUISVILLE'S WAVE

5000 WATTS...970 E.C.R.E.
FREE & PETERS, INC.
National Representative

In The Fast Growing
SALT LAKE MARKET
It's

BROADCASTING • Broadcast Advertising

Utah's NBC Station

National Representative
JOHN BLAIR & CO.
IN RECOGNITION
OF CONTINUED EXCELLENCE
IN PRODUCTION A STAR
HAS BEEN ADDED TO
hallicrafters
Army-Navy
BURGEE

TO PRESERVE THE FOUR FREEDOMS!

... freedoms that are uppermost in the heart of every American. Workers in industry have toiled unceasingly to build peak production to enable their country to be the world's best equipped fighting forces to protect these freedoms.

The Hallicrafters employees have twice been cited by their country for excellence in production ... once with the Army-Navy "E" Burgee ... and now the addition of a star to this Burgee for continued excellence in producing communications equipment so vitally needed by our boys on all fronts.

This new honor will serve as an additional incentive to greater production.

BUY
MORE BONDS!

hallicrafters
CHICAGO, U.S.A.
Hanging Up Big Records!

Mail for May 1943—

UP

207% over May, 1942

America's Fastest Growing 50,000 Watt on America's Fastest Growing Network

THE BLUE

ASK JOHN BLAIR

WWA

50,000 WATTS

207%

WORLD'S LARGEST DIAL

CLAIMED

DO YOU KNOW THE ANSWER?

A radio feature developed and produced by The W. E. Long Co. is already an established success in radio... and now...

Psychiatric Entrance

A New W. E. Long Co. Radio Feature

FULL INFORMATION SUPPLIED JUNE 13, 1943, BY

THE W. E. LONG CO.

155 NORTH CLARK STREET

CHICAGO, ILLINOIS

Claims for Carter Liver Pills Are Attacked in FTC Action

Complaint Cites Allegedly False and Objectionable Statements Made by Heavy Advertiser

ADVERTISING claims of Carter Products Corp., New York, for Carter’s Little Liver Pills are cited by the Federal Trade Commission in a complaint filed last week against the company and Street & Finney, its agency at the time material was being gathered for the complaint.

The Carter Co. has been a large user of radio for many years and at present is sponsoring spot announcements on many stations.

Chief among the claims cited by the FTC are those which purportedly represent the Liver Pills as an effective and competent treatment for constipation and for “sluggish liver”, rendering the user “fit as a fiddle”, “full of pep” and banishing such symptoms as “cranky disposition”, “lax”, “down and out” and “blue”.

Cited also is alleged disparagement of calomel and other laxative preparations and failure to warn the public of the potential danger of the preparation if taken by persons suffering from abdominal pains, nausea, vomiting, or other symptoms of appendicitis.

Use of the word “liver” in the name “Carter’s Little Liver Pills” is misleading, says the complaint, because the preparation “contains no ingredient, recognized by competent medical or scientific authority, either alone or in any combination, as having any therapeutic value in the treatment of any condition, disorder or disease of the liver under whatever name designated.” It is further asserted that the compound is “an irritant laxative or cathartic” which is declared to have no therapeutic action on the liver nor is it deemed a competent or effective treatment for constipation.

Many Claims Cited

Agency now handling advertising for the Liver Pills is Ted Bates Inc., New York. In addition to one-minute transcribed announcements on 164 stations throughout the country and a five-minute transcribed program, Neighbors, on WJZ and WOR, New York, Monday through Friday, Inner Sanctum Mystery is aired on 63 BLUE stations, Sunday, 8:30-9, with recorded repeat on 12 Pacific Coast BLUE stations Sunday, 9:30-10 p.m. (EWT). A transcribed serial, Judy & Jane, is on four Don Lee stations Monday through Friday, 5:45-6 p.m. (PWT). Ten stations are to be added June 20 to the Inner Sanctum Mystery live show, and one to the repeat on the same date.

Other claims and statements named in the complaint include the use of the following phrases alleged to describe symptoms of constipation which the preparation is said to relieve: “Discouraged”, “depressed”, “moody”, “mentally.” The FTC asserts that “Carter’s Little Liver Pills” are not an effective treatment for these and similar symptoms.

Fada Institutional

FADA RADIO & ELECTRIC Co., Long Island City, 20-year-old manufacturer of radio sets and parts, is to start an institutional series on WJZ, New York, June 7, as sponsor of Henry J. Taylor, commentator, Monday through Friday, 11:05-11:15 p.m. Company has used radio on a limited basis in the past. WJZ contract is for 52 weeks. Agency is Sternfeld-Godley, New York.

Edwards’ Bond Score

WITH the sale of $4,101,000 in War Bonds in San Francisco May 30, Ralph Edwards’ travelling quiz program, Truth or Consequences reached a total of $185,133,344 in cash purchases of Bonds made during 12 weeks the program has been on the road. Following a broadcast from Glendale, Cal., June 5, the program will make the last of its semi-sell performances in nearby Oakland, remaining in that vicinity for the remainder of the season.

Keep It On!

GIVE money away? Try to do it, says Hooper White, WKZO, Kalamazoo—Grand Rapids, who works at giving genuine dollars to listeners. The other day a kindly old lady answered White’s radio phone call—then interrupted to say, “Just a minute, young man—I’ll be right back.” After hanging up the phone—over dead air—almost a minute, White hung up politely, still wondering what happened. Calling back when the program was off the air, the give-away man heard this: “I hope to get my hearing aid—and it takes two minutes to heat up.”

WLW to Entertain Nation’s Editors

RADIO will play a noteworthy part in the annual convention of the National Editorial Assn., Cincinnati, June 19-20, at which WLW will contribute prominently to the program.

At the annual banquet, which opens the convention, James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, will extend the welcome from citizens of the Queen City. Gov. John W. Bricker will be the principal speaker. The banquet will conclude with an elaborate show, “WLW on Parade.”

Saturday, June 18, 11:05-11:15 p.m. Company presents a closed circuit program from the editors of Engineering News-Record.

Saturday at 10:30 p.m. the convention crowd has been invited to attend weekly broadcast of Boone County Jamboree, WLW’s hillbilly show. Tours through new studios at Crosley Square have been arranged twice daily.

Macy on WNEW

R. H. MACY Co., New York, in addition to its newly signed 52-week contract with WHN, New York (Broadcasting, May 31), last week started a series of half-minute transcriptions on WNEW, New York, for 52 weeks. Department store’s contract, which went into effect May 24, calls for 19 announcements weekly, spotted throughout the day, for the most part on musical programs. Agency is Young & Rubicam, New York.

NEW SUBSCRIBERS to Funny Money Man, transcribed program produced by Allen A. Lent, New York, include KMYR, KGBS, WSM, WJIX, WGAM, WMIN and CKOC.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Time Station

SHREVEPORT, LA.

The Graham Company
6 Billion Budgeted For Military Radio

Two Thirds of Sum For Army Needs; Balance for Navy

ARMED SERVICES will spend approximately 6 billion dollars for electronic radio and radar equipment in the year from July 1943 to 1944, it was disclosed to Congressional hearings on the Army and Navy Appropriation measures. Of the total, about two-thirds is for the Army, with the remainder for the Navy.

The 1944 allocation for electronic equipment contrasts with the sum of about two billion dollars appropriated for military radio needs at the time of Pearl Harbor. Present requirements are understood to be for highly specialized and intricate types of equipment.

Most for Planes

A major portion of the Navy's appropriation will be used in radio equipment for 27,500 airplanes. Large airplanes require about $20,000 worth of radio and $30,000 worth of radar equipment, the House Appropriation Committee was told.

The Navy's Bureau of Ships has asked a quarter-billion dollars for shore radio, radar and underwater sound equipment for maintenance and operation of the Naval Communications System. More than 92% of this will be for combat equipment used by Marines in combat areas; the remaining for additional equipment for Naval Air stations and underwater harbor detection. The Bureau of Ships plans to procure 61 million dollars worth of radio and radar equipment for the British.

ANOTHER NOTED news commentator took to the air recently from Washington, D.C., when Jay Franklin began a 16-week series on WINX. Unanimous approval is evident as A. B. Fletcher, general manager of Embassy Dairy, sponsor, signs contract. At left is Lawrence Keller, president of WINX, and at right is Mr. Franklin. Program called Something New in News, is heard Monday through Friday at 6:15 p.m.

Tavol on 13

SOUTHERN COTTON OIL CO., New Orleans, has expanded its spot campaign for Tavol, an edible oil, to a total of 13 stations in the eastern area. Transcriptions from one minute to a half hour in length are aired at varying frequencies on WCPD WFAC WBNX WOV WHOM WABY WIBX WAG wur WTGB WELI WSAY.

Agency is Tracy-Locke-Dawson, New York.

RESIDES PHIL BAKER, m. c. of the weekly CBS Take It or Leave It, sponsored by Eversharp Inc. (pens, pencils), the 20th Century-Fox film, titled "The Girls He Left Behind," now in production, will include a sequence based on the half hour quiz program.

Hearing Set in WPAT

50%-$50,000 to Flamm

HEARING on the application of WPAT, Paterson, N. J., for consent to transfer control from Frank B. Fulkner, microwave chief engineer of CBS, and Rex Schep, commercial manager of WIFE, Indianapolis, to Donald Flamm, former owner of WMCA, New York, was ordered by the FCC last Tuesday.

Mr. Flamm, now with the overseas branch of the Office of War Information, last fall purchased 59% of the station, subject to FCC approval, for $50,000. The remaining 50% is held by Lt. James B. Cosman, Bureau of Ships of the Navy, with Mrs. Flamm, and his wife, who owns one share.

Sparkletts Drive

SPARKLETT'S Drinking Water Co., Los Angeles, in a 13-week campaign starting June 7, will sponsor an average of 25 five-minute newscasts daily on eight Southern California stations. List includes KMPC KFAC KHJ KRKD KSAC KECA KRFJ KFBI. Sparkletts also utilizes a daily quarter-hour newscast on KFI, with participation in Homemakers Club on KHJ. Firm in addition sponsors Fulton Lewis Jr. seven times weekly on the latter station. Agency is Raymond R. Morgan Co., Hollywood.

THE SONOVOX, which puts words into the sounds of formerly speechless objects, is the subject of an article, "How to Talk Like a Cow From Boston," in the Saturday Evening Post for June 8.

They not only Listen... But they Buy!

of 800,000 PIECES of MAIL...

600,000 Included PROOF of Purchase

Among 2,550,053 people KWFT provides the dominating day-time signal — they have over a Billion-Dollar spendable income. They listen to KWFT, and they BUY!

If you hope to reach the rich Texas-Oklahoma Empire, include KWFT on your schedule.

KWFT AFFILIATE

COLUMBIA

WICHITA BROADCASTING CO.

WICHITA FALLS, TEXAS

National Representative: PAUL H. RAYMER COMPANY

*5,000 WATTS DAY — 5,000 WATTS NIGHT

BROADCASTING • Broadcast Advertising

June 7, 1943 • Page 39
THE BUSINESS OF BROADCASTING

Radio Advertisers


SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles, to discourage unnecessary long distance telephoning, from June 1 to 5 used an average of two announcements daily on 20 Southern California stations. List included KNX RFI KBOA KJH KFWB KNTR KFAC KFYD KKKD KOVI KMPK KFKS KFWK KGB KFSD KFBM KFRO KV0E KXO KIEV. In a similar three-day campaign preceding Memorial Day, the firm used three announcements daily on the same stations. Agency is The Malters Co., Los Angeles.

WALTER LIVINGSTONE FAUST, vice-president and general manager of the Eastern Marketing Division of Socony-Vacuum Oil Co., New York, and John Crother Case in charge of the company's foreign crude oil-producing operations, have been elected directors of Socony-Vacuum.

LOCAL LOAN Co., Los Angeles, as part of its 13-week Pacific Coast campaign with local office tie-ins, in mid-May employed a series of weekly ten-minute early morning newscast on KNX, Hollywood, and the participations per day in 11 a.m. news on that station. Schedule also includes five per week quarter-hourly announcements on KFJO, Spokane, and KGW, San Francisco, with a similar weekly 15-minute broadcast on KOMO, Seattle. In addition, firm sponsors the twice-weekly quarter-hourly, tramscribed news feature, Soldiers of the Press, on that station. Schedule will be expanded to include Portland and San Francisco station, agency is Hiscox-O'Quinn, Los Angeles.

