more families listen to WOR in the early morning than to any other New York station

★ In fact, from dawn till 8:45 A.M. WOR ranks a consistent first. From 7:00 to 8:15 A.M. WOR has more listeners than all New York stations combined.

EVERYBODY LISTENS TO WOR
They Pack 'Em In!

IN THEATERS . . . AT FAIRS . . . AND IN LIVING ROOMS THEY'RE THE MIDWEST'S RADIO FAVORITES

THERE'S plenty of evidence to prove the popularity of WLS entertainers—crowds, for one thing. More than a million people have paid to see the WLS National Barn Dance in the Eighth Street Theater. Every day, crowds jam other theaters where they play. Only recently, WLS talent set four new, one-day, theater attendance records in two weeks—at Aurora, Peoria and Danville, Illinois, and at Hammond, Indiana.

Last fall, WLS stars played at 192 state and county fairs, scattered from North Dakota to Pennsylvania. At three Midwest state fairs, the WLS National Barn Dance played to 32,000 paid attendance.

As for their popularity as radio stars . . . listeners send WLS a million letters a year!

That's the kind of talent we have at WLS, talent that commands the crowds, on personal appearances and WLS programs. Good talent is another reason people in Midwest America listen to WLS . . . and that's why WLS Gets Results!

REPRESENTED BY
John Blair & Company
Travel in the best circles, with the country's leading advertisers, on WDRC. Shoot your message straight and true, to more than a million people in WDRC's Primary Area. Strengthen your advertising with WDRC's winning combination of coverage, programs and rate.
Pri-mar-y Rea-d'er for Time Bu-y-ers

Nebraska variety, dark blue. As luscious and round as a pretty brunette. Cooked, squeezed and fermented for jelly, grape juice and wine, respectively. Many farmers depend on their vineyards for their major income.

Bulky, nutritious vegetable, indispensable for cole slaw and corned beef. Nebraska cabbage patches cover thousands of acres. In this state, cabbage raising is big business.

HONEY

Nectar, romantically gathered from flowers by industrious little insects. Stored in hives, after which it is stolen by farmers who maintain huge apiaries for just such nefarious purposes. Sold, of course, for large numbers of greenbacks.

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W -i_n_s -o_v_e

Washington's ONLY
24 Hour Station

- 1,000 Watts
- 1,400,000 Potential Audience
How to keep 'em listening

WCAU's formula for keeping them tuned to WCAU is "all out", day in and day out promotion. In the first three months of 1942, WCAU used 51,000 lines of display advertising in Philadelphia's three leading newspapers; The Evening Bulletin, The Inquirer and The Record, whose combined circulation is 1,294,044. A total of 491 individual insertions were made, at least 3 for every commercial program and outstanding station feature broadcast by WCAU. And that, by the way, is just one illustration of how WCAU keeps working, to keep 'em listening—to WCAU!

WCAU
50,000 WATTS IN ALL DIRECTIONS

Philadelphia • WCAU Building, 1622 Chestnut Street ... New York City • CBS Building, 485 Madison Avenue ... Chicago, Ill. • Virgil Reiter, 400 N. Michigan Ave. ... Boston, Mass • Bertha Bannon, 538 Little Building ... Pacific Coast • Paul H. Raymer Co.
Out of the shrill whine of high-speed cutting tools, beneath billowing gray-black smoke from towering stacks, there is emerging in Detroit the greatest arsenal on earth. Gigantic peace-time industries of a year ago are rapidly being converted for mass war production. Soon their might will be felt around the world.

In addition, many other Detroit plants already on full war production are working 24 hours a day, seven days a week. It is estimated that factories in this area will soon furnish employment to a million of the highest paid workers in the country, making Detroit the greatest industrial market of all time!

How Detroit's vast war effort has already boomed business activity in this great market 26% OVER a year ago is reflected in the figures above, from the publication "Where's Business?" issued by Brooke, Smith, French & Dorrance, nationally known advertising agency.

Yes, Detroit has, and will continue to have, the power to buy all available kinds of goods and services. And WWJ, by itself, offers advertisers effective, economical coverage of this great market. In fact, every listener-interest survey made of Detroit radio audiences during the last 10 years shows substantial leadership for WWJ, at all periods of the day and evening.
The two Carolinas, almost equally divided between INDUSTRY and AGRICULTURE, provide a steady, balanced and year-around market. Charlotte, at the CENTER of this rich area is the hub of distribution for the Carolinas. WBT, with 50,000 watts located in Charlotte, is the logical center from which to relay your sales message to this thriving market.

WBT

50,000 WATTS, CHARLOTTE • THE STATION AN AUDIENCE BUILT

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: Los Angeles, San Francisco, New York, Chicago, St. Louis
1926—While attending high school he served as part-time announcer and operator of KFJM, the University of North Dakota station.
1929—Left University of North Dakota to go with WDAY, Fargo, N. D.
1930—Assumed management of KFJM for the University. Managed KFJM until November, 1941.
1936—Established Radio Station KDAL in Duluth, Minnesota.
1941—Became owner of Station KILO, successor to KFJM, in Grand Forks, North Dakota. Boosted KDAL to dominating position in Duluth market with 1000 watts, 610 k.c., CBS.

Far be it from us to claim the power of prophecy—but here is a young man who has already come a long, long way in radio, and who we believe is destined to go a very great deal further. Because Dalton Lemassurier has developed both a technique and a habit of doing the things that other people call "impossible"—and now, in his early thirties, is owner and general manager of two successful radio stations!

When it comes to doing "the impossible", we of Free & Peters have a pretty good record, too. We have brought together a group of well-managed stations in which there is not one single dud—have built an organization of highly-skilled radio specialists to interpret them to you—have organized such dependable methods and facilities that many large agencies and advertisers use us virtually as a department of their own businesses.

Yes, before Free & Peters started in business, most advertisers would have said it was "impossible" to buy and use spot-radio as easily and conveniently as it is today. For that, most of the people in radio give us considerable credit. And that's the way we'll continue to work, in this group of pioneer radio-station representatives.
Aroused House Seen as Probe Hits Cox

Resentment Noted Over Justice Inquiry

FIREWORKS aplyent on Capitol Hill over alleged tactics of the FCC majority, headed by Chairman James Lawrence Fly, in attempting to block passage of the Cox Resolution are predicted when the House reconvenes April 13 following its Easter quasi-recess.

Disclosure last week that the Dept. of Justice is investigating charges that Rep. Eugene Cox (D-Ga.), author of the resolution for a select committee inquiry into the FCC, has acted improperly in representing WALB, Albany, Ga., precipitated the new wave of Congressional resentment. Rep. Cox himself angrily denounced the reports and promised to answer the "attempted smear" on the House floor when the full membership is present.

May Call Fly Again

The resolution itself is still pending before the House Rules Committee. Chairman Fly last month made two appearances in opposition to the measure and, among other things, denied knowledge of any effort to block its passage. The committee is expected to meet again during the April 13 week, with Chairman Fly to make a third appearance and with at least one other witness to be called by Rep. Cox.

Whereas some doubt had been expressed as to favorable action on the resolution prior to the Dept. of Justice disclosure, development of this incident was expected to enhance its chances of approval. In informed quarters it was freely stated that the inquiry into the Albany, Ga., affair had been instigated by the FCC. As a matter of fact, word had seeped out several weeks ago that it had been discussed in mid-March at an FCC meeting.

First disclosure of the Cox incident came March 28 in a story published by the New York tabloid PM. It related that the Dept. of Justice had been asked to investigate the exchange of $2,500 checks between Rep. Cox and the Herald Broadcasting Co. of Albany, licensee of WALB. Photostats of a number of documents had been received by the Department, it was said, but the source had not been disclosed.

The Department last Tuesday confirmed the report that it had received photostats of checks exchanged between the Congressman and the Herald Broadcasting Co., and said the matter was "in the hands of its Criminal Cases Division".

The PM story stated that the photostats included a $2,500 check dated Aug. 15, 1941, signed by Rep. Cox, payable to the Albany Herald Broadcasting Co.; a check dated Aug. 16, 1941, three days later, signed by C. D. Tounsell, secretary-treasurer of the broadcasting company, and payable to Rep. Cox; a $2,500 deposit slip made out to the account of Rep. Cox in the City National Bank of Albany; a voucher stating that the $2,500 check to Rep. Cox was for "legal expense"; a statement by Mr. Tounsell declaring that the check given Rep. Cox was for "future services".

The PM story stated further that the check for $2,500 given to the company by the Congressman was in payment of 25 shares of stock in the station, which operates on 1500 kc. with 1,000 watts. The payment of $2,500 to Judge Cox three days later, explains PM, "exactly equaled the payment made by him to the company."

Station Ownership

FCC public records do not reveal Rep. Cox as a stockholder in WALB. The largest single stockholder, as of June 25, 1940, was H. T. McIntosh, publisher of the Albany Herald, with 56% or 138 shares. J. A. Davis is shown as the owner of 77 shares or 23% of the stock. All other stockholders listed hold not more than 20 shares, or 6%.

Dept. of Justice has been asked, according to PM (but it does not say by whom), "to find out whether the stock was returned or still is owned by Cox".

Friendly Interest?

After pointing out that Rep. Cox has interested himself in pending applications filed by WALB for a change in facilities, as well as in past applications, the PM article continued that the department has been asked "to investigate whether this was the friendly interest which by Congressman Cox might normally take in the affairs of a constituent or whether he was, in effect, serving as counsel to the company."

Further, it was stated the Department has been asked to ascertain whether the effect of the check and stock transactions was to give Rep. Cox $2,500 worth of stock in the station and, if so, was this a payment for legal services.

In a follow-up article published in the March 30 PM, it was stated that among documents received by the department were minutes of the Herald Broadcasting Co. showing that in April, 1940, Rep. Cox was asked to serve as its counsel.

The Department admits, PM added, that there is "no impropriety in a Congressman acting as counsel for a private client". But the newspaper stated that to this the "there is only one exception—a Congressman may act as attorney except in cases before some Federal agency". Then it brought out that Section 113 of the Federal Criminal Code "makes it a felony for a Government official, elected or appointed, to represent a client before any other bureau or department of the Government".