THE MALTERS Co., Los Angeles (Herbal laxative), on 52-week contracts started in mid-May is sponsoring the six-week daily 15-minute tramscribed program, Leaders of the United Nations, on WJZ, Portland, and KXO, Seattle. The Malters Co., Los Angeles, has the account.

STATION ACCOUNTS
sp-studio programs
ap—spot announcements
trans—transcriptions
so—spot announcements

WFIL, Philadelphia
Evans Eye Lotion, Philadelphia, 6 as weekly, thru Joseph Kahn & Co., Brooklyn.

WABC, New York

WJZ, New York

WMAQ, Chicago
W. F. McLaughlin Co., Chicago (Manor Hmte coffee), 5 as weekly, thru Lever Bros., Cambridge.

Camel Substitutions

MIXUP on booking of Camel Car-

son's Jack Carson has been settled with plan to use five leading variety shows lined up by Music

ice, a oner replace spot shute for Carson until Caravan goes off for the summer on July 2. Wm. Eddy & Co., New York, booking agency, states such show will be a salute to armed services, starting with Bob Hope saluting the Army and the WAAFs, Jack Benny, Bing Crosby and Fred Allen, with a four show to be selected, complete extensive substitutions. Difficulties on Carson contract arose from conflicting schedules for Camel cigarette and Camel's soap, now amicably settled, with Carson going on for CBS and Campbell June 2 as planned.

Summer Lineup

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on June 30 replaces Time to Smile for 13 weeks with Date With Judy on 195 NBC station daily, 8:30-9:00 p.m. (EWT). Packaged by James L. Saphier, Hollywood talent service, as corner replace spot shute will feature Louise Erickson in the title role, with current lineup including Dorothy Davis and Bea Benadaret. Aileen Leslie is writer, with Felix Mills, musical director. Dailton is Hollywood producer of Young & Rubicam, agency servicing the account.

WKZO, Kalamazoo-Grand Rapids

Ex-Lax Inc., Brooklyn, 5 as weekly, thru Lever Bros., Cambridge.


Michigan Bell Telephone Co., Detroit, 4 as weekly, thru N. W. Ayer & Son, N. Y.

Morton Salt Co., Chicago, 15 as weekly, thru J. Walter Thompson, Chicago.

Northern Mutual Casualty Ins. Co., Chicago, 55 as weekly, thru Standard Ad-

verting, Chicago.

Roman Chasner Co., Detroit, 4 as weekly, thru Gleason Adv., Detroit.

KFI, Los Angeles
National Biscuit Co., San Francisco (Shredded Wheat), 5 as weekly, thru Botford, Constantine & Gardner, San Francisco.

United Drug Co., Boston, (Bretz products), 7 as weekly, thru Lever Bros., N. Y.

Norwich Pharmacal Co., Norwich, N. J. (Pedo-Bismol), 4 as weekly, thru and the WAACs.


KJH, Hollywood
Nebi Corp., Columbus, Ga. (Par-T-Pack), 5 as weekly, thru BBDG.

Ex-Lax Mfg Co., Brooklyn, 5 as weekly, thru Lever Bros., Cambridge.

Bread Food Products, Los Angeles (dehydrated soup), 5 as weekly, thru Erwin, Wass & Co., Los Angeles.


WABC, New York

Manhattan Soap Co., New York (sweet heart soap), 3 as weekly, thru Franklin Bruck Adv., N. Y.

Paramount Pictures, New York (Five Graves to Cairo), 3 as weekly, thru Buchanan Adv., New York.

New York Telephone Co., New York, 13 weeks thru BBDG.

WJZ, New York

WQAM, Chicago
W. F. McLaughlin Co., Chicago (Manor House coffee), 5 as weekly, thru Lever Bros., Cambridge.


Plough Inc., Memphs (St Joseph aspirin), 3 as weekly, thru L. B. Evolution, Chicago.

Hohener Co., Kookuk, Ia. (Quick-Elastic tape), 13 as thru Ralph Moore, Inc., St. Louis.

Page 40 * June 7, 1943

BROADCASTING * Broadcast Advertising
MANHATTAN SOAP Co., New York (Sweetheart soap), has bought three participations weekly in the Food Fair on WEZI, Boston. Contract is for 13 weeks.

PENN TOBACCO Co., Wilkes-Barre, has renewed for one year participation in Farmers’ Alliance of the Air on WEZI, Boston, for Julep cigarettes and has added Kentucky Club tobacco and Willoughby Taylor tobaccos to the schedule.

UNION CAB Co., Portland, Ore., is sponsoring a weekly dramatic series on KEX, Portland, titled Greene Fight On.

THE MAY Co., Denver department store, has purchased six quarter-hour spots a week on KLZ, Denver, for a musical show titled Maytime Is Your Time.

AYON Inc., Los Angeles (aircraft equipment), new to radio, on May 24 started for 13 weeks daily participation in Let’s Face Facts with Hal Styles on KRKN, Hollywood. Los Angeles Steel Casting Co. (ship casting) and Golden Rule Foundation (philanthropic), also new participants, started May 16 on 18 and 26 weeks respectively, Lockwood & Shankelford Adv., Los Angeles, services the accounts.

CHAS. A. STEVENS Co., Chicago (department store), on May 29 started weekly quarter-hour early evening broadcast of Foreign Affairs with Clifton Utley on WBBM, Chicago. Contract, which is for 52 weeks, was placed by Frances Hooper Agency, Chicago.

ADAMS CLOTHES, Philadelphia, has signed a 52-week contract for a new series of half-hour nightly popular music programs on WIBO. Account placed through Ditman Agency, Philadelphia.

THEODORE KROHL Co., Los Angeles (Perma Plastic), new to radio, in addition to a twice-daily quarter-hour recorded musical program on KIEV, on May 22 started sponsoring a seven-weekly fifteen-minute news-cast on KIEV. Personality is Milton Weinberg Adv. Co., Los Angeles.

LEE TRENTHEN, advertising manager of Underwood Elliott Fisher, Toronto, has been elected president of the Advertising & Sales Club of Toronto, succeeding Glen Baumann, president and general manager of the Canadian Assn. of Broadcasters. G. Alec Payne, radio director of R. C. Smith & Son, Toronto agency, has been elected treasurer; R. A. Darnford of J. J. Gibbons, Toronto agency, secretary; H. A. Kayes of Canadian Johns-Manville Co., vice-president.

HAYRILL Corp., Los Angeles (aircraft die-casting), in a one-week help wanted campaign started May 28 used daily one-minute announcements on seven stations in that area. List included KIEV, KKKD, KNX, KFWB, KPAK, KFVD, KHL. Agency is West-Marcus, Los Angeles.

UNITED DRUG Co., Toronto (Bismuthex), on June 3 started transcribed announcements campaign on 20 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

KIK Co., Montreal (soft drinks) has started three-weekly Personality Parade on Montreal stations. Account was placed by Associated Broadcasting Co., Montreal.

GEO. WESTON Ltd., Toronto (bis- quits) on June 6 started on CFRQ, Toronto, for the seventh consecutive year its Sunday evening community sing-song at Sunnymiide Beach, Toronto, to an open air audience of 20,000. Program is produced by Frank Dennis, radio director of Walsh Adv. Co., Toronto.

UNION OIL Co., of Canada, Vancouver, has started morning newscast on five western Canadian stations. Account was placed by Stewart-Lovack, Vancouver.

BANK OF AMERICA, N.T.&SA, San Francisco (banking chain) recently started participations, three times weekly on the Emily Barton programs on KPRC, San Francisco. Agency is Charles E. Stuart Adv., San Francisco.

CALIFORNIA FIGO Co., Los Angeles (beverages), out of radio for six months, on May 24 started for 13 weeks three spot announcements weekly on KFPI and KNX. Other West Coast radio is contemplated. Agency is Calceth Sudler Co., Los Angeles.

Satisfied Sponsor

PLASTIC-BOUND report by Colgate-Palmolive-Peet Co., sponsor of a commercial program, is based on listeners’ reaction in Canada. The report presents unsolicited testimonials by individual listeners and heads of public institutions on The Happy Gang, said to be the oldest regular radio show in Canada. According to the latest Elliott-Haynes rating reports, this show is the most popular daytime program north of the border, including those coming from the south. The booklet also gives full-page pictures and a brief “who’s-who” of radio personality connected with the program.

Hey, LISTEN!—why should I worry about SPARTANBURG?

NO REASON in the world to worry about Spartanburg, Mister! But we’ll bet you a good cigar that you are worrying about towns and markets that are a lot less important—now and potentially, both!

Spartanburg, believe it or not, is the Center of South Carolina’s biggest, fastest growing market—a market that forecasters say is destined for even greater significance after the War. Our 22-county area has 1,032,302 people. Industrial payrolls (1942) were $107,084,220. Farm products valued at $93,266,133.

And all wrapped up and delivered by one radio station—WSPA—to the tune of a really amazing Hooper rating!

Won’t you let us tell you all the facts—and maybe save you some worrying? Drop us a line today!

Camp Croft’s 25,000 soldiers just 5 miles away!
**Agencies**

ELWOOD WHITNEY, vice-president and senior art director of J. Walter Thompson Co., New York, on July 1 will join Poole, Cone & Belding, New York, as vice-president serving in a marketing executive capacity.

KATHERINE FITZGERALD, Robert Kuhn, and Robert Fornheave have joined Ruthrauff & Ryan, New York, as copywriters.


JOAN DAVIES has joined Hillman-Shapiro, Inc., Los Angeles, as radio copywriter.

JULIAN G. POLLOCK, head of the Julian G. Doctor Adv. Agency, Philadelphia, and Janet Lehman, of Dayton, were married in Philadelphia May 22.

H. PAUL WARWICK, president of Warwick & Legler, has returned to New York following Hollywood conference with his name, was executive director of the weekly CBS Blue Ribbon Test, sponsored by Postel Sales Co.

GREEN-BRODIE, New York, has moved from 485 Madison Ave., to 420 Madison Ave.

GENE POWERS, former copywriter of Leo Burnett Co., Chicago, has joined Blackett-Sample-Humann, Chicago.

S. DUANE LYON In, New York, has acquired the accounts of Evans, Nye & Harmon, New York, following the liquidation of the latter agency May 31.

VICTOR VAN DER LINDE is serving in the newly-created position of radio director of St. Georges & Keyes, New York. Before forming an advertising agency, which he continues to head under his own name in addition to his radio activities for St. Georges & Keyes, Mr. van der Linde was general sales counsel of NBC.

DONALD S. MANCHESTER has been elected to the board of directors, and is vice-president of Poole, Cone & Belding. Mr. Manchester joined the agency five years ago.

RICHARD EZANTON, former account executive of Sherman K. Ellis & Co., New York, where he specialized in paper industry accounts, has joined Krey & Echkarut, New York, as account executive.

F. T. SWEATMAN Jr., timebuyer of Newel & Smith Co., New York, is resigning the middle of June to join Hudig & Brown & Weiss, New York, as assistant to H. W. Mallinson, radio timebuyer. Mr. Sweatman will take over the duties of William D. Edmondson, who is due for induction in the Army.

CAL KUHL, former producer-director of Walter Thompson Co., Hollywood, has joined Bw Co. as executive radio producer for programs emanating from both New York and the West Coast. Mr. Kuhl, since he originally opened the West Coast office of J. Walter Thompson in 1933, has handled Bing Crosby's Kraft Music Hall series and has produced the Rudy Vallee show and many broadcasts of Commercial Performance for the Annied Forces. At Bw, Mr. Kuhl will supervise the Eversharp and Philip Morris radio shows, as well as helping to launch new program ideas.

JAMES FEILER, formerly of Bonwit Teller, Philadelphia department store, has joined Gray & Rogers, Philadelphia, as assistant in the production department.

**J. H. KRAFT HEADS KRAFT CHEESE CO.**

JOHN H. KRAFT, former executive vice-president and chairman of the executive board of Kraft Cheese Co., Chicago, since 1937, has been named president of the company. He succeeds his brother, J. L. Kraft, founder of the business and for nearly 40 years head of the concern.

Closely associated with his brother for most of those years, John Kraft has been operating head of the company for some time, as well as a director and member of the executive committee. The Kraft company is a member of the Dairy Products Corp., of which Kraft has been a member company since 1930. J. L. Kraft has been made chairman of the Kraft board, and plans to remain active in the business, giving most of his attention to dairy developments affecting national and international relationships of the company.

**Heads Chicago Club**

M. GLENN MILLER, of the agency bearing his name, was elected president of the Chicago Federated Advertising Club at its recent annual meeting. Other new officers are: G. D. Crain Jr., publisher of Advertising Age, 1st vice-president; Josephine Mutter, public relations representative of Hotel Sherman, 2d vice-president; Edward A. Grossfeld, advertising manager, Baskin Clothing Co., 3d vice-president; W. Lane Witt, manager valve and fitting advertising. "Gene Co.," secretary National Dairy Cheese Co., treasurer was Chester L. Price, advertising and publicity manager, City National Bank & Trust Co.

**Winius' 25 Years**

ON his 25th anniversary with the agency, Enro D. Winius, president of Anfenger Adv., St. Louis, was honored guest at a surprise cocktail party given by his staff last week. Mr. Winius was given two gifts—a silver clock by the organization, and $5,000 by Myron Northrop, vice-president of A. S. Aloe Co., a client for the full quarter century. Replying, Mr. Winius: "I haven't had a headache since 1918 that couldn't be cured by a few kind words from a sponsor."

**ILONA MAGORY.** Office manager of Ruthrauff & Ryan, Hollywood, has returned to private life after nine years with the agency, having joined R & R when offices were established in Southern California. Betty Purcell Keith, well known in agency circles, succeeds Miss Magory.

**CLARENCE E. HALE.** Former copy chief of Ruthrauff & Ryan, San Francisco, has joined the San Francisco offices of the agency.

**HENRY HAAS,** partner in Adrian Bauer Adv. Agency, Philadelphia, and captain in the provost marshal general division of the Army, has been called for active duty.


**JULIAN A. MARTIN,** producer and talent agent, has set up a production and management agency in the Paramount Building, New York, under the name Julian A. Martin Enterprises. Services include Walter J. Bower, new to the entertainment industry, and Paul Rubinoff, manager for 19 years of Dave Rubinoff, violinist concert artist.

**When You Need An Unbreakable Recording Blank**

USE THE PRESTO MONOGRAM

... a paper composition base disc that will safely withstand maling, all ordinary handling, shipment anywhere. Monogram discs are lightweight, unaffected by temperatures above 40°F, or excessive humidity, have a remarkably long shelf life.

While the composition base is not as smooth as the glass base used for the highest quality recording discs, the coating material is exactly the same, giving the same cutting qualities, frequency response and long playing life. Surface noise is slightly higher than that of glass discs but at the same time well below that of the best commercial phonograph records.

With metal discs withdrawn from use, the Presto Monogram has become the most practical disc for recording in the field, for recordings to be mailed to distant points and those subjected to frequent handling. Thousands of monograms are used by the military services of the United Nations and by the larger radio stations for delayed broadcasts. Made in all sizes, 6, 8, 10, 12 and 16 inches. Order a sample package of 10 discs today.
QUIZZICAL EXPRESSION on the face of Mrs. Evelyn Freyman marks her as "Your Inquiring Consumer" on Consumer Time, ten-year-old Agriculture Dept. consumer program aired on NBC. Hosting script is Arthur C. Bartlett, consultant in the Food Distribution Administration, with Johnny Smith (center) as "Your Consumer Reporter."

Decade of Service

DECADE of broadcasting the nation's oldest consumer show will be celebrated during the Saturday, June 12, broadcast of Consumer Time at 12:15 p.m. on NBC. Chester Davis, War Food Administrator, will speak from Washington; Frank Mullen, vice-president and general manager of NBC, from New York, and Mrs. John L. Whitehurst, president of the General Federation of Women's Clubs, from Chicago.

During the program's first eight years on the air, it was sponsored jointly by the Women's Clubs and the Agriculture Dept., which accounts for Mrs. Whitehurst's participation in the birthday show. Program usually gives facts on consumer problems through a dramatic incident, a discussion of specific subjects, and a brief talk by a Government expert. The anniversary broadcast will hark back over the last ten years to the days of food surpluses and low prices. Morse Salisbury, now Deputy Administrator in charge of Information, WFA, who appears on the first broadcast as chief of USDA's Radio Service, will trace the evolution of present-day consumer problems.

AS A FURTHER step towards setting up a music library of its own, BLUE has purchased from Larry Funk, band leader, his library of popular tunes, started back in 1926. Network had already acquired orchestra leader Joseph Pastorini's library. BLUE continues, however, to use NBC's music library, on a rental basis.

THOMPSON-KOCH IN MOVE TO NEW YORK

REORGANIZATION of Thompson-Koch Co. and removal of its headquarters from Cincinnati to New York was announced last week by Carl A. Baumgartner, president of the agency, who stated the move had been made to establish closer contact with clients. The New York office is at 101 W. 31st St., telephone Pennsylvania 6-0612.

William S. Groom, former vice-president of Thompson-Koch, is now chairman of the board, while Pat Kelly, former production manager, is vice-president. The new secretary-treasurer is Stanley Sidewick.

No radio is placed by the agency, although it placed advertising in media other than radio for various divisions of Sterling Drug Inc., including the Bayer Co., Charles H. Phillips Chemical Co., R. L. Watkins Co., and the Sterling Products Division. General Drug Co., New York, is also a Thompson-Koch account.

Floyd B. Odum Elected Board Chairman of RKO

ELECTION of Floyd B. Odum, president of the Atlas Corp., Wall Street investment firm, as chairman of the board of the 76-million-dollar Radio-Keith-Orpheum Corp., was announced last Wednesday in New York. He succeeds Richard C. Patterson, former executive vice-president, who became vice-chairman of the board.

Formerly controlled by RCA and Rockefeller Center Inc. interests, RKO stock has been sold by these companies during the past several years. The Atlas Corp. is understood to hold approximately 44% of the preferred stock and 46% of the common stock. RKO has no direct radio interests.

Mr. Odum was one of the bidders for WMCA, New York, a couple of years ago and also has evinced interest in radio projects generally. It is presumed RKO, under his direction, will survey the television field in relation to the motion picture business. Mr. Odum also had been mentioned several years ago as a possible appointee to the FCC.

Radio Talent Featured

RADIO TALENT is featured in the Republic picture "Swing Your Partner," now being given national release. Leading inclusions include Lois Belle & Royalty, vocalists on the weekly NBC National Barn Dance; Yva Vigne, comedienne on WRT; Bob Hope Show; Dale Evans, Vocalist on NBC Chase & Sanborn Show; Rausman Sherman, comedian featured on CBS Grand Ole Ragar; Richard Lane, of the NBC Bob Burns Show; George (Shug) Fisher of Boone County Jamboree on WLS, Chicago; Tennessee Ramblers, vocal quartette of WDT, Charlotte, N. C.

WTRY

TROY, NEW YORK

1000 Watts at 980 Kc.

The ONLY Basic BLUE Station

In Eastern New York

Represented by RAYMER

* * * * * * * * *

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY - SCHENECTADY

BROADCASTING • Broadcast Advertising

June 7, 1943 • Page 43
IN THE PACIFIC

his job will be easier if you back him up with war bonds.

in St. Louis

your job will be easier after a good night's rest at...

MOTPOPULAR STATION

IN THE WEST

CLEAR CHANNEL STATION

KEF OF LOS ANGELES

Barle C. Anthony, Inc.

N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives

Page 44 • June 7, 1943

Galbraith, Grade Label Advocate, Quits But Labor Fights Maxon Plans for OPA

DESPITE the resignation of J. K. Galbraith, OPA deputy administrator and grade labeling advocate who had been sharply criticized by the House Interstate Committee studying OPA operations, the personnel worries of OPA Chief Prentiss M. Brown were far from over last week.

When Mr. Galbraith quit, without comment, on Monday, it was widely predicted that Lou R. Maxon, Detroit advertising executive, would become OPA's strong man with a post equivalent to "general manager." As the week ended however, both the CIO and AFL informed President Roosevelt that they did not want Maxon in the job. Philip Murray, president of the CIO said after a Thursday meeting in the White House "we protested the appointment of a man who has the policies of Maxon."

OPA seemed to be caught in a tug-of-war, with business and Congressional pressure favoring Maxon, while Labor strongly fought the appointment. Labor leaders explained that they felt Maxon was opposed to roll-backs and stabilization of prices, which they consider necessary "to ease the difficult labor situation in the coal fields as well as among workers in other industries."

Mr. Galbraith left OPA following the stormy hearings of the Boran Committee [BROADCASTING, May 31] which looked into standardization and grade labeling under a solution introduced by Rep. Halleck (R-Ind.). Even after he left, this week, hearings on grade labeling continued, this time before the Smith Committee investigating charges that OPA had exceeded its authority.

On Wednesday the Smith Committee heard Harold K. Barchelder, president of the Ladoga Packing Co., Indianapolis, charge that OPA grading in that field had been "a very grave and radical change in the business methods of the canners."

In a subsequent hearing, Alfred W. Ames, president of the Califor- nia Packing Co., said the order would have made it impossible for packers to advertise and "would dry up revenue which makes a free press possible." He said the regulations "were worked out by the professors down at OPA."

CBS News of Soldiers Is Sponsored by Squibb HUMAN interest stories about American soldiers on all battle fronts will be told by reporters from CBS London correspondent, in the new CBS Sunday series sponsored by E. R. Squibb & Sons, New York, as a replacement for thrice-weekly Keep Working, Keep Staging America. Starting June 13, broadcasts will be heard in the 6-8:30 period.

Titled Calling America, the program will bring personal news of servicemen to their folks at home. Walter Cassel will continue in the new series, with Victor Bay's 30-piece orchestra and a chorus. Producer and director will be Elinor Larsen, of Geyer, Cornell & Newell, New York. Jack Lewi will write.

Quiz for Duffy

QUIZ PROGRAM substituting during the summer months for Duffy's Tavern on the BLUE, beginning July 6, will be the audience participated show, Noah Webster Says. Haven MacQuarrie will act as m.c. Program, originating in Hollywood, will be heard at Duffy's regular time, Tuesday, 8:30-9 p.m., for 13 weeks. Sponsor of both programs is Bristol-McCoy Co., New York, for Minit-Rub. Agency is Young & Rubicam, New York.

Buffalo Staff Changes

TO OFFSET losses resulting from demands of the armed services, WGR-WKBW, Buffalo, has recently added several announcers to its staff, according to B.B.C. These include Richard Barr, formerly of WSBA, York; Jack Enos, from WFL, Syracuse; Alan Fort, from WEBB, Buffalo; Allen Gans, from WLEU, Erie; Ted Lingo, BLUE announcer at WKKW, Wheeling; and Roy Rowan, from WOGY, Schenectady.

MAJORITY of listeners to Sydney Moseley's Mutual commentaries do not want bad news dramatized, but they do want a balanced commentary of good and bad news, mail analysis shows.

PIPE CLEANERS were only satisfactory means of cleaning silver tube through which 8-year-old Joan Heflin has breathed since babyhood. War stopped their manufacture, and a 7-month story from North Canton, O., reported that she had only 8 weeks supply. Then WCPO, Cincinnati, broadcast an appeal, and the pipe cleaners started flooding in. Bob Little, editor, and fellow newscaster of WCPO, spent two days telling listeners Joan's needs were supplied for the next ten years.

Heffelfinger Successor CASANAVE & PEARSON Inc., advertising agency with offices at 1600 Broadway, New York, has succeeded the Heffelfinger Agency, which closed its New York offices June 1. Charles L. Casanave, motion picture and advertising executive, is president, and C. H. Pearson, general manager of the Heffelfinger Agency, is vice-president and general manager.

Plans for discontinuing the Heffelfinger Agency have been under way since last year when Totten Peavey Heffelfinger, president, entered the Navy. All accounts formerly served by the Hef- felfinger Agency continue with the new firm, which is run by the same staff. Edward P. Casanave, is vice- president and secretary.

New Lorillard Series P. LORILLARD Co., New York, sponsoring Sammy Kaye on CBS, will start a second network show for Old Gold cigarettes July 9 on NBC. Series, to be heard Fridays, 7:30-8 p.m., will feature Bob Crosby's Orchestra. Station lineup is yet not complete, according to J. Walter Thompson Co., New York.
surrounded the committee's inquiry into a number of cases, including the transaction involving WMCA, New York, sold in 1941 by Donald Flamm to Edward J. Noble, Life Saver Corp. head. Charges of duress have been made in connection with the transaction. The committee met last Thursday on the contempt citations, it is understood.