Named Acting Speaker

No comment was forthcoming from Chairman Fly following publication of the PM stories. Rep. Cox, however, announced in a statement that he would follow through as soon as Congress returns from its informal Easter holiday. He was named Acting Speaker of the House by Speaker Rayburn for the quasi-recess, and apparently felt it was

AFM's Strike Against MBS Ended as Net Cuts Off WSIX

Musicians Locals in Dozen Cities Negotiating In Effort to Broaden Employment Payrolls

RADIO'S shortest strike, lasting only a few minutes, was called at 4 p.m. last Thursday by the American Federation of Musicians against MBS, withdrawing all musicians from the network's programs, both commercial and sustaining, to insure that no such program might reach WSIX, MBS affiliate in Nashville, against which the AFM local in Nashville is striking.

Strike was terminated almost as soon as it began when the network stopped its service of musical programs to WSIX, thus achieving the result desired by the AFM. Strike lasted only for the few minutes necessary for the network to notify WSIX of the action and to report to the AFM that it had been taken.

Remotes Restored

No programs were affected by the strike, whose termination also brought about a resolution to MBS of its remote dance band pick-ups which the union had ordered off March 18 in protest against the failure of WSIX and WGBS, Louisville, to reach agreements with their local musicians' unions. The Louisville dispute was ended more than a week ago [BROADCASTING, March 30].

Meanwhile, it was learned that AFM locals, acting in conjunction with national headquarters, are seeking to negotiate increased employment in a dozen cities. Last weekend conversations were particularly active in Baltimore and Scranton.

Weber Explains

All signs pointed to redoubled activity by AFM, in advance of its convention in Dallas in June, to broaden the employment and payroll base generally. Emphasis is being placed upon network affiliations and purported loss of employment in stations using a preponderance of network programs.

Explaining MBS' action in withdrawing service from an affiliated station rather than face a general network strike, Fred Weber, general manager, stated that "discontinuance of service to the Nashville affiliate was unavoidable, in view of the fact that 198 other Mutual... (Continued on page 48)
PUBLIC

ING

whether, recently, for a new one. This is another attempt to stop a member of Congress in the prosecution of an inquiry which bureaucracy opposes. The instance where the Gestapo methods of the FCC will not succeed.

Precisely how the story "leaked" is not known. Some observers inclined to the view that it was given out by an FCC attorney or investigator who had been sent to Albany to inquire into the whole affair. That the FCC was looking into the matter shortly after an introduction of the Cox Resolution, Feb. 2, was known in informed radio circles, and even Rep. Cox himself, during a recent Chairman Fly, asked about the "perfect army of ambitious young men" used in investigations.

At a meeting of the FCC in mid-March, it is believed a Freedom Commission was told of the "discoveries" in connection with the WLAB case. At that time the talk was that the FCC would immedi-
ately, if certain action is taken, through Dept. of Justice, criminal proceedings.

Despite all this publication of the story in PM was regarded as "premature" and embarrassing to Chairman Fly. The fact that Chairman Fly's term on the FCC expires June 30 becomes a factor in the proceeding.

Others Have Stock

As for ownership of stock in broadcasting stations, the records show there are at least a half-dozen members of Congress who hold majority or minority interests in stations. The FCC only March 24 authorized a new station in Elkins, W. Va. [BROADCASTING, March 30], in which a majority stockholder is Rep. Jennings Randolph (D-W. Va.). An application for a new station in Topeka, recent- ly denied, was by Sen. George S. D. Worth Clark, (D-Iowa).

The Cox Resolution (HR 420) proposes appointment of a select committee of five members of the House to investigate "the organization, personnel and activities of the FCC" with a view to determining whether or not such Commission in its organization, in the selection of personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and the public interest.

Rep. Cox has stated he proposed to retain special counsel for the Merger of War News Offices Considered by the President

DESCRIBING the problem as "highly technical," President Roosevelt in his press conference last Friday disclosed that he is now considering some sort of merger of the Government's information agencies, but declined to indicate who would head the new setup. Asked whether it would be Alexander F. (Casey) Jones, managing editor of the Washington Post, the President denied it would be "neither Casey nor Jesse.

Meanwhile, many reports are current in Washington regarding a proposed new War Information Administration [BROADCASTING, March 16] which, it has been said, would absorb the present information services of the Army and Navy, the Office of Emergency Management, the War Information Commission and the Office of Facts & Figures—and also might take over the entire functions of the Office of the Coordinator of Inter-American Affairs (Ritchie Committee) and the Office of the Coordinator of Information (Donovan Committee).

It is believed consideration of the new information setup is the reason for the slowness of action on proposals to take over the interna- tional broadcasting administrations [BROADCASTING, March 30]. The plan to subsidize the shortwave stations has been placed in the hands of the President and the other agencies, and it is possible it is being held up pending the decision on a War Information Administration.

Such a new agency, it is said, might be established to coordinate all Government war news might be issued, but it is understood the Army and Navy have already objected to issuing their war communica- tions through any such new agency. Credence is lent to absorption of the Donovan Committee by the fact that Col. Donovan has been seconded to his desire to go into active military service.

The Office of Censorship, it is understood, would remain outside of the fold of this agency, being concerned primarily with what should not be broadcast and published. However, Byron Price, chief censor, has been mentioned for the new job as have Archibald MacLeish, chief of the OFC; Lowell Field, director of the Office of Government Reports and administrative aide to the President; Elmer Davis, special assistant to the President; Anthony Lewis, New- man, newspaper columnist. It has been said the new job might be given Cabinet rank.

WTAG, in Worcester, Becomes CBS Affiliate

FORMAL announcement of the affiliation of WTAG, Worcester, with CBS as a basic station on April 5, 1935, was made last week by T. W. Williams, managing di- rector. The station is owned and operated by the Worcester Tele- gramic and Radiographic Service, Inc.

WTAG will replace WORC as the CBS outlet, but becomes the first station in Worcester to operate as a basic outlet of CBS. No an- nouncement yet has been made re- garding WTAD, a 250-watt outlet, with termination of WTAG."s affiliation next year. WNAQ, the station now owned by the Yankee Network, is moving to Worcester and will be the fourth outlet in that city for CBS. Construction permit for WMAW is again issued by C. T. Sherer Co., Inc., having been authorized last year for operation on 1230 kc., with 250 watts. WTAG has been a member of NBC since 1926. It operates with 6,000 watts fulltime on 880 kc.

PRIVATE GORDON GRAY

WJS Owner Enlists in Army,
Ignoring Deferment—

IT WILL BE Buck Private Gordan
Gray Enlists this month.

The wealthy owner of WJS, Winston-Salem, on March 28 volun- teered for Army despite the fact that he was classed as 3-A. He waived deferment.

Mr. Gray expects to be inducted next month and will be enrolled from Winston-Salem and will un- dergo three months' preliminary basic training. If he qualifies, he will go to a competitive officers' training school. He hasn't an- nounced plans for operation of his station or newspaper or other busi- ness interests during his service.

7 More Affiliates

Acquired by Blue

WSSR, WNAB, WELF, WCFI, KBUR, KRMD and WSPR

SEVEN NEW affiliates were an- nounced by the BLUE last week: WSSR, Stamford; WNAB, Bridge- port; WELF, New Haven; WCFI, Pawtucket; KBUR, Burlington, KRMD, Shreveport, and WSPR, Springfield.

WSSR, owned by Stephen R. Rinton, executive of The Katz Agency Inc., newspaper and station representative organization, operates with 250 watts power on 1400 kc. to serve the BLUE April 15. The two other Connecti- cut stations, WELF, with 1,000 watts daytime and 500 watts nighttime power, on 960 kc. and WNAB, with 250 watts on 1460 kc., are scheduled to join the BLUE June 15, date that WICC, Bridge- port, which is now affiliated with both BLUE and MBS, becomes an exclusive MBS outlet.

Other Affiliations

WFCI, using 1000 watts power on 1420 kc., also joins the BLUE June 15, when WEAN, Providence, also drops its BLUE affiliation to become exclusively MBS. WFCI is currently an MBS outlet.

WSPR, now on MBS, will join the BLUE Sept. 29. It operates on 1270 kc. with 500 watts.

Following the previous announce- ment that WELF, Boston, will go BLUE June 15 [BROADCASTING, March 30], the BLUE status in New England as it will be after June 15—when the Shepard stations which now are outlets for both BLUE and MBS programs drop their BLUE affiliations and when the Westinghouse stations WBZ- WBZA, Boston-Springfield, move from MBS to New England—are fairly well clarified with the ex- ception of Worcester. In addition to the stations already mentioned, NBC, WCN, WBCN, WMB, WMUR, Manchester, are also BLUE affiliates, and NBC's Maine stations, WRDO, Augusta, and WJC, Bangor, carry BLUE pro- grams.

KBUR, Burlington, Ia., which joins the BLUE June 1, operates with 250 watts on 1490 kc. KBUR's general manager, Joe DuMond, is a stockholder in PAB, 50-kw sta- tion now under construction in Waterloo, Ia., which also joins the BLUE [BROADCASTING, March 30].

KRMD, Shreveport, will become a member of the BLUE's Southern Group Sept. 1. Station operates with 250 watts on 1340 kc.

Ex-Lax Renewing

EX-LAX Inc., Brooklyn, the early part of this month is signing re- newal contracts with the large list of stations throughout the country carrying its spot announcement schedule. No official count of the stations is available from Joseph Katz Jr., New York, agency in charge.

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BROADCASTING • Broadcast Advertising
Wine Industry Turnsto Air Campaigns

Gain of 28% Is Noted Over Last Year in Time Purchased

An upsurge of wine accounts on the air has been perceptible in recent months as the thriving American wine industry reports sales up 28% over last year. Placing primarily through their regional and local distributors, big wine producers have been more and more time both for name and direct sales advertising, with this spring apparently to be the biggest season of such advertising in history.

Some stations, in line with self-imposed policy, are refusing to accept wine accounts—but these are in the minority. Wines and beers are not frowned upon by the authorities in the same sense as hard liquors, the latter practically uniformly being barred from the air.

Coast Problem

While considerable activity was noted by Broadcasting's correspondents in wine advertising in the East and Midwest, it is a curious anomaly that West Coast wineries and distributors continue to invest most of their advertising money in "branded-at-the-winery" advertising, using newspapers, billboards and other media, but not radio to any great extent.

Despite the fact that there are some 500 wineries in California and more than 90% of the beverage produced in the United States comes from that State, agency men declare there are many restrictions on the West Coast that bar wine advertisers from utilizing radio time. For example, Oregon state stations are barred by State law from carrying wine advertising during weekdays before 10 p.m. There are also beverage restrictions in the State of Washington.