Commissioner Payne, whose present term on the FCC expires June 30, was assigned to the Commission as a Republican.

Chairman Cox told the press last Thursday the object of the inquiry is "to free all media of communications from the duress which the Commission has set up," he added: "It is not going to be a smear, nor will it be a whitewash. The inquiry will be fair, dignified and thorough."

Alluding to the efforts to have him disqualified as chairman of the committee, Judge Cox said: "I don't intend to be intimidated and run away from the task."

"Not a Smear"

Chairman Cox, in an interview with the Federated Press, left-wing news organization serving labor papers, indicated that public hearings would begin "in a few days". In a Washington dispatch dated June 1, Federated Press reported an interview with the committee chairman on the FCC inquiry. In it, Judge Cox was reported to have said that he could "smear James Fly and Clifford Durr as they have smeared me," but that "I won't." The dispatch added that Judge Cox said "we will open our hearings in a few days" and that he brought up his resolution for one reason only: "The newspapers insisted on it—certain newspapers and certain Government officials."

Also recounted was the story of the $2500 check from WALB, Albany, Ga., to Judge Cox in alleged payment for legal services rendered in connection with a WALB application. Judge Cox said, according to the news report, that he had turned over stock in the WALB corporation valued at $2500 to his wife for charitable enterprises. Then the story concluded: "According to FCC records, the stock in WALB still stands in Cox's name, not his wife's."

Drew Pearson, Washington columnist and radio commentator, last week also loosed an attack on the Cox committee and its counsel in his syndicated Washington Merry-Go-Round column. It was generally thought the attack was inspired within the FCC.

Durr Plea Inactive

Meanwhile, the petition of Commissioner Durr to have Rep. Cox disqualified as a member of the investigating committee still languished before the House Judiciary Committee. Congressional observers indicated that it might remain there for good.

The committee discussed the Durr petition on May 27, but took no action. The matter was not even raised at two subsequent meetings. Members of the committee expressed doubt that it had jurisdiction to pass on appointments made by Speaker Rayburn, who named Judge Cox to head the five-man committee. Other members of the committee are: Edward J. Hart (D-N.J.), Warren G. Magnuson (D-Wash.), Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.).

A report published in PM, which has strongly opposed the Cox inquiry and favored the FCC position, stated that some members of the Judiciary Committee felt that Judge Cox should resign from Congress. There was no confirmation of this in any responsible Congressional quarter. And it was chalked up as another episode in the campaign directed from within the FCC to scuttle the Cox inquiry.

Kopf Honored

HARRY C. KOFP, vice-president in charge of NBC Central Division, spoke last week at the convention of the Council on Candy as Food in the War effort, meeting in Chicago. His subject was the NBC weekly program, Washington Reports on Rationing, sponsored by the Council. Mr. Kopf recently received an award of merit for his work in the aviation procurement program of the Army Air Force, and was also appointed national patron of honor for his support of the American program of the military order of the Purple Heart.

WMCA Buys Space

WMCA, New York, last week started an advertising campaign in New York's dailies, marking the station's first use of newspaper space on a regular paid basis. Drive is an experiment extending over a period of six or seven months, with the possibility being continued for a year, and expanded to other than Manhattan papers in the area if successful.

KMBK Food Production Contest Receives Praise

CONTEST to stimulate food production was concluded recently by KMBK, Kansas City, with award of $50 War Bonds by Phil Evans, station farm expert. Entries were received from more than 10,000 school children in Missouri and Kansas who were required to write letters on measures employed on their farms to increase food output and conservation methods in the home.

Lawrence Norton, Chairman of the Kansas War Board, praised the contest for its contribution to the war effort and in particular for stimulating more interest in food production. The contest was conducted by schools under the sponsorship of the Dept. of Agriculture War Board through KMBK.

Biow Names Kuhl

CAL KUHL, for 13 years producer of J. Walter Thompson Co., Hollywood, has been appointed executive producer of the Biow Co., according to announcement by Milton Biow, agency president, on June 1. Replacing Viek Knight who resigned in April, Kuhl will be head-quartered in Hollywood.

"This Here Glacial Lake Now Means Business for Smart Advertisers! If You'd Like to Know Why—Write WDAY for a Copy of Their New Data Book!"
Stations Broadcast To Assist Public

AS FLOOD waters inundated regions along the Mississippi River and its tributaries, radio stations, as in 1937, ran full-tilt for their actions, advising wide areas with information and mobilizing relief. Reports have been coming in on the activities of stations in the flooded Midwest.

WLS, Chicago, at the personal request of Gov. Dwight H. Green, last Thursday broadcast from Peoria, III., with a round-up account of the flood situation in that region. The special event was handled by Art Page, WLS farm director, while Don Kelly, special events director, assisted in working out the arrangements.

Sacks Wanted

WHBF, Rock Island, was called upon by the local office of civilian defense to broadcast an emergency appeal for sacks that would hold sand. The bags were to be sent to the Peoria area and was broadcast at 9 o'clock in the morning, and according to Col. Clyde T. Terry, executive director of the Rock Island City Defense Council, within 15 minutes after the broadcast, fire stations throughout the area were receiving them. At exactly noon a trailer truck loaded with 22,000 bags was on its way to Peoria, and by 3 o'clock 29,000 more had been collected and sent along to the flood area.

WMBD, Peoria, became the focal point from which the relief area. At the request of the Red Cross and local officials, the station remained on the air 24 hours for five successive days. Announcements were broadcast every half-hour on flood conditions, and large industrial concerns informed their employees when to come to work. The station, under the direction of Roy Hampton, station news editor, with 13,000 employees, changed from a three to a two-shift operation and changeover was made through announcements broadcast on the air. The station set up remote broadcasts from Beards town on conditions of roads, etc. In addition, Boy Scouts were mobilized and appeals broadcast for sacks for sand. Immediate response to these appeals reinforced the levees at that junction.

Remote Lines Washed

The outlying districts of Quincy, Ill., were serviced by WTAD, Quincy. Although station remote lines to flood-affected towns were washed out, the station broadcast running bulletins and aided in the mobilization of the Illinois National Guard. Working with federal authorities and the Coast Guard, flood warnings and other information were broadcast under the direction of Roy Hampton, station news editor.

At first, KGGF, Coffeyville, Kans., broadcast only what it's news bureau releases about impending floods. But as the threat of disaster grew, KGGP was deluged with calls from officials and farm...

Special Appeals in Midwest Flood

Period Increases Allowed to Talent

Treasury Rule Clears Status Of Salaries Under Contract

RADIO artists may receive periodic salary increases called for by their individual contracts or may receive increases within the limits of the producer's salary rate range for the particular type of performance, leading or supporting roles, bit parts, guest appearances, etc., according to a letter from the Treasury Dept. received by the American Federation of Radio Artists last week. Copies of the letter and of the union's letter to the Treasury to which this is a reply have been mailed out to the AFRA membership for their information.

Text of Letter

Treasury letter, signed by Commissioner Guy T. Helvering, states, in part:

"Periodic salary increases pursuant to individual contracts of employment of radio artists in the radio industry which are made from a salary rate of over $5,000 per annum, pursuant to a contract in effect on October 5, 1942, or from a salary rate of over $5,000 per annum, pursuant to a contract in effect on October 27, 1942, will not require the approval of this office provided the increases are reasonable in amount.

With respect to the question of salary rate schedules, it is the position of this office that producers may pay salary increases which are reasonable in amount to radio artists and to make salary payments to such artists within the limits of the producer's salary rate ranges which were in existence on October 5, 1942. It should be noted that the highest salary paid on October 5, 1942, for any job classification is the limit beyond which salaries may not be increased by the producers. A producer may file salary rate schedules which were in existence prior to October 5, 1942, but must file salary rate schedules established thereafter, with Regional Offices for approval. Such salary rate schedules should cover each radio program or programs being produced or to be produced and should contain:

(a) A salary range for leading roles, supporting roles, free-lance and spot artists (including bit players), and guest stars and;
(b) If the producer has or intends to establish a policy of regularly increased salary payments to employees, such policy should be reduced to writing and submitted to the regional salary rate schedule.

Such policy should state the frequency and amount of increases when made, or to be made, as, for example, at the end of each 13-week, 26-week, or 52-week period.

It TOOK only two days for WMBG to sell 5,000 tickets for Bob Hope's appearance at the Mosque Theatre, Richmond, June 6. Tickets were sold at two large department stores to War Bond buyers.

UNDER the auspices of ASCAP, a Rhapsody in Blue Memorial concert will be given by the N. Y. Philharmonic Symphony Orchestra at Carnegie Hall, June 13, proceeds to go to the Armed Forces Master Records Inc. Organization purchases new records for distribution among servicemen.

PHILADELPHIA ORCHESTRA has a long-term contract to record exclusively for successor, Atlantic Corp.
BLUE LETTER TO AFFILIATES

TEXT of letter to BLUE affiliates, signed by Keith Kiggins, vice-president in charge of station relations, follows:

"In accordance with our previous advice to you, we have carefully considered the network regulations promulgated by the FCC and have discussed in detail with the members of your stations advisory committee the effect of those regulations upon our contracts.

"Since those regulations will probably become effective on June 15, 1943, we believe it to be in your best interest and ours to attempt as promptly as possible to arrive at an equitable adjustment of our contractual relations in the light of the regulations. With that end in view we have prepared and are forwarding hereewith in duplicate a modification of our agreement which in our opinion will bring that agreement into complete conformity with the network regulations and which we believe will find satisfactory.

"The enclosed modification has been discussed with Chairman Flynn and he has indicated that it is in compliance with the network regulations.

If you have any questions concerning the modification, please advise us at your earliest opportunity, otherwise, we shall appreciate your executing and returning one copy to us.

Accompanying letter follows in basic form, with some variations according to the location of the station and the amount of time its contract with the BLUE still has to run:

First Call

"This letter supplements our agreement for network affiliation with you dated... .

1. We are pleased to extend to your station the first call in its community upon BLUE network program service as permitted under Section 3.102 of the regulations of the FCC and accordingly the first paragraph of Section 3.105 of our aforesaid agreement entitled "network affiliation and program service" is hereby modified to read as follows:

"In order that your station may continue to serve the public interest, convenience and necessity by broadcasting programs of a quality and character generally beyond the reach of individual stations, BLUE will, at its own expense, extend its program transmission lines to your control board at your main studios and offer your stations the first call in the community in which those studios are located upon all BLUE network programs scheduled to be broadcast by a station in that community. Such programs will be of wide variety, including musical, educational, religious, sports, public affairs, international and special events programs."

The network sustaining programs which we will offer to furnish are for sustaining use only and may not be sold by your station for commercial sponsorship or used for any other purpose, without our prior written consent."

2. Paragraph 2 of Section III of our aforesaid agreement is hereby modified to read as follows:

"III—Network optional time...

"(A-1) Insofar as Section 3.104 of the regulations of the FCC as amended Oct. 11, 1941, will permit, you hereby option us the hours designated below as network optional time, for the broadcasting of the network commercial programs which we furnish to you.

May Reject Programs

"Network optional time will be as follows (appropriate times according to the location of the station were inserted here):

"(A-2) Because of your public responsibility your station may reject any network program which you reasonably believe to be unsatisfactory or unsuitable or the broadcasting of which would in your opinion not be in the public interest or be less in the public interest than a program of outstanding national or local importance which you wish to substitute therefor, all in accordance with the provisions of Section 3.105 of the regulations of the FCC."

3. (This section set new expiration dates for contracts with more than two years to run, in accordance with the new ruling establishing that as a maximum time. Contracts expiring within the next two years retain these expiration dates.)

4. Each of the foregoing modifications shall become effective simultaneously with effective time of the particular regulations of the FCC to which such modification pertains and shall continue in effect for such time as that particular regulation remains in effect.

If the modifications herein proposed are satisfactory to you, will you kindly so indicate on the copy of this letter enclosed for that purpose and return that copy to us.

Frank L. Capps

FRANK L. CAPPS, 76, a pioneer of the American recording industry, died of a heart ailment last Wednesday night at Memorial Hospital, New York. He worked with Thomas A. Edison, inventing the spring-motor for phonographs, a vital part of the phonograph pickup device, and held more than 50 other patents in that field. His shop, now devoted entirely to war work, is in charge of his daughter, Isabel Capps Rainey, who will carry on in his place.

WAR GAMES of the Army First Service Command, including a mock invasion of Massachusetts by paratroopers, were covered by the special events dept. of WTAG, Worcester. Interviews included a pickup from the ARP Report Center, another from an observation post at the state armory, and explanations of the functions of defense units.

46% ($800,097,000) of all the 1942 retail sales in Georgia took place within the 0.5 mv/m daytime contour of WAGA. WAGA is the most economical medium to reach this huge market.

*Statistics from Sales Management's "Survey of Buying Power."
†Measurement by Ring & Clark, Washington, D. C.
‡Ask Headley-Reed for a copy of WAGA's new study, "How to Get More Listeners per Dollar in the Atlanta Market."

KEEP THE NEST EGG

More and more, management is recognizing the necessity of keeping a nest egg of consumer goodwill ready for the day when peacetime production begins again. The steady increase in the volume of radio advertising since Pearl Harbor shows it. Because radio is the accepted medium for goodwill building.

Radio gives people something they value—entertainment—to remember you by.

CFRR TORONTO
860 Kilocycles

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

BROADCASTING • Broadcast Advertising
From Maine's woodsmen to California's cuties; from Florida's fishermen to Montana's ranchmen ... everybody, from helper to executive, listens every night to the authoritative voice of Mutual's ace newscaster ... Fulton Lewis, Jr. Indicative of his popularity are the reports of successful campaigns for advertisers sponsoring Fulton Lewis, Jr. Mr. Lewis has just celebrated the signing up of his 100th current sponsor ... and many more are climbing on the Lewis bandwagon with all speed.

Last year Fulton Lewis, Jr. won the coveted DuPont award for the nation's best radio commentator. His name is one with which any sponsor would be proud to have his product linked. Sell him at your one-time quarter hour rate per week ... Wire, phone or write WM. B. DOLPH, WOL WASHINGTON, D. C. ... TODAY!
LAGUARDIA ACTION CONTINUES WNYC

CONTINUED operation of WNYC, New York, as a municipal station was believed settled by action of Mayor LaGuardia in vetoing practically all of the budget slashes made by the City Council, one of which would have deprived WNYC of support from city funds. The Council suggested that the City make money on the station by leasing it to a commercial operator [BROADCASTING, May 31].

Council has until June 10 to over-ride the Mayor's veto, which re-stored all but about $50,000 of the $10,865,000 cut from the 1943-44 budget by the Council, but it is believed a practical impossibility for the supporters of the reductions to secure from the 26 Council members the 20 votes necessary to kill the veto. If the veto is not killed, the next year's budget will go into effect as revised by the Mayor, and WNYC will continue as before.

In explaining his veto on this point, the Mayor said: "The Municipal Broadcasting System of the City of New York is the outstanding and foremost non-commercial, publicly owned and operated broadcasting station in the country."

Continuation Urged

A PLEA for Mayor La Guardia of New York to insure continuation of WNYC as a non-commercial municipal station by vetoing a city council action cutting the station's $106,915 appropriation from the budget was written last week by Joseph Lang, general manager of WHOM, Jersey City. Plea was based on the station's programming record, and its service as a local co-ordinator of public service broadcasts.

Mr. Lang assured the Mayor his plea was "purely a businessman's view" "for I have no ax to grind commercially or politically". He pointed out that WNYC and WHOM were not in competition since his station caters to foreign language programs.

"The very presence of an independent, non-commercial station dedicated to civic public service, enlightenment, and the higher type of entertainment," Mr. Lang wrote, "is a healthy situation which should not be eliminated from the New York scene."

KVWC BROADCASTS

New Type Institutional Show
For Waggoner Estate

TURNING for the first time to radio institutional advertising, the W. T. Waggoner Estate of Vernon, Texas, a vast ranch and oil property covering a half million acres, sponsors a new type of patriotic broadcast on KVWC, Mutual affiliate in Vernon. Aired three times weekly, the quarter-hour program, Trails to Glory, pays tribute to the men and women who have left "the fringe of the Waggoner Ranch to serve with America's armed forces."

Ninetieth broadcast in the series was aired June 1. Thomas Huddson McKeel, promotion manager at KVWC, writes the scripts and gives the dramatized tributes. He shares the show with Manager W. D. Dixon, who presents biographical sketches of the saluted, based on a combination of questionnaires and personal interviews. Transcribed music and effects are handled by William Parady.

Copy of the script in a memorial folder and a personal letter from Mr. McKeel goes to the family of each service man concerned, as a keepsake. Four women, two Army nurses and two members of the W.AAC, have so far been honored on the program.

LILLIAN RANDOLPH (Birdie) of the weekly WNYC Great Gildersleeve has been signed for a singing role in a Republic film.

De Bow Named

PETROLEUM ADVISERS Inc., New York, announced last week that Tom De Bow had been named manager of the advertising and news department, which handles advertising of petroleum products marketed by the subsidiaries of Cities Service Co., New York, Elliott McElroy, who handled advertising and news, resigned with James Delaney, June 1 to join Foote, Cone & Belding, New York.

MEREDITH WILLSON, formerly musical director of NBC Maxwell House Coffee Time and now captain in the Army Special Services Division, is composer of the novelty war song, "Ko-Tok-1-0", introduced on recent broadcast of Chase & Sanborn Show.

Beat Manpower-Distribution Problems...

Come to "Golden Acres"

Survey Just Completed on Rich, Vital NCBS Market to Help You!

Just made by North Central Broadcasting System for you ... a complete, intimate study of manpower and distribution facts in this rich market ... "Golden Acres." This valuable survey tells you the leading food and drug jobbers . . . location of their branches and warehouses . . . number of salesmen covering NCBS area . . . class A & B retailers . . . products stocked . . . turnover. These and many other vital facts you need to know about this great market are yours for the asking ... to help you secure the shortest cut to greater sales and profits in America's "Golden Acres" where retail sales last year were $2,186,631,000. Write or phone us today for this helpful, profit-making study ... and beat manpower-distribution problems in this 2-billion dollar market!
RADIO ADVERTISING TRENDS ANALYZED

RADIO advertising has shown the sharpest rise of all media and has increased in volume without interruption, proving itself the exception to the rule, according to a survey by Kenneth Davis of the Division of Industrial Economics of the Commerce Dept., writing in the June issue of Domestic Commerce.

Mr. Davis reported general advertising volume in the first quarter of 1943 increased 8% over the same quarter of 1942, with radio continuing its rapid pace and handling the greatest volume in its history.

Contributions of time and space in behalf of war bonds is regarded by Mr. Davis as "the most significant point of contrast" between advertising in the first quarter of 1943 and that appearing in the same period a year ago. "It is practically impossible today," he points out, "to read through any publication or listen to any series of radio programs without coming upon examples of the new advertising technique."

Discussing the increase in the volume of radio advertising, Mr. Davis declares: "As the youngest of the more widely used vehicles of advertising, radio is still growing strongly, and what its proportionate place in the field will be remains to be determined."

BETTY RHODES, star of MBS The Fleet's In, has been signed to a term contract by Paramount Pictures, and scheduled for leading feminine role in the film, "Rainbow Island."

MEET A Young Charmer WITH A FUTURE

Barbara McDowell is a Wichita "room- baby," "room Baby" because of all bears is a "room bear."

Racing a bright future be cause Wichita is a "room- town" with a future. Barbara's dad is building for his family's future at Wichita's Boeing Aircraft plant.

Are you building your present and future sales in Wichita?

Today Wichita ranks first among all sales hot spots in the Middle West—and fourth in the entire country. KFH—the only full-time, 5000-watt in Kansas—is ready to do the job for you.

That Selling Station In Kansas' Biggest, Richest Market!

K FH

WICHITA

CBS . . . 5000 WATTS DAY & NIGHT

CALL ANY

EDWARD PETRY OFFICE

ACTRESS 80 YEARS OLD is reading a testimonial from a 90-year-old listener to Noxzema's Quiz of Two Cities on WTTG, Hartford. In real life she is Mrs. Lihou, tax-collector of Bloomfield, Conn., and a great-grandmother. Admiring "youngsters" are (1 to r): Bernard Mullins, commercial announcer; Paul Lucas, co-producer of the show; George Bowe, m. c. The quiz involves Hartford, Conn., and Springfield, Mass.

Blue Stations Are Cited For Adult Education Aid

AMERICAN Economic Foundation, through its board of trustees, is giving awards to a number of BLUE stations for their contributions to adult education through promotion of public discussion. The BLUE's Wake Up America series is presented under the auspices of the Foundation. Designated as recipients of merit are stations located in those cities saluted as "honor cities" on the program during the past two years, and those which have cooperated in carrying the recent national intercollegiate debate sponsored by the Foundation, as well as the Wake Up America broadcasts from week to week.

Stations receiving the commendation include: KGO KECA KVXW WIBG KSCC WJHI WENL WFBY KUTA WSUN WJZ WEMP KOWH WTOL KJRH WDEF KSO KGEO WTRY KABC WFIL WREN WIFIL. Board will meet this week to select additional stations.

HOMER REPLOGLE, former branch manager of the Cleveland department of the Ohio Match Co., has been appointed sales manager of Harold H. Clemp Inc., Rochester, in charge of retail sales operations. The company uses radio for the promotion of its lady's goods.

WATSON, DODD ITEM SNARES COMMITTEE

INABILITY of House and Senate conferees to agree on an amendment to the Urgent Deficiencies Bill which would have freed two FCC employees, Dr. Goodman Watson and Dr. William E. Dodd, Jr., of both the Foreign Broadcast Intelligence Service, was a principle item holding up final action on the bill last week.

Conferences met and agreed or about 60 amendments, but were unable to come to terms on Watson and Dodd when House conferences refused to give up the House approved item striking the two from the payroll. The Committee members reported to their Houses for instructions.

Indications were that the House would continue to insist on dismissal of the two, together with Dr. Robert Mues Lovett, Government Secretary of the Virgin Islands. 80-0, in a letter to his constituents, assailed Dr. Watson, asserting that he believed in overthrow of the American system by force and revolution.

MESSICHER & STOCK. Chicago (Fiego beverage), on May 29 started eight-hour weekday newscast on WBHM, Chicago. Agency is Golden & Gross, Chicago.

RAY REYNOLDS OF ROGERS & SMITH, CHICAGO

About

Ask

Ray Reynolds
Of Rogers & Smith, Chicago

WDGY

Established 1932
MINNEAPOLIS

Co-op Wheaties, by the exclusive use of WDGY, and no other promotion or advertising, forced distribution increases 1,250%.

WATSON, WILLIAM R. ABBEY

Primary Coverage

Secondary Coverage

Based on NAB Standards

Page 50 • June 7, 1943

BROADCASTING • Broadcast Advertising
Hedges Informs Stations Regarding New FCC Time Regulations

FOLLOWING is the full text of the letter sent by William S. Hedges, NBC vice-president in charge of stations, to affiliates of that network, designed to make NBC affiliation contracts conform to the new FCC network regulations effective June 15:

"We hereby release you of any obligation you may now have to broadcast any network commercial program we may offer you if the program offered by us occurs at a time conflicting with the time for which you are committed to broadcast a program of another network or if the program offered by us is offered on less than 56 days notice to you or if the program offered by us does not occur within the following hours, New York City time: (Here are inserted times applicable to each time zone).

Broadcast Obligations

"The aforementioned waiver is intended to cover our network commercial programs is, however, with the understanding that you will continue to follow each of our network commercial programs which you are already obligated to broadcast in periods of time outside the hours mentioned above, but in no event beyond the period for which we are presently committed to the respective sponsors thereof to deliver your station.

"We further waive any rights which we may have under said contract which may be inconsistent with the provisions of section 3.105 of said regulations.

"We assume you will desire to waive any right which you may have under said contract which may be in conflict with section 3.102. In that event we hereby grant you the right of first refusal, good for seventy-two [72] hours, in your primary service area upon your network programs, provided, however, we shall have the right to permit any of our programs to be broadcast by any station now regularly broadcasting our programs or by any station which may be substituted therefor by us as an affiliate in the same community of any such station.

"Each of the foregoing waivers shall become individually effective at such time as the corresponding regulation pursuant to which the waiver is made becomes effective and shall continue in effect for so long as that regulation is in effect.