Since there are no State laws prohibiting it, the majority of California stations accept such accounts without restrictions and it is reported that the Pacific Coast BLUE has been making a concentrated drive for wine accounts, but has been stymied by isolated restrictions laid down by some of its affiliated stations.

Largest user of radio time among wine companies in the New York area is R. Arakelian Inc., Long Isand City, which in mid-December increased its schedule on WNEW, New York, by 33 1/3% with a 52-week non-cancellable contract. This included 1,997 15-second cut-in announcements, 936 one-minute announcements and 312 quarter-hour musical programs, all promoting Mission Bell wines. Arakelian also uses 54 spots weekly on WINS, New York, a minimum of 18 announcements a week on WORL, WHDH and WMEX, Boston; WORC, Worcester; WMAS, Springfield.

The agency placing these accounts, Firestone Adv. Service, New York, also handles the company's West Coast schedule of six new wine programs on KFYA, San Francisco, and 17 spots weekly on KJBS, San Francisco, and KIX, Oakland. Mission Bell also has a current schedule in Chicago, which includes 10 quarter-hour periods a week and 7 one-minute announcements a day on WCPF; 6 half-hour and 2 quarter-hour periods on WMZ, Chicago, and 10 one-minute announcements on WJJD.

Outside of Chicago, the company is using 3 quarter-hour periods weekly on WIRE, Indianapolis; 6 quarter-hours and 14 one-minute spot announcements weekly on WBBS, Springfield, Ill.; 30 one-minute announcements weekly on KCMO, Kansas City; a quarter-hour daily on WLOO, Janesville, Wis.; 6 quarter-hours and 6 one-minute announcements on WTMV, East St. Louis, Ill. Midwestern advertising for Arakelian is handled by Schwimmer & Scott, Chicago.

Eastern Wine Series

Eastern Wine Corp., New York, in its annual spring campaign in markets on the Eastern Seaboard, this year is using eight stations. In past years the company has spent close to $5,000 in spot radio for Chateau Martin, Sun-Rich, other wines and vermouth, especially identifying them with the live trademark of "Gaston," who sang their praises in broken English with the catch-phrases "I'm Nuts About the Good Old OO-Ess-Ay", and "I Go Queek and Get My Ceetizens Papers". Agency handling this account is H. C. Morris & Co., New York.

Roma Wine Co., Fresno, Cal., places its eastern radio advertising in New York, Boston, Philadelphia and Baltimore. Roma's San Francisco office has a consistent user of spot radio, shifting its account in early March to McCann- Erickson's branch in that city. Its advertising plans call for continued use of radio time, along with other media, in addition to the newcasts and spots already being purchased.

In Chicago it is reported preparing to sponsor a quarter-hour newscast on an unselected station, placed through Robert Kahn Associates, which handles its Midwest advertising.

Paul Garrett Testing

The Brooklyn winery, Garrett & Co., since mid-February has been testing for a 10-week period a total of 370 announcements on 11 stations in New England. The campaign promotes Virginia Dare wines and Paul Garrett wines and champagne. Agency is Ruthrauff & Ryan, New York.

Chicago branch of that agency recently placed on WGN, as a test, a half-hour musical program titled (Continued on page 40)

Ban on Tank Cars To Hurt Wineries

Eastern Bottling Plants to Feel Effects of Action

Many Eastern wine companies will be hit by the Government's decision to appropriate all tank cars after June 1 to transport material and fluids vital to the war. Up to now many Eastern companies have used these cars to convey the necessary fruit juices and distilled substance from California to the East Coast for bottling and its distribution there. This ruling will cripple Eastern companies having no bottling plants in California.

Golan Wine Inc., Los Angeles, seems to have acted in time, however, having just completed several large bottling plants on the West. Consequently, it will now be able to ship cases of wine eastward via regular freight cars.

Big Golan Budget

Already maintaining a large marketing operation, Golan's plans for 1942 call for the distribution of 6 million cases. To insure the success of this marketing operation, it has appropriated a million dollars for radio advertising out of a total advertising appropriation of $1,500,000.

Beginning March 30, Golan released a campaign in the New York area through Brown & Specter, New York agency, to introduce their wines—Legan, Golan, Lagano, 1AC—to the low income groups of the New York area. All of these wines sell for 50 and 79 cents a quart.

Live and transmitted announcements comprise the schedule. Transcriptions were prepared by the Columbia Record Corp. vary from 20 seconds to one minute.

UNITED BUSINESS FORECAST MAP FOR APRIL

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada. The figures on each side of the map are percentage comparisons of business volumes with a year ago by States and Canadian provinces, based on check transactions for the latest complete month.

BROADCASTING • Broadcast Advertising

April 6, 1942 • Page 11
Radio and the Farmer During the War

Production Must Rise; Industry Told How It Can Help

By MORSE SALISBURY
Director of Information
U.S. Department of Agriculture

FROM the days of the Macedonian phalanx to the present moment of mechanized formations, changes in tactics, weapons and organization has been the rule of making war. But a few factors have remained constant.

The most constant has been the one summed up by Frederick the Great in the dictum that “An Army, like a serpent, travels on its belly.”

That’s as true today as at any time since men organized armies to fight wars. So farm production today, as always, is indispensable to victory. You can’t fight without grub. Nor can you make munitions without eating pretty regularly. So, as Secretary of Agriculture Wickard put it, “The Farm will win the war and write the peace.”

Farmer Army

America’s 6 million farm families are in the front line of the wartime production army. They must work together and adjust their production to the needs of the nation and our allies. The nation calls on them to raise more of the protein foods—meat, milk, eggs, beans—more of the fats and oils, things we used to import from the Pacific lands and can’t bring in any more—peanuts, soy beans, flaxseed—and less of the things that we are already abundantly growing: wheat; about the same of things in which we just need to keep up the present supply—cotton and tobacco.

The total need is for a total farm production greater than we’ve ever had in history. Get this: American farm production set a new record in 1940, it set a second new record in 1941. Now the nation is asking the 6 million farm families to turn out a still higher record output in 1942.

Get this also: Farmers have got to do this job with less labor, less machinery, and of the usual production supplies like fertilizer and spray materials.

In short, farmers are taking on about the toughest production job of any American group.

And it’s tougher to organize them for the job than it is to organize any other American group. If you want to step into the line of industry, you can call a roomful of people together and talk directly to the men or women who control the whole industry.

We don’t have any rooms that will hold 6 million farmers. So when the people’s Government calls upon the farming people to change their production schedules all around, and to step up the total output in spite of shortages in labor and supplies, just about the same war time job of getting out information is involved.

One of the nation’s Government-Larming which carries on the agricultural services—the Department of Agriculture and associated agencies—depends in part on farmers themselves to place the facts before all the farm families. The community and county committee-men of the AAA and the volunteer community leaders of the Federal-State extension services are busy every day on the telephone and by calling on their neighbors to get this story of the nation’s needs and each farm’s part in supplying the needs before every last farm family.

But just as strongly, the Department and associated agencies rely upon the people who operate the mass communications media of the nation to help get the facts to the farm families. As the tires grow thinner and there can be less visiting back and forth, the people’s Government and the farm people themselves will depend more and more upon these media—radio and the press.

Radio’s Part

Every station that serves a substantial farm audience can help the nation’s war program by helping get the facts to farm people about (a) the kind and the amount of production of crops and animals that ought to come from each State and county to meet the nation’s war production schedule; (b) the helps that Government can give them in conserving supplies and averting shortages of supplies and labor; (c) more importantly, the things that individual farm families have worked out to do themselves in order to meet their production schedules in the face of shortages of supplies and labor; (d) the unified effort of all America in this war, of which efficient farm production is an integral part.

How should a station go about carrying on this part of its war-time job? Well, it seems to me, the paper duties that are possible by using the 100 stations which already have put on staff members to organize and carry on the services for farm listeners. The Government agencies obviously can’t organize a program for every station.

And, equally obviously, if they could, they wouldn’t put it on as well as the station which knows how to be of maximum service to its particular listening group. The station management can be of maximum service, it seems to me, by making one of the staff members responsible for planning and carrying through the farm broadcasting. And I don’t mean just farm service programs.

There needs to be some chain-break announcing of a slogan type. Some insertion of special appeals in programs that are popular with farmers. Some special search for news of the progress of the farm production effort in the coverage area of the station and recommendation of actions to be taken by individual farmers which can go into the news programs in each day’s schedule; And, I make bold to suggest, some special promotional stunts.

Promotion Stunts

Here’s one that I think would be a natural: In spite of all the help that Government can give and all ingenuity that farmers themselves can bring to bear on the problem, the only way of making up for (Continued on page 44)

LOCAL BOARDS GIVE FEWER DEFERMENTS

ACTIONS taken by local draft boards—principally the weeding out of previously considered “indispensable” men—and the revised attitude of Selective Service Headquarters on qualifications for deferment point to increasing inducement of radio technicians and other station employees, it was indicated in Washington last week.

Conjecture arising from the growing scarcity of 1-A men and the increasingly great need for manpower as United States forces leave for overseas fronts, held that it would be reasonable to predict that many men who have been considered as necessary for maintenance of the national social structure will find tightening restrictions gradually eliminating them from that classification.

Also pointing to greater inducement of station personnel, particularly technicians, is the growing need for men in service with radio experience as indicated by the various inducements offered men with this experience by the Army and Navy and the drives undertaken by the services to recruit technical men. The Army Signal Corps will shortly undertake a drive for technically trained workers to fill civilian positions for wartime work.

Wests Drop Paper

INTERESTS associated with the late James M. West, Texas capitalist, who were granted authority to purchase KTBC, Austin, for $60,000, on March 26 suspended publication of the Dallas Journal due to wartime conditions. West Publishers Inc., in which the principals are Wesley West and J. Marion West, his sons, will continue to publish the Austin Daily Tribune. The West interests also formerly were applicants for new stations in Dallas, Houston and other Texas cities, but do not at present hold any radio interests.
Like huge augers, rotary rigs bore thousands of feet for the oil and gas wealth that makes the KWKH area one of the richest in the world.

Deeper, deeper into the wealth of spendable oil and gas income go the augers of KWKH advertisers. Even with production controlled, the world's richest oil and gas wells are pouring millions of dollars into the pockets of farmers, lease-holders, drillers, producers—all the thousands of persons identified with the industry. KWKH stands in the heart of the area—holds an influential hand on the purse-strings of 370,000 radio families.*

Buy KWKH for dominant coverage of the oil-gas market...a market selected by federal and army agencies for more than 300 million dollars of war construction...a market that has gushed new wealth for scores of KWKH advertisers.

*CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.
Wray Heads Firm To Acquire KTHS

50 kw. and Moving of Site
Included in Provisions

A NEW DEAL for the disposition of KTHS, licensed to the Hot Springs (Ark.) Chamber of Commerce, was disclosed last week when the filing of an application for transfer to Radio Broadcasting Inc., an Arkansas corporation headed by George D. Wray, automobile dealer of Oberport, Baton Rouge, Chattanooga and Marshall, Tex., was made.

The transference corporation has been authorized to issue 750 shares of 5% preferred stock, par $100, and 2,000 shares of common stock, same par, with one-fourth of the common stock already subscribed to. Mr. Wray, the 200 share owner and president of the new company; Allen D. Morris, vice-president, also a Shreveport auto dealer, holds 250 shares; and F. E. Furlow, associate of Mr. Wray, holds 100 shares.

Other Provisions

Under the deal, Radio Broadcasting Inc. would pay $12,000 cash to the Hot Springs Chamber of Commerce, whose membership is understood to have voted in favor of the transaction, and this cash is to be used to clear up outstanding indebtedness.

All of the 750 shares of preferred stock would be held by the Chamber of Commerce and could be called in 10 years at 105%. In addition, if the FCC approves a 50,000-watt construction permit for KTHS and its removal to a more favorable site, the cash would be refunded to the Chamber of Commerce on an additional $5,000 cash one year after construction and $10,000 two years after construction.

The deal is a 10-year agreement under which six 50-word spot announcements would be carried daily in the interests of Hot Springs, the State of Arkansas, and the Federal Government.

This deal follows the dropping of KTHS by its present owner, the King Broadcasting Co., last December when the FCC insisted that Col. Barton relinquish KTHS upon acquiring control of KTHS.

Gulf Spray Placing

GULF OIL Corp., Pittsburgh, is preparing its annual campaign for Spraying Insects. It starts early in May. Series features twice-weekly quarter-hour transcriptions by Jack Barch, the weather chart. A new list is now under consideration. Gulf also has announced that when it starts We, the People April 26 as a summer replacement for Screen Guild Theatre, the title will be changed to We, the People at War. Agency is Young & Rubicam, New York.

Radio Reporting Tougher, Says Brown

Plans Tour, Then Return to Warfront

THE RADIO correspondent abroad has a tougher job than the newspaper war reporter, Cecil Brown, CBS foreign correspondent, stated at a press conference in New York last Tuesday, immediately following his return from Australia. "And that's true on both sides of the fence," he declared. "In both Rome and Singapore the official view is that the power of the spoken word is so much greater than that of the printed word that a radio correspondent cannot be allowed the same 'freedom' as a newspaper man.

"It's incredible, the fighting you have to go through in order to get out the simplest story," he continued. "In my first broadcast from Australia I worked for five hours with the censor and in Singapore I once spent 14 hours with the censor on a single story." He added that the radio man has the double job of getting his story and then getting facilities to get it out to America, whereas the newspaperman just puts his story on the cable.

Aboard Repulse

Aboard the British warship Repulse last December when she and her sister ship, Prince of Wales, were sunk by Japanese torpedoes, Cecil Brown broke the story with a five-word report to CBS a few hours after he had been rescued. His eye-witness report of the battle in which the ships were lost won him such honors as the award of the national journalistic fraternity, Sigma Delta Chi, for the best news reporting of 1941 and the Overseas Press Club award for outstanding radio reporting.

Expelled fr Italia for offending Fascist official, his with outside broadcasts, Mr. Brown was subsequently barred from the air by the Italian authorities in Singapore for the same cause. Lashing out at such censorship, he insisted that it is the duty of every correspondent to tell the truth and as much of the truth as he can within the limits of military security.

"If you're asking people to die," he declared, "and they have the courage to do, they have the right to know why they are dying. I have been in places where people were asked to die but were refused the right to know why." In answer to another question he stated that this statement could be applied to both Rome and Singapore. He added that in Singapore, the military authorities, "for some reason best known to themselves, were determined that a reasonable report of the war should not go out."

Evaluates Propaganda

Asked about the propaganda effort of the different nations, Mr. Brown said he considered the German propaganda extremely well done, but that he could not say much for the Italian attempts. In

HOME FROM THE WARS, Cecil Brown and Mrs. Brown disembarked in New York last Tuesday after landing the preceding Saturday at a West Coast port. The noted CBS war correspondent is back for the first time in five years.

Malaya, he said, the Japanese propagandist has been very effective and that of the British very ineffective.

"Far a couple of weeks of rest, Mr. Brown will start on a lecture tour under the management of W. Colston Leigh, speaking on "The War in the Pacific." Tour is scheduled to begin April 13 at Newark, followed by appearances in Utica, Roanoke, Richmond, Stauthton, Va., Selma, Ala., Ann Arbor, Nashville, Munsey, Ind., Evansville, St. Louis, Des Moines, Omaha, San Antonio and Dallas. Following the Dallas lecture May 14, the tour will probably be extended to the Pacific Coast. He also has promised to write a book for Random House and after that, he said, "I hope CBS will send me aboard again."

Murrow Sponsored

INTERNATIONAL SILVER Co., Meriden, Conn., which has been considering the usual summer replacement for its CBS Silver Theater program, last week decided to cut the Sunday half-hour period to 6-6:15 P.M. on April 18 and present new series by Edward R. Murrow, chief of the CBS European news staff. Although Mr. Murrow is currently in this country, he will be in London when the series begins, starting out his broadcasts from the British capital.

"This is London . . . " No title has been picked for the series, according to Young & Rubicam, New York.

Special Committee Of NAB Will Meet

Reorganization Group Plans To Discuss Operations

THE NAB Reorganization Committee, headed by Don S. Eliis, executive director of WWNO, Asheville, will meet in New York Tuesday for the first time since its appointment March 20, coincident with a session of the NAB Executive Committee called for the same date by President Neville Miller. Authorized to develop a plan to "bring about a more effective distribution of funds and concentration upon important problems and objectives," the committee has been surveying the field for a public relations executive to replace Ed Kirby, chief of the Army's radio branch, who formally resigned last month preparatory to induction as a commissioned officer. Several names, it is understood, will be discussed in a preliminary way.

Plans for Hearing

All members of the Reorganization Committee except Howard Lane, KFDB, Sacramento, are expected to attend the meeting. The committee is largely composed of members of the Executive Committee. Executive committee members are John J. Gillin Jr., Oklahoma City, WOTR; Hartford; James D. Shouse, WLW-WSAI, Cincinnati; O. L. Taylor, KGNC, Amarillo; Messrs. Eliis and Miller.

Members of the Reorganization Committee are Messrs. Eliis, Gillin, Elmer, Morency (alternate) and Edward Klauber, CBS executive committee chairman, as well as Mr. Lane. Mr. Klauber sits as an executive committee ex officio, as does a representative of NBC.

The executive committee was called to devise plans for presentation of an industry case to the House Interstate and Foreign Commerce Committee, which on April 14 begins hearings on the Sanders Bill (HR 5497) to amend the Communications Act of 1934. Mr. Miller is expected to present the principal industry case.

Several other topics are on the meeting agenda, including approval of the standardized form of agency contract developed by committees of the American Assn. of Advertising Agencies and the NAB, and the NAB program for the annual convention in Cleveland May 11-14.

MBS at Convention

HOTEL CLEVELAND in Cleveland will be the MBS headquarters during the NAB convention in that city next month. Convention will be held at the Statler Hotel, but MBS has withdrawn MBS membership during the 1941 convention in St. Louis, Mutual executives chose another hotel for their headquarters.
Interview with a client on the subject of sales

**RADIO PROGRAM**

**SPONSOR**  H.C. BOHACK COMPANY
**STATION**  WEAF
**DATE**  APRIL 3, 1942
**TIME**  1:00 to 1:15 P.M.

**MISS MCBRIDE:** As you advertising men know, a "client" is something that radio people mention in hushed tones. I don't know why. I guess it's because, as the salesmen say, they're supposed to be pretty tough fellows.

Well, I have one here today — yes, a real live client. And he doesn't seem tough at all. In fact, he's very nice. I've been talking about one of his Company's products, Tenderay Beef, over WEAF for about three months now. Mr. Buente, I hope that it has helped your sales around this section. Has it, or am I sticking my neck out?

**MR. BUENTE:** You're on perfectly safe ground, Miss McBride. All of us at Bohack are delighted with what's happened to Tenderay Beef's sales since you started talking about it. In the New York area, they are 29% over last year's figures; and we feel that your program has played an important part in this increase.

**MISS MCBRIDE:** It's nice of you to say that. This is the first time I've ever been on this side of a commercial. I like it.

**MR. BUENTE:** Well, you've also been of invaluable help in getting our new Supermarkets off to a good start. Yes, you've done a swell job all around, and we want you to keep on talking about Tenderay Beef and Bohack for many more months to come.

"Sales up 29%"

The Bohack Company is one of the many Mary Margaret McBride sponsors whose sales charts are thriving on Mary Margaret's sincerity and WEAF's following in the New York market. And her program is one of many result-producers on WEAF's schedule. Whether you prefer morning, noon or night, news, variety or women's shows, you'll find the program for your problem and the program that delivers on WEAF. Ask NBC Spot Sales all about it.
New Federal Anti-Trust Policy Not to Affect Network Actions

Executive Accord Said to Affect Only Cases in Which Heavy War Production Is Involved

THE ANTI-TRUST Division of the Department of Justice does not have the remotest idea of dropping its civil suits against RCA-NBC and CBS as a consequence of the agreement reached by President Roosevelt with several cabinet members for defferment of anti-trust prosecutions during the war.

This was learned from authoritative Department of Justice quarters last week, following announcement at the White House of the decision of the President, Attorney General Francis Biddle, Assistant Attorney General Thurman Arnold, Secretary of War Henry L. Stimson, and Secretary of the Navy Frank Knox, to defer anti-trust prosecutions whenever it was determined that such action would impede war production.

Not War Production

Broadcasting, it was stated flatly, does not fall in the war production category, in the first instance. Besides, they foresaw little likelihood that Government officials responsible for war production certifying that the cases should be dropped—a step essential under the program worked out by the President.