"As you recall we have previously waived all rights under said contract which may have been inconsistent with section 3.101 and 3.103 of the regulations.

Contract Expiration

"With respect to section 3.103, we will assume unless we hear from you to the contrary that our contract shall expire two years after the effective date of this section with the understanding that should this section be subsequently modified or be made ineffective within a period of two years from the effective date thereof so as to make licensees having network contracts extending for a duration longer than two years eligible for a renewal of their license, it is agreed our contract shall expire on the date presently specified or on the latest day permissible under any such modification, whichever date shall earlier occur. The foregoing change in expiration dates shall not affect, of course, any earlier rights of termination of either party which may now be contained in said contract."

[The above paragraph is included only in letters to stations whose present contracts with NBC have more than two years to run. Stations with contracts expiring in less than two years were notified that those expiration dates remain unchanged.]

GILLETTE SPONSORS ALL-STAR BASEBALL

GILLETTE Safety Razor Co., Boston, has purchased for $25,000 the broadcasting rights to the 1943 all-star baseball game between the National and American leagues, to be played Tuesday night, July 13, or at 1:30 p.m. July 15, if postponed. Game will be broadcast here on over 240 Mutual stations; in Canada through the facilities of the CBC, and will be shortwave abroad.

The $25,000 as well as all other receipts will be turned over to the major league's baseball equipment fund to provide baseball equipment for the armed forces, according to Baseball Commissioner Kenesaw M. Landis, and J. P. Spang Jr., Gillette president, who made the announcement. Deal marks the first time that the all-star game has had an exclusive radio sponsor. Agency is Maxon Inc., New York.

Spots for "Dixie"

AN EXTENSIVE radio campaign to promote "Dixie", Paramount technicolor musical starring Bing Crosby and Dorothy Lamour, started June 10 on Crosby's Kraft Music Hall program on NBC, to which he returns after a sojourn in Mexico. Crosby will introduce music from the picture. His July 1 broadcast on NBC will also be dedicated to "Dixie" as the great rallying song of the South and to the "Fighting Sons of the South" with Dorothy Lamour as a special guest.

Prior to the picture's release in southern cities, Paramount has bought local spot announcements and station-breaks in Atlanta, Richmond, Charlotte, Nashville, Birmingham, New Orleans, Montgomery, Louisville, Dallas, Ft. Worth, Houston, Memphis, Newport News and Norfolk. Agency is Buchanan & Co., New York.

Riding a Sure Thing

The Boise Branch of a Nation-Wide Mercantile Organization use KIDO "EXCLUSIVELY" and for the "FIRST TIME" in a Semi-Annual Sale.

The Boise Branch reached 109.74 of its Quota.

Place your money on a "SURE THING".

KIDO-BOISE, IDAHO

Radio Homes Coverage 1 4 4 , 8 2 3

For more information consult John Blair & Co.
CBS Submits New Options to Affiliates

Local Time to Govern Contracts Under New Rules

CALLING upon its affiliated stations for cooperation and teamwork, CBS May 29 sent to its affiliated stations a detailed telegram outlining changes in contracts necessitated by the FCC's network regulations, scheduled to become effective June 15.

Specified in the telegram were hours to be optioned for each time zone, pursuant to the Commission's determination that local time rather than Eastern War Time would govern. The telegram, signed by Herbert G. Zuercher, president of the Columbia Broadcasting System, pointed out that FCC Chair- man James Lawrence Fly had indicated that the modifications were necessary in order to remain in effect until its present affiliation with the Columbia network, which expires June 14, 1945, by extending the term of its affiliation agreement beyond June 14, 1945, if necessary.

FIFTH. So long as Section 3.102 shall be in effect, we shall be released from any obligation which prevents us from furnishing any Columbia network programs to a station serving a substantially different area from that served by you or from furnishing Columbia network programs which you do not such earlier date as may be permitted by such regulation. If the term of your affiliation agreement does not presently extend beyond June 14, 1945, but contains an option or options giving us the right to extend the term beyond June 14, 1945, the options which give us the right to extend the term of your affiliation agreement beyond June 14, 1945, are suspended; provided, however, that if to the extent that rescission or modification of such section shall permit such options shall be reinstated.

FOLLOWING are new time options specified by CBS on any zones. In its telegram making all affiliate contracts conform to new network regulations, effective June 15 (see Paragraph SECOND in text on this page).

Insert 1 for eastern time zone stations only:

Mondays, Tuesdays, Wednesdays, Thursdays, Fridays, Saturdays, 9:45 a.m. to 12:45 p.m., 1:00 p.m. to 3:00 p.m., 4:00 p.m. to 6:00 p.m., 7:00 p.m. to 7:30 p.m., 8:00 p.m. to 10:00 p.m., and 11:00 p.m. to midnight; and on Sundays, 11:00 a.m. to 1:00 p.m., 1:30 p.m. to 3:45 p.m., 4:30 p.m. to 6:00 p.m., and 7:00 p.m. to 10:45 p.m. (all periods expressed in New York time current on the date of broadcast.)

Insert 2 for central time zone stations only:

Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, 9:45 a.m. to 12:45 p.m., 1:00 p.m. to 3:00 p.m., 4:00 p.m. to 7:00 p.m., 7:30 p.m. to 10:00 p.m. and 11:00 p.m. to midnight; and on Sundays, 11:00 a.m. to 1:00 p.m., 1:30 p.m. to 3:45 p.m., 4:30 p.m. to 6:00 p.m., 7:30 p.m. to 10:00 p.m. and 11:00 p.m. to 1:00 a.m. (all periods expressed in New York time current on the date of broadcast.)

The words "optional" followed by "FIFTH" were not included in the wire to stations. The two sentences between them were included only in the wire to those stations which serve the following stations, which were not expressed in New York time.

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C. J. Burnside Tells Growth of Radar
As Developed, Built by Westinghouse

WESTINGHOUSE has been active in Radar production since 1937. C. J. Burnside, manager of the Westinghouse Radio Division said last week, adding that the firm is now making 41 times as much of the equipment as it did when the National Defense Program got underway in 1940.

During 1937, Mr. Burnside said, Westinghouse developed the key electronic tube for the first Army radar equipment for detecting enemy aircraft. He said this pioneering enabled the firm to place proven radar apparatus in the hands of the armed forces several months before the attack on Pearl Harbor.

At Pearl Harbor
"It was one of the early Westinghouse radar units," Mr. Burnside asserted, "which detected and located Japanese planes some 30 minutes before they attacked on Dec. 7, 1941."

Mr. Burnside said that in addition to its mass production of the radar equipment, Westinghouse is continuing its studies of apparatus to "beamcast" radio waves, research which was begun nearly 10 years ago near East Pittsburgh, Pa. The work is carried on by specially recruited physicists and engineers in cooperation with the National Defense Research Committee, the Naval Research Laboratory and the Army Signal Corps.

"Beamcasting" was first demonstrated publicly by Westinghouse in 1933 at the Century of Progress Exposition in Chicago. Until a few years ago, however, the maximum power of the ultra short waves involved was about one watt. Equipment now used makes possible considerably more power for radar apparatus.

Mr. Burnside explained that one of radar's great advantages over the outmoded acoustic detectors, those large listening horns once familiar sights in news reels, is that radar travels at 186,000 miles a second—the speed of light—while sound travels at only 700 miles an hour, hardly double the speed of a fast bomber.

THE RIGHT INTRODUCTION
Builds Solid Friendships

No outsider has built the enduring friendships that WMBD enjoys in PEORIA! Folks here depend on Peoria's only radio station for entertainment, news, and public service features. It's the one medium that gives complete coverage of PEORIA—17 of Central Illinois' richest agricultural-industrial counties.

CONLAN SURVEY SHOWS WMBD DOMINANT

36,955 completed calls survey by Robert S. Conlan & Associates proves WMBD far out in front morning, afternoon, and evening. It's an eye-opener!

WMBD IS A MEMBER OF CBS

Worcester Salt Plans
WORCESTER SALT Co., New York, advertising account has been given to J. Walter Thompson Co., Chicago. Plans are not definite. Worcester Salt was acquired recently by Morton's Salt Co., Chicago, whose advertising has been handled by the agency since early 1942.

WCKY CINCINNATI

AP UP NEWS

WITH

Rex Davis
4 Times Daily

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DENNIS TELLS ROLE OF RADIO IN WAR

LOCAL STATIONS alone are giving 821 shows every week before camps in their respective areas, according to Wally Dennis, chief of the news bureau of the NAB, in a talk before the Assn. of Actors and Artists Mobilization Conference for Entertainers During the War in New York last June 3. Many stations also assign their talent to camp shows one or more times a week for benefit of personnel only, he said.

American radio at war, Mr. Dennis said, breaks down into three categories: domestic, shortwave for overseas and foreign consumption, and the technical, such as radar. Some three million dollars worth of time and talent had gone into 45 performances of Command Performance, aired for men overseas, via shortwave, Mr. Dennis estimated, before the show was recently taken over from the Army Public Relations Division by the Special Services Division.

The OWI is sending more than a million words every 24 hours to both our Allies and the Axis, Mr. Dennis revealed. The OWI is giving the truth about what war is costing them, and our Allies and the neutral nations, an idea of our industrial progress, and many other types of programs.

import of the Supreme Court decision.

Present at the extraordinary sessions last Thursday and Friday of the NAB board, in addition to President Miller, were Paul W. Morency, WTIC, Hartford; Kolin Hager, WGY, Schenectady; Roy Thompson, WFBG, Altoona; G. Richard Shafto, WIS, Columbia, S. C.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Hoyt B. Wooten, WREC, Memphis; Nathan Lord, WAVE, Louisville; John E. Fetter, WKZO, Kalamazoo; Leslie C. Johnson, WBFB, Rock Island; John J. Gillin Jr., WOW, Omaha; E. L. Hayek, KATE, Albert Lea, Minn.; Hugh A. L. Half, WOAI, San Antonio; Ed Yocum, KGLH, Billings, Mont.; Calvin J. Smith, WFBG, Garden City; H. B. Morency, WTIC, New Bedford, Mass.; H. D. Grace, KXKX, Aberdeen, Wash.; James D. House, WLY, Cincinnati; J. O. Maland, WHO, Des Moines; Barney Lavin, WDAY, Fargo, N. D.; Don S. Elias, WWNC, Asheville; Herb Hollister, KANS, Wichita; Paul W. Kesten, CBS, New York; and Frank M. Russell, NBC, Washington.

Unavoidably absent were Frank King, WMRR, Jacksonville, who was involved in pending ASCAP litigation; William B. Way, KVVO, Tulsa, ill with arthritis; and Walter D. Westlund, KRE, Berkeley, Cali., who was prevented from traveling by doctor's orders.


Book Asks Bands Soler: For Educational Station

THAT in the Mid-west radio belongs to the people more than in other sections of the country, is an interesting thesis of a new book by Dr. Albert Allison Reed, director emeritus of the extension division of the University of Nebraska. In Radio Education Pioneering in the Mid-West the writer traces the development of the broadcasting by educational institutions in seven states of the upper Mississippi Valley.

A significant feature of the book is the citation of instances when allocations of frequencies to commercial interests allegedly resulted in putting educational programs on the air. Dr. Reed refers to a struggle for a place in the sun waged between commercial interests and educational stations. The current domination in the field by commercial stations has imposed a technique that serious cramps educational use of radio.

Percy H. Russell Sworn In Navy as Lieutenant

PERCY H. RUSSELL, who, with Louis G. Caldwell, represented Mutual in the FCC Network Monopoly case, was sworn into the Navy last Friday as a lieutenant (j.g.). He has been assigned to the Office of Procurement and Material, Washington, D.C., as a resident partner in the firm of Kirkland, Fleming & Martin & Ellis, as is Mr. Caldwell.