Whether NBC and CBS, in the light of war developments, will petition the Attorney General for exceptions, was not known last week. The fact, however, that the broadcasting industry has been classified as an essential arm of defense, particularly from the morale standpoint, may motivate the major networks in seeking defferment for the duration. Such a contention was made before the FCC, in connection with its own chain-monopoly regulations, but it was practically ignored.

Determination of the Anti-Trust Division to continue its prosecution of the Chicago suits, which have been thrice postponed, was seen last week with the announcement that Victor O. Waters, special assistant to the Attorney General, who handled the preliminary phases, would continue in charge of the prosecutions despite his transfer to New Orleans as head of the newly-created Southern States branch of the division [see story on this page].

The complaints were filed last Dec. 21. The networks, however, have procured from Federal Judge John P. Barnes an extension until April 27 for the filing of counter motions, and until May 26 for the filing of answers.

Whether RCA, by virtue of practically 100% conversion of its manufacturing plants to war production, could claim exemption in the Chicago proceedings, as the parent of NBC, also was the sub-

ject of speculation. In this regard, it was pointed out that NBC is a separate operating entity and that the Department preferred no charges against RCA Mfg. Co. in these proceedings. NBC itself is not engaged in manufacture at all. Nor is CBS.

After the War

The agreement reached at the White House conference provides that any pending anti-trust action can be postponed, if the Secretary of War or Navy, or presumably any other Governmental agency identified with war production, certifies that continuation of such action will impede war production. Similarly, these Government executives must be consulted before any new cases can be initiated and certification from them would stop the proceedings.

After the war, however, Mr. Arnold would be free to follow through, since the plan contemplates introduction of legislation extending the statute of limitations on anti-trust cases, so that court actions thus postponed can be re-

(Continued on page 16)

Photo Firm Expands

HOLLYWOOD FILM STUDIOS, Hollywood (photo enlargements by mail), using daily five-minute live commercials in a national campaign, on March 29 expanded its schedule to include WFBF KMPF KBUR WTAM WGAR KOA KFWB KFOX KHJ WAVE WMIN WENS WMAL WAXO WJRC WEBC KBON KSL XPSD KBGS KHQ KFH WOR KFRC WPEN WSMR KGCO WELL. Agency is Raymond R. Morgan Co., Hollywood.

CONGRESSMAN BUYS CONTROL OF WSNJ

SALE of controlling interest in WSNJ, Bridgeton, N. J., by Howard S. Frazier, president and director, to Rep. Elmer H. Wene (D-N. J.), based upon an evaluation of $50,000 for the entire property, is proposed in an application filed with the FCC last week.

Rep. Wene, owner of one of the largest chicken hatcheries in the country at Vineland, N. J., and a director and minority stockholder in the New WTTM, Trenton, and WFPG, Atlantic City, will acquire 603 shares of 999 shares outstanding. Of the stock purchased, 61% is owned by Howard S. Frazier and 10% by W. Burley Frazier, a marine engineer.

Shona K. Frazier, a former consulting engineer, has joined RCA Mfg. Co., Camden, as a Government sales engineer. WSNJ operates on 1,240 kc. with 250 watts fulltime.

Waters Appointed To Antitrust Post Will Direct Investigations In the Southern District

PROMOTION of Victor O. Waters, special assistant to the Attorney General, to the post of director of the Southern District branch of the Anti-Trust Division, Department of Justice, with headquarters in New Orleans, was announced last week by Associate Attorney General Thurman Arnold.

Mr. Waters, who has handled music, copyright and radio litigation at the Department for several years, will continue to supervise matters incident to the anti-trust cases brought by the department against RCA-NBC and CBS, now pending in the Federal District Court in Chicago. He will work under Assistant Attorney General Arnold, in charge of the Anti-Trust Division, and Holme Baldridge, chief of the litigation section of the division, while in his New Orleans post. The branch office will cover a dozen states and is an entirely new operation.

Handled ASCAP Litigation

Mr. Waters handled the ASCAP anti-trust proceedings, which resulted in procurement of a consent decree last year. He also drafted the complaints in the network cases, which were filed last December. These cases, before Federal Judge John P. Barnes, largely parallel the original proceedings of the FCC against the networks, alleging monopoly. Federal District Judge Barnes, of the Chicago court, recently granted a third extension of time for filing of answers in these proceedings and the parties now have until May 26.

Wise Using 69 Stations To Promote New Book

RESUMING its campaign to promote sales of best selling books, Wm. Wise & Co., New York publisher, has started 8 and 16-minute periods on 6 stations. It is said the list may be increased to about 150 stations by early April.

Howard Wise, handling the account, following is the list of stations now carrying the series:

CEIL, KARK, KDYI, KFBR, KFEL, KFIO, KFVH, KFWS, KTFR, KXHR, KXHJ, KEIE, KLXQ, KRMF, KOTW, KPHK, KPO, KQZ, KEEL, KFSG, KSOO, KTJT, KXUS, KCWQ, WAPI, WAAT, WAGE, WAFE, WAEK, WAOA, WCAR, WDCN, WDF, WHBI, WHK, WHX, WFWA, WFRK, WAFR, WAGRA, WAGW, WHAS, WDEV, WHRG, WBO, WHP, WMB, WNC, WMT, WJBS, WJIB, WJLD, WJIS, WJMX, WMIN, WOL, WOC, WRAY, WSMN, WTV, WXYZ, WYRT, WTMA, WYWO, WYXZ.

KPQ, Wenatchee, Wash., on April 1 shifted to 560 kc. with 1,000 watts daytime and 500 night, has appointed Joseph Hershby McGilliver as its national representative.
"Martin betting ... Runners on first and third! It's the Pirates' first chance to score. Here comes the pitch! It's a . . . . . ."

Snap! The radio went dead!

That sort of thing happened regularly to endless lines of motorists streaming in and out of downtown Pittsburgh. Blithely tuned to their favorite program, they'd enter mile-long Liberty Tubes, only to lose all traces of reception.

Of course radio signals never penetrated any tunnel anywhere, and this particular one was two hundred and fifty feet under Mount Washington. But KDKA determined to prevent that maddening interruption.

It wasn't easy!

It meant mile-long underground antennas and months of trial and error in placing them. It meant relocating such things as three-stage amplifiers and lead-in and pick-up antennas. It meant weeks of testing to get consistent signal strength.

But KDKA wired that mountain for sound!

Now you can hear KDKA and every Pittsburgh station in the Liberty Tubes. For each Westinghouse station pursues an endless quest of greater usefulness to the public and the advertiser. Learn to expect it of Westinghouse stations.
**FULTON LEWIS, JR. SCOOPS**

**START TWO CONGRESSIONAL INVESTIGATIONS SAME DAY**

**WASHINGTON, March 16—**The broadcasts of Fulton Lewis, Jr., Mutual's famed Washington commentator, today resulted in two congressional investigations.

The House Military Affairs Committee, meeting as a whole, started an investigation of the activities of Sidney Hillman, of the War Production Board, who, although he is a "dollar-a-year" man for the U. S. Government, continues to draw a yearly salary of $12,000 from the Amalgamated Clothing Workers Union, of which he is still president.

It is alleged that Hillman's union is monopolizing War Old Member Department contracts for service uniforms, and Lewis wanted to know "Why?" He described the existing situation on several of his broadcasts, and soon Capitol Hill flushed with letters and telegrams of protest against Hillman. The rest will soon be history.

The other probing is into the sugar shortage situation. Under the direction of Representative Wright Patman, of Texas, a special committee is studying Lewis' charges of January 27 that the sugar shortage may be averted by making the alcohol needed in the production of smokeless powder with grain, instead of with sugar.

Of interest locally is the fact that William B. Dole, WOR, General Manager, immediately after the Lewis-impeled investigations had taken form was reported by usually reliable sources to have stated, "No matter how many investigations Fulton Lewis, Jr., stirs up I'm still making him available for local sponsorship and with the charge of the one-time quarter-hour rate per week."

**BROADCASTING • Broadcast Advertising**

**Proposed Changes in AP Sale of News Would Permit Sponsorship at any Hour**

IN PROPOSING to remove restrictions on the sale of its news for broadcasting, the Associated Press has given the sponsor the right to publish it at any hour of the day or night, a right denied to the AP's own publisher members, the special representatives of opinion of array by-laws stated in submitting to members its recommendations for permitting extension of publication hours. This and other proposed revisions will be policy decided by members attending AP's annual meeting in New York, April 20.

**Use of Extra Hours**

The committee suggests that morning papers wishing to receive the day report or evening paper wishing to receive the night report for publication outside the specified hours be allowed to do so upon application to the board and upon payment to the AP for the benefit of members holding the right of protest in the other field (evening or morning) in the same cities.

A similar suggestion is made to permit the use of the night report by publishers of Sunday editions of evening papers or of non-member Sunday papers. Explaining the suggestion, the report states: Removal of the restrictions imposed upon AP management concerning the sale of news, by action of the membership at its annual meeting in 1939, has contributed a factor which, we believe, clarifying membership thought in interpreting publishing restrictions which have been imposed upon ourselves. It was to implement availability of AP news to radio that Press Association, Inc. was organized to be an AP subsidiary. We adjusted news bureaus to the pressure of reality in 1939. We have not yet authorized adjustment of news publication for the purposes for which we are associated together) to the realities.

Under the late act as amended last year morning papers receive the AP "night report" for publication from 7 P.M. to 9 A.M.; afternoon papers the "day report" for publication from 9 A.M. to 7 P.M. But both morning and afternoon papers may receive either the day or night report for broadcasting purposes 24 hours a day. Members may themselves broadcast news during their non-member hours or even sell the broadcasting rights to sponsoring advertisers.

We created a paradox in which an advertiser, one with no interest in the value of the news broadcast, a complete 'outsider,' may acquire the benefits of our AP news facilities, and publish the news by radio during hours in which the publisher member himself is forbidden to use his own presses. We penalize ourselves if we use the mechanics of AP facilities to benefit we have made heavy investments, and reward ourselves, or others, for publication in the same newspapers with someone else's radio equipment.

The AP has primarily as an organization of printers, but its members employ thousands in the printing and allied crafts with complete lack of interest in the handling of our own associated interests, we impose inhibitions upon our membership when the enterprises that encourage the use of our traditional printing equipment. In making an adjustment to the always shifting social and competitive scene, we have sped that the radio is a part of our own business, that it is not in a special class, that the rights of citizens do not differ from the rights of business.