Mr. Russell went from Dartmouth College, where he graduated in 1927, to Harvard Law School. Upon his graduation in 1932 he became law clerk to Supreme Court Justice Cardozo and served in the capacity for four years before joining his present firm in July, 1936.
Radio Top Topic
(Continued from page 11)
military communications and meth-ods to flank Com. T. A. M. Craven, former naval communications ex-pert on the FCC. Mentioned in this connection are Rear Admiral S. C. Hooper, former director of Naval Communications, who was recently retired because of health. His appointment would be favorably received, it is known, by both branches of the service and in Con-gress.
Jett Considered
Selection of past engineering official-esigns of the Commission and of its chief engineer, Lt. E. K. Jett, U. S. N. Ret., also is regarded as desirable. Lt. Jett, often cited as an ideal public official, has never been an active candidate for a post on the FCC although the op-portunity has arisen more than once.
At the FCC nerves are frayed because of the inquisitorial activi-ties of the House Committee. Chie-Counsel Eugene L. Garey, New York attorney, already has called three members of the FCC—Case, Craven and Payne—for preliminary examination in executive ses-sion. The other four members will be called. Hearings are expected to start by July 1, with members of the Commission as the first wit-nesses, on matters pertaining to broadcasting. [See separate story on page 14.]
Feelings are easily bruised these days in the FCC. Quarreling is said to be at its worst. Almost daily additional requests for files and information emanate from the House Committee. And the anxiety about the upcoming House Committee for testimony has Commission members and personnel on edge.
C. E. HOOPER, Inc., has taken addi-tional quarters at 272 Madison Ave., the building adjoining the radio re-search company’s New York head-quarters at 22 E. 40th St. The new space will serve as a production unit for the Hooper Station Audience Re-porting Division and the new Ad-ver-tiser’s Service.

100% COOPERATION
GIVEN CENSORSHIP

BROADCASTERS have cooperated 100% with the Office of Censorship in the first six months operation of a random spot check by the Broad-casting Division. The Division has been checking news scripts and commentaries originated by individ-ual stations. Samples have been secured from stations in every state.
This routine operation parallels sample monitoring of network and foreign language program con-ducted by the Broadcasting Division, and the sample of a rotating cross section of daily newspapers by the Press Division. Together these opera-tions give the Office an index to observance of the Censorship Code by the responsible censors under the voluntary system of coopera-tion by station management and newspaper editors.
Many station managers and news editors have written the Division expressing their apprecia-tion for the review thus afforded of day-to-day news operations of their stations.

FCC Quest of Operators
Aims at Job Placement
POSTCARD inquiries are being mailed to licensed operators on the lines of the Obituary, with “a few simple questions designed to list the information as to whether or not the licensee is available for employ-ment,” Chairman James Lawrence Fly of the FCC announced at a news conference last week. Results of the project, which is being han-dled by Dallas Smythe, head of the Economic Unit, will be made avail-able to the NAFO and to stations who can make use of it, said Chair-man Fly.
A sample of 1000 cards has been mailed, but because of possible changes of address and wartime mail is difficult, it is not ex-pected that a sufficient number of replies will be received before the latter part of the month to judge of the success of the project. It was emphasized at the FCC that neither a survey, this is a direct attempt at the placement of operators where they are needed.

More Soap Opera Fans,
Hooper Report Reveals
AN INCREASE somewhat over 12% in listeners available to day-time serials during April and May 1943, as compared to the same months last year, is reported by C. E. Hooper Inc., New York, as part of the company’s annual comparative information on “soap opera” audiences. Data were re-ported in the week following appearance in the Saturday Evening Post of an article entitled “Watchboard Weepers” by Maurice Zolotow.
Hooper states “there were fewer homes occupied in the daytime in April and May 1943 than in 1942, but in those where listeners are at home and therefore available, 8.2 are listening this year com-pared with 7.3 last year.” The available audience is regarded as 100% in both cases, to give a true comparison.

A BASEBALL clinic has opened on WEA, New York, as a Saturday morning series. George Babe Ruth is on hand weekly to answer questions.

Ad Council Plan
(Continued from page 12)
cost to the Government to explain the war to the people.”
In a report on recent activities of the Council, Mr. La Roche said that radio advertisers and broad-casters alone in the period from April 12 to May 1 had contributed time and talent worth $6,500,000.
“Picture a expenditure of more than $2,000,000 a week for one product, for one client,” he added.
“During the same three-week period newspaper advertisers and newspapers themselves contributed 72,000,000 lines of space for war bond promotion. This is equiva-lent to 36,000 full pages or 12,000 pages per week for one product, for one advertiser. In addition there were 8,089 outdoor posters valued at $302,000 and 100,000 car cards worth $100,000, contributed to the Second War Loan drive. Secre-tary of the Treasury Morgenthau has described the Second War Loan promotion as the “greatest advertising operation in the history of the world.”
Mr. La Roche emphasized that the war bond effort was one of the various war information campaigns which advertisers are conducting for their government, including drives against black markets, salvage, absentee-ism, and recruiting of manpower for industry, agriculture and the armed forces.


KELLOGG Co. of Canada, London, Ont. (corn flakes), on June 2 started a spot announcement campaign seven times weekly for 16 weeks on 10 Cana-dian stations. On June 7, a second Canned produced show started Monday through Friday for 13 weeks on CKL, Toronto, Calif., Alta.; CJCA, Edmonton; CJLC, Lethbridge, Alta., and CFGP, Grande Prairie, Alta. Account was handled by J. Walter Thompson Co., Toronto.

—end this page—
Actions of the FEDERAL COMMUNICATIONS COMMISSION
MAY 29 TO JUNE 4 INCLUSIVE

June 1

WAML, Laurel, Md.—Granted application for license renewal, regular basis.

WNJA, Covington, Va.—Granted request to make call letters CWPT.

WPAT, Paterson—Granted for hearing to application for transfer of North Jersey Broadcasting Corp., licensee from Frank Falkner and Rex Scheppe to Donald Flanagan.

WCCO, Minneapolis—Granted petition for rehearing of current special service authorization to WNYC for increase in night-time operation on 850 kc: set aside grant to KSBJ; denied application for special service authorization for broadcasting on 600 kc, 100 w. N. 250 w. D., unlimited; set aside grant to KSBJ; denied request for hearing on specified issues: WMT to be party; granted special service authorization to KSBJ for operation on 600 kc, 100 w. N. 250 w. D., pending hearing and determination by Commission on KSBJ's application for mod. license.

June 2

KGNL, Amerscilla, Fla.—Granted motion dismiss without prejudice application for license for 950 kc, 2 kw. D., unlimited.

WJR, Elyria, Ohio—Granted motion concerning hearing to application for mod. CP extend construction, completion date (June 25).

June 3


WCOP, Boston—Scheduled oral argument June 23, 1945, re application CP change outlet from Boston to Providence.

WBAZ, Huntington, Va.—Granted class B CP for change of call letters from WBAZ to WINX, change frequency, hours, move transmitter.

WNAX, Yankton, S.D.—Granted class B CP for change of call letters from WNAS to WNAX, change frequency, hours, move transmitter.

K考试, New York— Granted mod. CP to change hours, D-A, N, transmitter, extend completion date to Nov. 18.

Applications

June 2

W4ST, Detroit—Granted mod. CP for new FM station in part.

WKBV, Richmond, Ind.—Transfer control of call letters to William A. Knoch to Central Broadcasting Corp. (1900 shares), amended re stockholders of transferee corp.

WXHR, Chicago—License class C CP new frequency operation.

KFBM, San Diego—Transfer control of call letters to Barnes D. W, deceased, to The First National Trust & Savings Bank as Trustee, amended re trust agreement.

June 4

MEREDITH L. KOERNER, former assistant chief engineer, WJMA, Covington, Ky., and South Bend, has joined the Communications Division of OWI as assistant engineer following several months with the FCC's Radio Intelligence Division, with OWI, Mr. Koernor will plan, buy and inspect communications equipment for foreign and domestic broadcast.


THIRASHER HALL, former instructor in the Army Signal Corps, has joined the engineering staff of WBBM, Chicago.

SAM MAZZA, instructor in radio at West High Technical School has been added to the engineering staff of KSOK, Des Moines, Galre Myers, new to radio, has joined the engineering staff of WMT, Des Moines, and William R. Gynn, recording technician has joined the Air Forces as a technical sergeant, at Pascagoula, Miss.

EARL KRAINIK, 12-year veteran of the Milwaukee Police radio station, and Robert August of Champaign, Ill., have joined the technical staff of WMT, Des Moines.

KENNETH A. BLAKE, for six years with WHIB, Rock Island, Ill., has joined the engineering staff of WBBM, Chicago.

WAYNE DAVIS and Ben Howard, new to radio, have joined WMRC, Green Bay, Wis., as control operators.

BILL McGowan of the control room staff of KJCR, Vancouver, is seriously ill in a military hospital.

LOUIE A. SCOTT and earnest Grif- fin have joined the control room of WLS, Chicago.

FREDERICK S. ROWE has been appointed manager of electronic tube production and stocks of Westinghouse Electric Corp., Jacksonville, Fla.

Lahr Wins Award

AWARDING Bert Lahr, Hollywood radio comedian, $33,000 and coat, American Federation of Radio Artists (AFRA), at arbitration board on June 3 dismissed his recent $4,000 claim against the Music Corp. of America, national talent service. Action was result of alleged nego- tiations some two months ago between James L. Saphier, Hollywood talent service representative, and Bert Lahr, and Hal Hackett, radio director of MOA, in which comedian was ostensibly promised a contract, as the weekly CBS Comic Comedy Caravan.

New Business

LAMONT CORLLIS & Co. New York (Pond's cold cream), on May 4 starts for a series of beauty talks on 8 CBS Pacific stations (KNX KARM KGB KXNO KCBS KEXO), May 4 thru 11, 7:30-8 a.m. (PDT) Agency: J. Walter Thompson Co., N.Y.

P. LORILLARD, New York, (Old Gold cigarettes), on July 9 starts Bob Crewe's Bobbin Show, 7:30-8 p.m. (PDT) Agency: J. Walter Thompson Co., N.Y.

HARVEL WATCH, New York (Krapyk Watches), for a series of John B. Hughes, commentator, on 6 Don K. Epperly stations, 7:30-8 p.m. (PDT) Agency: A. W. Lewin Co., N.Y.

Network Changes

KELLOGG Co., Battle Creek, Mich. (corn flakes), on May 21 added for 21 weeks KDON KJON to stations on 17 Don Lake Pacific stations: Mon., thru Fri., 11:45-12 noon (PWT), making total of 13 West Coast stations for KELLOGG.


NEW YORK FOODS Co., New York (Sanka coffee), on July 4 shifts Willm. L. Skier on 81 CBS stations, Sun. from 6:45-6:45 p.m. to 10:30-10:45 p.m. Agency: Young & Rubicam, N.Y.

CARTER PRODUCTS, New York, (Sunshine Baking Powder) on May 22 renewed for 14 weeks, Upper Close, commentator on 5 CBS stations, Sun. 8:30-9:00 p.m. Agency: Leo Burnett Co., Chicago.

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago (insurance), on May 22 renewed for 13 weeks, Three Kings, commentator for John B. Hughes, on 8 Don K. Epperly stations, 7:30-8 p.m. (PWT) Agency: A. W. Lewin Co., N.Y.

Renewal Accounts

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer and vitamins), on June 14 adds nine blue stations, making a total of 81 blue stations to Lum & Abner, Mon. thru Thurs., 8:15-9:30 p.m., and on June 20 adds nine blue stations, making a total of 74, to Que Kids, Sun., 7:30-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

BRISTOL-MYERS Co., New York (Minst's Rub), on July 6 replaces Dody's with Noah Webster Says on 122 blue stations, 6:45-7:00 p.m. Agency: Young & Rubicam, N.Y.

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago, on June 8 discontinued Upper Close on 56 CBS stations Sat. 8:30-9:00 p.m. Agency: Leo Burnett Co., Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Cheslelerry cigarettes), on July 6 shifts Harry Mann to 15 CBS stations, Tues., Wed., Thurs., 7:15-7:30 p.m. with WOR (ABC) and WNEW (NBC), on July 6 shifts Harry Mann to 7 CBS stations, 12:15 p.m. Agency: Young & Rubicam, N.Y.

GENERAL FOODS Corp., New York (Swannsauce cake flour), on June 5 adds WQAM WDNY WFOY WDAE WJNO to Kate Smith's Tuesday Night, a number of CBS stations to 80, Mon. thru Fri., 12 noon to 1:15 p.m. Agency: Young & Rubicam, N.Y.

HOWARD H. WILSON Co., has been appointed national representative for KEX, Seattle, effective July 1. Homer H. Adams, who now represent KEX on the Pacific coast.
Help Wanted

PARTNER WANTED—Here is an opportunity for anyone who because of his past successful record can now make a substantial contribution in and become manager of a very aggressive local non-net station. The owner's illness plus other interests prompt this advertisement. To be considered, your first letter must contain full details. Box 696, BROADCASTING.