What we have found inescapable the conclusion that the modernization of our by-laws involves recognition of the fact that radio is an important factor to be considered in appraising "public interest, convenience and necessity"—the FCC's basis for granting licenses. Extremism care should be taken by the FCC in each case to see that as a practical matter no monopoly in the presentation of news and opinion is created.
Yes, out here in the middlewest, everybody goes to the Fair. But not all for the same thing. Some go for the livestock exhibits—some to see the machinery—some for the Midway—some for the grandstand with its races, fireworks and the like.

It's like that in radio. Everybody listens—but not all to the same thing. That's why well produced programs, catering to local preferences, are so essential to effective radio service. The "we-cover-everything" stations can't do that.

We recognize that listening preferences vary. So, having four stations, we program each one specifically for its particular audience in its particular locality.

People listen when they get what they want. Three men are charged with seeing that Cowles Stations programming is good—and what the listeners want. The result—big, responsive audiences which have been listening for years to the Cowles Stations.

Ed Linehan has been in the program department of KSO- KRNT for 8 years. As program manager, he knows his audiences, and what they want—one reason why KSO and KRNT produce so well for advertisers.

Douglas Grant has been program director of WMT ever since it became a Cowles Station. His intimate knowledge of listener likes and dislikes has helped make WMT the resultful station it is.

Eleven years in radio. 7 years with Cowles Stations, the last four as program director of WNAX qualify Art Smith to provide programming that is making WNAX one of the nation's top stations.

WMT
CEDAR RAPIDS-WATERLOO

KRNT
DES MOINES

WMT
CEDAR RAPIDS-WATERLOO

KSO
DES MOINES

WNAX
SIOUX CITY-YANKTON

Represented by The KATZ Agency
Radio Set Census
Is Summarized for 30 Selected States
County Breakdowns Lacking
In Latest Federal Figures

STILL STYMIED by the pressure
of work from issuers in the
State-by-State and county-bycounty census, despite the
fact that the count of radio homes
was taken in 1940 along with the
demographic census of population,
the Bureau of the Census has issued
an advance release presenting
data on radios for 30 selected states
and the District of Columbia.

These figures, totals for States
only and not including county breakdowns,
are recapitulations from the
Second Series Housing
Bulletin by States which will
come off the presses of the Government
Printing Office as fast as
that agency can produce them.
They are for only three State reports,
covering New Hampshire and
the radio breakdowns among other data [Broadcasting, March 16], have been

Cause of Delay

The slowness in releasing the
State reports is explained first by
the fact that the Census Bureau itself is
loaded with special war
assignments, and secondly by the
fact that the Government Printing Office
has been unable to turn over to
its pressure its tasks to these reports. It may
take the rest of the year before
all the reports for the 48 States are
made available.

Nearly three-fourths of the
homes had radios in the 30 selected States
and the District of Columbia
covered in the Census Bureau's April 2 release. Radio ownership
was highest in Connecticut and
Rhode Island, with 95.7% of the
homes reported in 95.5% of the
occupied dwelling units. The proportion of homes with radios was highest
in the urban areas of the selected States,
in which 81.8% of the oc-
cupied dwelling units had radios
as compared with 71.5% in the
rural-nonfarm areas and 52.4% in the
rural-farm areas.

Big Increases

"Between 1930 and 1940
tremendous increases have occurred in
the number of home radios in all
of the selected States and the
Bureau. "In the total of these States
the proportion increased from
28.9% in 1930 to 71.1% in 1940. It should be noted that few of the
minor States and the District of Colum-
bia in the present list and that the
percentages based on the resulting
totals are not representative of the
United States as a whole. This
is indicated by the fact that the
United States total for 1930
showed 40.3% of the homes
with radios, as compared with 26.9% in
these 30 selected states and the
District of Columbia.

OCCUPIED DWELLING UNITS WITH RADIO,
FOR SELECTED STATES (URBAN AND RURAL): 1940

A dwelling unit was enumerated as having a radio if it contained a usable radio set or one only temporarily of repair. Percentages for 1940 are based on the number of units reporting on this item. Per-
centages for 1930 based on all families, including families not reporting on the item.

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<th>Total</th>
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Wyoming Radio Census

That 57,126 or 84.4% of the
67,677 reporting homes in Wyoming,
were found to be equipped with U.
S. Census Bureau's Housing:
Second Series, General Character-
istics, Bulletin released last
Thursday—fourth of the
series to be made public as each State's
figures are tabulated and as the
Government Printing Office can
produce them. The report, available
from the Government Printing Office
has been unable to turn over to
its pressure its tasks to these reports.

Big Increases

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with radios, as compared with 26.9% in
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District of Columbia.

Canteen Fodder

TO ASSIST the local Ameri-
can Theatre wing stage door
canteens in maintaining refresh-
ments for visiting serv-
ices, Account, has started
radio scripts to bring perishable foods along
with their ad-

Canada Paint Spots

THREE Canadian paint firms
have started spring radio campa-
gains. G. F. Stephens & Co., Win-
nipeg, Man., has already featured the
five-minute transcribed dramatized spots
featuring Kingsote Steve thrice-
weekly on a number of Western
stations. Account was placed
by Norris-Patterson, Winnipeg.

Up Founds New Department

UP Appoints Salisbury
To Manage Radio News

HARRISON E. SALISBURY, formerly assistant foreign news editor of the United Press, has
become head of the new
radio news manager, it was
announced four weeks ago by
Hugh Baillie, UP president. He
assumed the post of A. L.
Bradford, who becomes general
radio manager, in which capacity he
will correlate the work of the radio
news and sales departments.

During his 12 years with UP,
Mr. Salisbury has handled ed-
itorial assignments in Chicago,
Washington, and New York. As
assistant foreign news editor since
the outbreak of the war, he has
handled foreign dispatches and
helped organize the incoming
reports from the worldwide war
fronts. In his new position he
will supervise the preparation of the
basic radio wire report which UP
supplies to approximately 500
stations in the United States.

Mr. Salisbury was graduated
from Oregon State College in
1925, and has since handled
radio and newspaper work in
Washington, New York, and
Chicago.

Radio Release

Radio Wire service released
last Saturday—fourth of the
series to be made public as each State's
figures are tabulated and as the
Government Printing Office can
produce them. The report, available
from the Government Printing Office
has been unable to turn over to
its pressure its tasks to these reports.

Big Increases

"Between 1930 and 1940
tremendous increases have occurred in
the number of home radios in all
of the selected States and the
Bureau. "In the total of these States
the proportion increased from
28.9% in 1930 to 71.1% in 1940. It should be noted that few of the
minor States and the District of Colum-
bia in the present list and that the
percentages based on the resulting
totals are not representative of the
United States as a whole. This
is indicated by the fact that the
United States total for 1930
showed 40.3% of the homes
with radios, as compared with 26.9% in
these 30 selected states and the
District of Columbia.
Concerted strength, properly meted out, will deliver a mighty signal. Radio engineers agree that one of the most desirable transmitting setups is 5000 watts at 570 on the dial. Now, after 16 years of pioneer broadcasting, WKBN, serving the Youngstown, Ohio market area, becomes a member of the exclusive "5000-at-570" Club.

At no rate increase to its myriad of network, spot and local advertisers, WKBN boosts its power to five times its former strength, blanketing Northeastern Ohio and Western Pennsylvania with strong, interference-free reception!

In these days of realigned radio budgets, it's smart to group WKBN-YOUNGSTOWN in that important "selected" list. The nation's fourth largest steel center is the hub from which WKBN reaches into the radio homes of three million people. Reaches into—and sells! This CBS outlet for the rich industrial and farming areas of Ohio and Pennsylvania is not only powerful—it's popular.

Proof? Wire or write at once for the revealing, new CBS-produced Brochure. Important!

Represented Nationally by Paul Raymer Company
Merchandising & Promotion

New I. Q. Format—40 For Victory—Lucky Ladies
Cotton on Cards—Books for Questions

WITH THE SHIFT of sponsors April 6 for the Dr. I. Q. program on NBC from Mars Inc. to Vitamins Plus, subsidiary of Vick Chemical Co., New York, a change will be made in the cash awards for listeners sending in "right and wrong" questions and answers.

Heretofore, $50 was given for the best three sets of three questions, but under the sponsorship of Vitamins Plus, $200 will be sent the listener submitting the best set of six queries. Jimmy McClain continues as "Dr. I. Q.," after April 6 when the show will be heard on 61 NBC stations, Mondays at 9:30 p.m. instead of 9-9:30 p.m.

Stamps for Coffee Carton HOUSEWIVES who have a Doran coffee carton on hand receive $1 in defense stamps when called by Bud Thorpe who conducts Doran's Dollar Men on KLZ, Denver. A pound of coffee goes to all who do not have the carton. Broadcasts are Tuesday, Thursday and Saturday, 8 a.m.

Games Are Coming COMING baseball broadcasts on WCBS, Springfield, Ill., are being promoted by stickers on all mail from the station, placards in downtown spots and cards for distribution by staff members in personal mail and business contacts.

Pontiac’s 40 TWO MONTHS before the President’s recent request that drivers hold their cars to a 40-mile-per-hour speed for the duration, WCAR, Pontiac, started its Forty for Victory Club, five-minute educational feature designed to teach motorists the value of lower speeds. Red, white and blue shields, suitable for pasting to automobile windshields, are sent out by the station to anyone writing for them. They bear the slogan "40 For Victory."

WTAG Logs NEW program schedule form approved by the NAB has been adopted by WTAG, Worcester, and is being mailed to the industry as station promotion. The four-page folder shows day-by-day bi-monthly reports on all station programs, with broadcasts coded according to category. The entire first page is devoted to the WTAG selling story.

Modern Cinderellas FIVE LUCKY LADIES who show measurements corresponded to those of a slipper loaned by Louise Rainer, attended her performance of A Kiss For Cinderella as the guest of Bill Berns, stage and screen commentator, at WNEW, New York. Berns provided the lucky lovelies with exact measurements and they were chosen from among the servicemen at the Civic Theatre Wing Canteen in New York. After the curtain all went backstage.

Mississippi Thread MOUNTED on a post card, a ball of cotton is described as "Your Thread of Life" in an imaginative station promotion by WJPR, Greenville, Miss. Broadcasting to the rich region of Delta cotton producers the card asserts the station's ability to "strengthen or create the Thread of Sales Life" for business or product alike.

More Maps WORLD WAR ATLAS of 11 double and single size maps is available to listeners of WINS, New York, for 15 cents, as promoted by announcements made throughout the day on the station's INS news program. The book shows war areas of the entire world together with the maps of every country and an air distance map.

Ads on Programs PROGRAM cards, mailed each week by WNBT, NBC television station in New York to set-owners in the metropolitan area, this week carry an advertisement for Victor records on the back of the schedule, the first time the cards have been so used.

Free Best Sellers PREMIUMS for all questions submitted by listeners and used on the new war quiz series of WMCA, New York, will be recently published books on the war. First book given free was Ambassador Joseph E. Davies' best seller, Mission to Moscow.

HUMANITARIAN CLUBS Are Organized at WHAM

TO Aid Needy

ACTING for humanitarian principles in a large way, Al Sigl, of WHAM, Rochester, has organized a "Blood Donors League," made up of 1,400 Rochester residents and has other projects under way. The blood donors are on perpetual call for transfusions.

Another Sigl project is the "Send a Package" club which promotes packages of Red's cigarettes, candy and other articles suitable for the boys in service. Promotion for the idea is given on Al's "Hummy Neigh- bors Program" and interested women, with headquarters in a downtown Rochester hotel, take up collections for the packages. When money is donated, articles such as cartons of cigarettes are purchased and the change is converted to stamps for mailing of the packages.

The project has interested many civic and other organizations who contribute proceeds of card parties and other social gatherings to the "Send a Package" club.

ASK ANY JOHN BLAIR MAN. OR WRITE. FOR THE COMPLETE STORY OF KFYR

KFYR Bismarck

550 Kilocycles
5000 Watts

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BROADCASTING • Broadcast Advertising
Many Industry Figures Attend Annual Dinner Of Overseas Writers

RADIO FIGURES were prominent among those attending the 21st anniversary dinner of Overseas Writers in Washington, March 29, with H. V. Kaltenborn and William L. Shirer participating with Edgar Ansel Mowrer, Hallett Abernathy, John Whitaker, Jay Allen and Edmund Taylor in a round-table discussion which featured the dinner. Also featured were special broadcasts from London and Melbourne, conveying greetings from radio and newspapermen there to those attending the dinner. The broadcasts, reproduced from transcriptions, were arranged by CBS and NBC.

Among the industry figures attending were: H. R. Bakhshy, NBC; Kenneth Berkeley, NBC; Harry G. Butcher, CBS; Martin Codel, Broadcasting; Roland C. Davies, Telecommunications Reports; William J. Dempsey, Washington attorney; William B. Delph, WOL; Col. William J. Donovan, Office of the Coordinator of Information; Wesley J. Dunn, KSFO, San Francisco; Richard Eaton, MBS commentator; James L. Bly, FCC Chairman; Robert Heilin, Heilin News Letter; William Hillman, NBC commentator; C. M. Jansky Jr., army vice president; Albert Lindley, NBC commentator; Capt. Le- land Lovette, assistant director of public relations, Navy Department; Frank E. Mason, NBC; Neville Miller, NAB; George Henry Payne, FCC; Nelson Poynter, Donovan Committee; Capt. Joseph Redman, Director of Naval Com-

Communications; Stanley P. Richardson, Office of Censorship; Nelson Rockefeller, Office of the Coordinator of Inter-American Affairs; H. Louis Ruppel, CBS; Arthur Scharfeld, Washington attorney; Abe Schechter, NBC; Fred Shawn, NBC; Lewis Steedman, NBC commentator; O. L. Taylor, Broadcasters Victory Council; Sol Taishoff, Broadcasting; Edward Temlinson, NBC commentator; Albert Warner, CBS; William Webb, NBC; Leigh White, CBS; Paul White, CBS.

NOXEMA HUDDLE before Quiz of Two Cities went on WWL, New Orleans, and KTRH, Houston, on March 29. Seated are (1 to r): Woody Hattie, who encees the show from New Orleans; W. H. Summerville, general manager of WWL and John Bates, Ruthrauff & Ryan account executive. Standing (1 to r). Larry Baird, newly-appointed WWL commercial manager, and Jack Bottger, commercial announcer.

School Discs

AMERICAN SCHOOLS, Chicago, which has been promoting its high-school home study courses with one to five times five-minute transmissions on several stations, is now using 24 in various parts of the country, and will add more to the list during April, according to the agency in charge, Huber Hope & Sons, New York. Stations are WPEN WPIL WORL WCOP WPIC WAKR WXYZ KITE KFDM WDGY KFBK KELA KFEL WINN KXOK WNBC WBOB WFRI WSAZ KIEV WEAF WJZ WOV and WAAI.

OFF ISSUES DISCS

IN GERMAN, ITALIAN

APPROVED by the Office of Facts & Figures, which supplies the material, a new series of 15-minute German and Italian transmissions is being made available without cost to stations carrying foreign-language hours. Produced by Maurice Dreicer and written by Marion Dix, the double-faced discs, with release dates covering two weeks, may be procured from Foreign Language Radio Service, 988 Fifth Ave., New York. It is also available in script form in English.

The programs are titled Uncle Sam Speaks and consist of a round-up of information and announcements from Government agencies, telling the German and Italian language groups in this country, partly in question and answer form, about the activities of the military services, Federal Security Agency, Office for Civilian Defense, etc. Stations are asked to incorporate them into their German and Italian hours, carrying them sustaining for the time being.

Uncle Sam Speaks is being produced in Italian by Mr. Dreicer on WOV, New York, from whose broadcasts the discs are made off the line. The German version is specially produced. The Washington end is handled by Lee Falk, in charge of radio for the OFF foreign language division.

ROBERT E. MERRY of the advertising department of Lever Bros., Toronto, and formerly chairman of the radio committee of the Assn. of Canadian Advertisers, has joined the Royal Canadian Navy as a lieutenant.

In St. Louis

More MUSIC
More NEWS
More SPORTS

Than Any Other Network Station

ST. LOUIS

KWK - MUTUAL
CARNATION EXPANDS SCHEDULE OF DISCS

ADDITION of 15 new stations in Southern states and WOR, New York, to the list of 18 already broadcasting the transcribed Carnation Bouquet program was announced last week by Erwin, Wasey & Co., agency for Carnation Co., Milwaukee, the sponsor. The increase is effective April 7.

In addition 55 new stations in Canada were placed on the schedule March 24, which brings the total to 69. Show is presented twice weekly as a quarter hour daytime program and features music, story and philosophy.

American stations carrying the broadcasts are:

WSH, WBAI, WAPI, WHIS, WBCZ, WBZA, KGIR, WCHS, WBT, WDDO, WGN, WIS, WWJ, KROD, WHIG, WPBC, WNOX, KMBZ, KJH, WOR, WTAZ, KYW, KOAM, KDKA, KGW, WMBG, WDBJ, WHAM, WSAM, KPO, WTMM, KIRO, KSD, WSyr, WFTY.

SEEKING a clear definition of a "personal service corporation" in contrast with the "ambiguous" definitions in the present tax law, John Benson, president of the American Assn. of Advertising Agencies, last Wednesday proposed before the House Ways & Means Committee an amendment to the tax law which would allow members of the association to qualify as personal service corporations.

The committee is now considering means of raising the seven billion dollars the new tax bill. The AAAA urged that its agencies be qualified as personal service corporations before the new tax bill is drawn up so that they may use the invested capital basis for exemption from corporate taxes as an alternative to the average earnings basis.

No Media Taxes

Thus far no proposals have been made to the committee for an overall tax on advertising media or for a radio franchise tax. However, it is felt such proposals will be made before the committee's hearings are completed. First manifestation of interest in such taxes was the proposal of Rep. Sauthoff (Prog.-Wisc.) March 18.

CARNATION EXPANDS SCHEDULE OF DISCS

Revision of Personal Service
In Tax Law Urged by Benson

AAA Head Tells House Committee Present Plan
Does Not Permit Agencies to Qualify

In Chicago, it's

WGN

... that leads all other major Chicago stations in volume of local and national spot time.

... that has shown an increase in local time sales each month for 27 consecutive months.

... that can do an outstanding radio job for you.

50,000 WATTS
755 KILOCYCLES

A CLEAR CHANNEL STATION

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

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that radio and newspaper advertising be taxed to relieve to some extent the Treasury income tax proposals on middle-income groups [BROADCASTING, March 20].

Mr. Benson contended the advertising agency business is essentially 100% personal service and said the handicap of not being allowed to use the invested capital basis for tax exemptions "does not seem right".

Further arguing against invested capital taxes on agencies, Mr. Benson pointed out that in 1940 "an average net profit of 1.7% on annual volume was equal to over 30% on our invested capital". He added that the only alternative agencies had to escape the taxes was to qualify as personal service corporations.

Mr. Benson's references to the "ambiguity" of the present definitions of personal service corporations were directed to the text of the tax law which states: "To qualify as a personal service corporation, its income must be ascribed primarily to the activities of the shareholders". Also; "Capital must not be a material income-producing factor."

He took issue with the meaning of the word "primarily" as set forth in the tax law. "It has always been ambiguous," he said. "It led to widespread litigation under the old excess profits tax law following the first World War; and it is still a fertile source of trouble for both the Revenue Bureau and the taxpayer. Nobody seems to know what it means. The law itself has never defined it. Treasury experts disagree in their interpretation of it."

Not Feasible

The distinction between principals and their assistants in a professional firm, Mr. Benson said, is the basis for the contention by the Treasury that the agencies cannot be exempt from the capital investment taxes. He said that under one interpretation of the present definition of a personal service corporation all creative and technical employees of the agencies would have to be shareholders in the agency so it could qualify in that category. This would not be feasible in many cases he said, "for obvious reasons."

Mr. Benson stated that, also under the present tax law, if it was determined that the primary source of a corporation's income was derived from the efforts of creative or technical employees agencies could not qualify as personal service corporations. He argued that creative or technical employees cannot be regarded as a primary source of income of agencies "since they cannot operate at all without the leadership of the indispensable heads who guide them."

Indicating that the capital investment of advertising agencies was established to offset lean times, Mr. Benson in further argument
market, it quire debt for capital against tax ment follows: definition of members of fered taxes. “We feel decidedly the predominant factor within the professional type of skill, experience, earning power of a client, and since the use of capital is minor and incidental, that use is not to be considered as a material income-producing factor, within the meaning of this law unless primarily invested or employed to earn a profit directly due to such employment other than in the normal conduct of the agency business, and unless such profit is a major item compared with the earning power of skill, experience, and reputation of its shareholders.

We suggest a subsidiary definition for the professional type of personal service corporation, instead of changing the present definition applicable to all personal service corporations, in order to avoid the possibility of loopholes developing for non-professional corporations.