DRAFT EXEMPT GENERAL MANAGER—Wanted in East North Central Area, 150,000 market. Network affiliate. Must be executive, with program, local and national sales experience. Salary and bonus. State fully experience and references. Box 702, BROADCASTING.

Central Engineer—Permanent position for first class license “C.” WSSB, York, Pennsylvania.

Station Manager—By regional network affiliate in place to replace present manager subject to draft. Write Box 700, BROADCASTING, giving experience, earnings, references, draft status, salary desired. Our organization knows about this advertisement.

PROGRAM DIRECTOR—Must be able to take full charge of new sales office and direct staff. Salary plus bonus. Complete details are required. Box 694, BROADCASTING.


First Class Engineer—Draft exempt; tell all first control engineers, including minimum salary. Radiotone WLPN, Buffalo, Virginia.

Announcer—Permanent position with 5 kw. regional network station for draft deferred experienced man. Box 708, BROADCASTING.

CONTINUITY WRITER—MAN OR WOMAN—Local station in Midwest has immediate opening for an experienced continuity writer. Applicant must have sufficient production experience to assume full charge. Give complete details—age, marital status, experience and salary required. If male, draft status. Box 695, BROADCASTING.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band promoters. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

Announcer—Good position, pleasant work with congenial staff and experience not necessary. Box 699, BROADCASTING.

Engineer—1st class, competent become chief, permanent. New York local, full data first letter. Box 710, BROADCASTING.

Wanted At Once—First class engineer. Draft exempt; Excellent background, ability and experience, minimum salary. WMSL, Atlan- tica, Delaware. Excellent voice, Good references. Box 697, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 709, BROADCASTING.

Wanted

Announcer—Age 21. College graduate, one year announcing experience and commercial drama. Excellent control. Salary and references. Prefer eastern location. Box 707, BROADCASTING.

Situations Wanted

Station or Commercial Manager—Available—B.S. college graduate, 35, married, 12 years' radio background includes all phases, sales, merchandise, programming, promotion. 4 years assistant sales manager 5 kw. metropolitan station. 8 years network sales. Reasonable salary. Box 714, BROADCASTING.

Chief Engineer—Over twenty years in radio. Experienced on RCA equipment 4 to 50 kw. and W.E. 14 kw. Experienced in maintenance of transmitter and control room, acoustics, instantaneous recording, announcing (news, sports, commercials and MC ad lib). Age 42. draft exempt family man for permanent position anywhere but Southwest. Minimum salary $250 monthly. "Engineer." 4 years' experience and references. Box 716, BROADCASTING.

PROJECT MANAGER-ANNOUNCER—Draft exempt, age 21, married. Desires position with large station. Prefer South. Box 706, BROADCASTING.

Chief Engineer—Age 36. Married, children. 14 years' experience, operation, installation, maintenance. Box 699, BROADCASTING.


The Entire Engineering and Announcing Staff—Of a popular East Coast Winter resort Network Station is dissatisfied with working conditions and desires a change. Box 699, BROADCASTING.

Girl—College graduate in radio desires position writing or announcing. Experienced. Box 691, BROADCASTING.


Manager—Married, recent draft rejoin. Capable, sober, honest, best possible references. Available immediately. Prefer southern location. Permanence and opportunity for highest desires. Box 704, BROADCASTING.

Young Man—Acting experience and 4-F. Would like to start as announcer with W. E. station. Box Gwynn, 11 Sheridan St., N. W., Washington, 11, D. C.

PROGRAM DIRECTOR—Desires position with midwest station. Now employed. Draft 4-F. Box 688, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER—Draft exempt, age 25, married, three years' experience. Desires position with larger station preferably North or West Coast. Box 705, BROADCASTING.

Wanted To Buy

Pittsburgh (Pa.)—Lawyer desires to purchase or part interest in a broadcasting station. Also desires to purchase complete equipment for 150 kw. station. All replies confidential. Box 697, BROADCASTING.

Radio Station—Preferably on the Pacific coast. Would consider either majority or minority interest. Box 711, BROADCASTING.

For Sale

Radio Station For Sale—A 250 watt station in a flourishing midwestern city. Doing a nice business. Established four years with rich farm territory absorbing. Address Box 701, BROADCASTING.

WANTED

2 SUPER ANNOUNCERS

We will pay up to $200 weekly to start—and more as you merit it. You must have record of performance in mailing and selling, and ability to build listenable shows.

WRITE FULLY AND IN CONFIDENCE TO

G. T. DYER

WATT

CHICAGO, ILLINOIS

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of

Qualified Radio Engineers

Dedicated to the

SERVICE OF BROADCASTING

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

PAUL F. GODLEY

CONSULTING RADIO ENGINEERS

MONCTON, N. J.

MO 2-7859

GEORGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg., District 8456

Washington, D. C.

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

Radio Engineering Consultants

Frequency Monitoring


Silver Spring, Md.

231 E. Gregory

Crossroads of the World

Hollywood, Calif.

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SITUATIONS WANTED

Announce wanted any sales

or position.

Box 693, BROADCASTING
Petrillo Asks Publishers to Aid AFM
In Elimination of ‘Bootleg’ Records

JAMES C. PETRILLO, president of the American Federation of Musicians, requested music publishers to assist the union in eliminating “bootleg” recordings of hit tunes by refusing to license the recording company.

Eli Oberstein, whose Hit and Classic records have been the only instrumental recordings of music which have become popular since the AFM imposed its ban on record sales on Aug. 1, of last year, was especially cited in Mr. Petrillo as an example of what he was aiming at. These records are presumably pressed from masters made outside the United States.

Request was described as “razor” by one of the music publishers who had been summoned by the AFM president to the meeting, held last Tuesday in the union’s head-quarters in New York. In effect, he said, the AFM is asking the music publishers to refuse to license the recording of any of their music, since the copyright law requires a publisher who has permitted one recording company to record one of his compositions to make this number available and the other recording companies who wish to use it, at the statutory maximum fee of two cents a pressing.

Fear of Conspiracy

Although the AFM desires to stop the production of instrumental recordings, which they classify as unfair competition, while the title of their ban on records is in effect, compliance by the publishers would also eliminate the a cappella transcriptions which several companies have issued to their library service subscribers, to give them the tunes without violating the AFM ban.

General feeling among publishers is reported as “middle of the road”, with the publishers not wishing to lay themselves open to Government prosecution for conspiracy in restraint of trade nor yet wanting to defy the AFM, which could forbid its members to play the music of a recalcitrant publisher, either in their public appearances or on the air, a move which might conceivably put that publisher out of business.

Mr. Petrillo refused to discuss the meeting or to issue any statement regarding this latest move on the recording front. Walter Douglas, chairman of the board of Music Publishers Protective Assn., who agreed to hold a meeting of his board and to give Mr. Petrillo an answer by the end of the week, was likewise unavailable for comment. AFM executive board is expected to deal with the problem further at its meeting in Chicago next week.

Allen Substitution

TETAX Co., New York, last week completed arrangements for the summer show to replace Fred Allen, chairman of the board of Mutual, scheduled as m.c. and singing star, Joan Robert, singer of the Broadway show “Oklahoma”, and Al Goodman’s orchestra.

Although the program is scheduled only for summer months, it is reported that Allen will not return to the Sunday half-hour on CBS in the Fall, preferring to take a vacation and fulfill a picture commitment before resuming for Texaco after the first of next year. This report could not be verified as Broadcasting went to press, the agency in charge, Buchanan & Co., New York, stating that Allen’s plans were reportedly still indefinite.

Beverage Spots

BEVERAGES of America, Hollywood (Chukker), in mid-May started using an average of three transcribed one-minute announcements daily on eight stations in Pennsylvania, Maryland, Illinois, Oklahoma and Texas. Contracts are for 12 weeks. Agency is Barnes Chase Co., Los Angeles.

Vio Bin Series

VIO BIN Corp. Monticello, Ill. (Life of Wheat, vitamin product), has begun a five-minute five-a-week transcribed talk on foods and vitamins by Hayden Roberts on WHBM, Chicago. Agency is Rogers & Smith, Chicago.

Effective Sound

The listeners have been taught the public of Ithaca, N. Y., the news of the year red and blue air raids signals. After a disappointing practice blackout, WHCU co-operated with local officials in transmitting an explanation of the rules with sound effects. After a week-long series of transcribed radio announcements, a second test blackout proved entirely successful.

NAB GROUP STUDIES LABOR’S USE OF AIR

DISCUSSIONS of labor’s part in the use of radio will be featured at a meeting of the NAB Code Compliance Committee in New York June 16-17, Neville Miller, NAB president and ex-official chairman of the committee announced last week. A letter from the Council for Freedom from Censorship, composed of Thomas J. Karkskaden, chairman; Morris S. Novik, Paul F. Lazersfeld and Norman Thomas, will be the principle on the agenda.

Among the subjects the letter proposed are: Should trade unions have the right to buy time for entertainment purposes with inciden
tial mention of auspices; should they be allowed to buy time to ex-plain their operation and solic
time; what additional facili-ties should be extended to labor spokesmen on sustaining time; how can a viewpoint more acceptable to labor’s interests be included in general entertainment features; how can trade unions take greater advantage of radio as a media to contact the public.


Family Men Face Early Induction

McNutt Urges Employers File Replacement Schedules

EARLY reclassification of 3As, prescribed by the pre-Pearl Harbor fathers, was predicted in Washington last week as Paul V. McNutt, chairman of the War Manpower Commission, produced figures which indicated that local draft boards would exhaust their supplies of eligible single men long before the summer was over.

With 700,000 servicemen still needed to fill the 1940 quota of the armed forces, Mr. McNutt said that on May 1 there would be only 200,000 married, married and single, in the 18-38 age group. He estimates that 900,000 of these will escape the draft by taking Congressionally protected agricultural jobs.

Few Singles Left

It is obvious from these figures that the single men are so many that they are about 20% of the draft. In anticipation of the induction of family men, Selective Service has already provided for a lengthened furlough period of two to four months.

Some hope of longer delay in their induction appeared last week when the Navy agreed to take the handicapped men into the service for a second induction of three men. However, Mr. McNutt was not optimistic at his Monday news conference. He said that in 1944 the services might take 64,000 and in 1945, physically handicapped, younger, older.

To meet the expected drafting of married men, Mr. McNutt has urged employers who depend on a number of men in 3A to file replacement schedules with their state selective service directors to facilitate their orderly withdrawal. In most cases, the racing race conditions, where the number of eligible men is small, the normal pro-

cess will be to await reclassification of a number of men, after which they will file Form 42A to seek deferment in 2A as a necessary worker in civilian industry.

Mr. McNutt said, however, that there will eventually be only 1,500,000 industrial deferments. He is urging employers of the 3,000,000 now in 2A and 3B to prepare to give up many of these men.

WOR Accounts Up 20%

AUDIENCE interest in war news as well as desire for relaxation from the war reflected in a 20% gain in new business accounts obtained by WOR New York, during the first five months of 1943 as compared to the same period last year, according to Eugene S. Thomas, WOR sales manager. A large portion of the increase was due to the addition of sales in the amusement and publication fields. New accounts taking $50,000 this year total 120 as compared to 100 a year ago.

Aware of the effect of the war on listeners’ interests, Mr. Thomas explained that the new accounts were more and more to radio as the means to convey their message to the public.

Page 58 • June 7, 1943 • BROADCASTING • Broadcast Advertising
In 32 cities of its primary area, and in 218 rural communities around them.

**WLW DELIVERS 51.2% OF ALL NIGHTTIME LISTENING**

This dominance is in a market whose 12 million people buy more drug and grocery products than are sold in New York's five boroughs and the City of Chicago combined.

* A weighted average figure, based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area. Remainder of audience is divided among 53 other stations identified by call letters in the Hooper report.
RCA TYPES 207, 891, 891-R, 892 and 892-R

REBUILT TUBES

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

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

Under this plan, old tubes of the five types listed are returned accompanied by a suitable order which will enable us to ship rebuilt tubes in replacement.

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

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

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

Do Not Send Tubes Without Return Authorization!

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

RCA TRANSMITTING TUBES
Proved in Communications Most Exacting Applications
RCA Victor Division, RADIO CORPORATION OF AMERICA, Camden, N. J.