Canada Price Mentions For Cigarettes Eased CANADIAN broadcasters may now mention prices on the air in connection with special cigarette offers for the troops overseas, according to an interpretation given the Canadian Broadcasting Corp. price mention regulations by J. R. Radford, CBC supervisor of station relations, at Toronto. Says Mr. Radford in a letter to all broadcasting stations:

Provided no particular brand of cigarettes is mentioned, there is no objection to stations broadcasting announcements of these special offers; e.g., "300 cigarettes can be sent overseas for $1." However, it is not permissible to associate such announcements, either directly or indirectly, with any particular manufacturer, dealer or brand as they would then become purely commercial and Regulation 10(b) would apply.

signal gets close and this group got together to discuss the new 15-minute commentary of Upton Close for Signal Oil Co., launched March 15 on 8 NBC-Red Pacific stations, Sundays 3:45-4 p.m. They are (1 to r) Barton A. Stebbins, president of the Los Angeles Agency bearing his name which services the oil firm account; Close; O. W. March, Signal Oil executive vice-president; and Alex Robb, network manager of program and talent sales. Program replaces Signal Carnivals.

...but vice versa old boy” said our national rep.

“you can’t discount frequency” He was talking to an agency time buyer. The subject was frequency discounts and our national rep., being a great one to make a play on words, saw an opening. “Nope, you can’t discount frequency,” said our rep., as we get the story. “You take WAGA down in Atlanta, for example. WAGA is on 1480 kilocycles right now, but soon they move to 590. Do you know what that’ll mean in increased coverage? Wowie!” (PS—We didn’t learn whether or not he told the time buyer that we’re jumping from 500 watts to 5000 full time when we make the move. WOWIE again!)
A SERIES of six-weekly programs for American troops at home and abroad, launched by CBS at the request of the War Department with the intent of making “fighting men the best informed in the world”, started April 2 with a talk by Edward R. Murrow, chief of CBS European news correspondents, on the events which led to the attack on Pearl Harbor. Murrow’s talk, heard on succeeding Thursdays are: Leigh White, CBS correspondent wounded in the Balkans, speaking on The Road to War; William Shirer, CBS news analyst and author of Berlin Diary, discussing Your Enemies, the Fascists; Quentin Reynolds, war correspondent for Collier’s, on Our Allies – Your Comrades in Arms. Following discussion of What We are Fighting For by Herbert Agar, editor of the Louisville Courier Journal, Sergt. Alvin C. York will conclude the series May 7 with a talk on A Freedom Worth Fighting For.

Labor Unity

COOPERATING with the Committee for National Morale in an effort to achieve labor-management unity and increased production for defense, WINS, New York, has started a weekly program entitled Your Labor Relations Reporter. Each week the Labor Relations Jury of the Committee will select a nearby plant engaged in defense work where labor and management have cooperated to settle controversial issues, in the interests of increased production. Plant and workers will receive certificates of patriotism from the committee and WINS at the broadcast. The program will include an account of how the settlement was brought about.

British Exchange

A CLEARING-HOUSE for the exchange of news of advertising and its related fields, between America and Great Britain, is the idea behind a new Monday weekly short-wave program now heard on BBC. In answer to specific inquiries from America, leaders in British advertising, newspaper publishers, small store owners and others, tell listeners to BBC’s North American Service how the war has affected business. Questions are to be sent to the New York office of BBC, 620 Fifth Avenue, or to Broadcasting House, Portland Place, London, England.

Noon Patriots

EACH DAY at noon, patriotism takes the air over WRK, Williamsport. First the oath of allegiance is read and listeners are asked to repeat. Immediately following, one verse of the National Anthem is broadcast.

Dear Soldier

LETTERS from listeners to be forwarded to lonely soldiers are requested by Dick Slade as part of A Letter From Home broadcasts of WKWK, Wheeling.

Blue’s News Roundup

AS A REPLACEMENT for the Sunday evening Worldwide News Roundup, the BLUE has started a Weekly Radio Journal program with reviews of the news by its commentators in four strategic points. Morgan Beatty is M.C., introducing Helen Hentz and Edward Tomlinson from New York, Robert St. John from London, Martin Agronsky from Melbourne, Baukhae from Washington. Sam Cuff serves in a “standby” capacity in case of failure of facilities from London or Australia.

Peoples Choice

RADIO LISTENERS make their own choice of a speaker on the new Radio Listeners Luncheon Club, presented daily except Sundays, by KLX, Oakland, Cal. under direction of Phil Ray. Program originates either from the studio or Hotel Oakland where service and fraternal clubs are meeting for lunch. Dialers wanting membership cards write in to the station and from them is picked a board of governors, who choose the speaker of the day.

Poet and Bacon

MORNING rhymes have been added to the schedule of WGL, Ft. Wayne, by Parrot Packing Co. Titled Ray the Rhymer, it features Norm Carroll and Herb Hayworth. Carroll plays piano. Hayworth takes names from cards written by listeners and blends them into poetry within 60 seconds. All listeners poetized receive half-pound of bacon. Sponsor uses display cards, truck banners and newspaper space to promote the show.

Who’s Who for Youngsters

WHO TURNS WHEELS of their city is learned by youngster interviewers on WBOE, Cleveland, school FM station. Directors of various civic institutions and businesses outline functions of their establishments and give details of their work.

TRAFFIC TRIBUTES

Safe Drivers Are Commended

DAILY BY WNBS

WITH appropriate fanfare Irwin Johnson, conductor of the Early Worm program on WBNs, Columbus, Ohio, every morning pays tribute to safe drivers.

Each day the Columbus Police Department cooperates by having the crew of its safety car, which cruises the streets patrolling traffic violations, nominates approximately 15 citizens who they observe driving safely and courteously.

The Early Worm program then sends a card of congratulations to the nominees. It is planned that periodically all persons so honored will be invited to a safety banquet or a similar celebration.
BEDSIDE CHAT by Jane Dalton, women's editor of WSPA, Spartanburg, S. C., was accomplished when Miss Dalton, conductor of a regular Sunday morning feature, was laid up with an attack of influenza. When she insisted on carrying on, despite the illness, WSPA engineers set up remote equipment in the sickroom.

Soldiers' Wives

PROBLEMS of soldiers' wives are featured in a new weekly program On Double Duty from the Winnipeg studio of Canadian Broadcasting Corp., explaining that while their husbands fight, soldiers' wives must not only look after their home and the children but must also save and build for the future. The program discusses how to carry on the double duty.

* * *

Effects With Music

RECREATING musical comedy successes through records with the aid of sound effects Bart Fellowes, formerly with CBS and now at WTH, offers Baltimore listeners a new program, Musical Comedy Review. Heard at 10:30 each weekday evening this program has invited interest of the late evening musical seeker. Mail indicates wide interest.

* * *

War Speeches

MADE UP of excerpts from speeches on the war situation by famous statesmen and personalities of the United Nations, The Weekday of War has been started on WLAC, Nashville, F. C. Sowell. WLAC, general manager, prepares the 30-minute show with a cast of eight WLAC announcers.

* * *

Wartime Farming

RELATED to the drastic revisions in farm operations made necessary by the war, a series of 12 programs have been started by KDCA, Pittsburgh on the Farm Hour. Programs have been recorded by Don Lorch, KDCA farm director, and feature interviews with members of the Pennsylvania State College faculty.

* * *

Officials Advise

LEADING war effort officials of Connecticut plants describe their duties and advise the public on how to aid the war effort on The Front Line, new feature of WDRC, Hartford. Ray Barrett, chief announcer of WDRC, does the interviewing.

* * *

Telling Off the Axis

DIRECTING a message to the enemies of the United States and her allies, WPAR, Parkersburg, W. Va., airs the five-minute Voice of Victory each evening. Programs are intended as a morale builder by psychologically engendering and aggressive spirit into listeners.

BROADCASTING

Leberman Takes Leave

To Enter Navy Service

P. K. LEBERMAN, president and owner of KRSC, Seattle, and manager of Music's FM station, W7NY, New York, as well as president and advertising director of Family Circle magazine, is on leave of absence to assume duty as lieutenant commander in the Naval Reserve.

An Annapolis graduate, Mr. Leberman in 1928 was assistant communications officer on the staff of the late Hilary P. Jones, Commander-in-Chief of the U. S. Fleet. He joined Family Circle in 1934 as Pacific Coast manager, transferring to the New York office in 1936. Jack H. Curtis, former vice-president and western manager in Chicago, takes over Mr. Leberman's duties in New York.

CBS Signs Concerts

SUMMER CONCERTS of the New York Philharmonic-Symphony at the Lewisohn Stadium, New York, a CBS feature since 1937, will be broadcast over CBS for the six summers through 1947. The concerts will enter their 25th season on June 17. They were originally an experiment in Summer music arranged for the entertainment of soldiers and sailors on leave during the first World War.

Bayer Changes

IN A RESHUFFLE of its network programs, Bayer Co., New York, instead of taking off the air its American Melody Hour, on April 21 will move the program from its present Wednesday spot on the BLUE to CBS Tuesday 7:30-8 p.m. The program occupying that time, Second Husband, also sponsored by Bayer, will be shifted to the BLUE April 20 in that network's Wednesday 9-10 p.m. spot. Agency in charge is Blackett-Sampson-Hunnert, New York.

We make ammunition for your salesmen

Turn into profit the sales ammunition published in Printers' Ink every week.

Here is how the Red Network of the National Broadcasting Company helps its sales staff with material from Printers' Ink. To meet the question—Why Should We Advertise in Times of Emergency?—the Red Network compiled a portfolio of answers, made it part of its sales bulletin, "Facts." This was issued to network salesmen, executives and all affiliated stations.

Printers' Ink contributions to "Facts" were 11 sections quoted from its pages, 57 articles for recommended reading and a 31-page report. All but four of the articles were published in 1941. The 31-page report first appeared in August, 1941. That this material is still useful and timely is a tribute to editorial foresight.

This is typical of the practical editorial service Printers' Ink renders to alert business men who want to keep ahead of trends. There is no other editorial service like it.

Printers' Ink

The Weekly Magazine of Advertising, Management and Sales

185 Madison Avenue • New York, N. Y.
MORE and MORE PERSONAL STARS ON WCKY

FRANKLIN STEWART
Petrillo's New Grab

JIMMY PETRILLO, czar of the musicians, is feeling his oats again. Because WSIX, Nashville, wouldn't capitulate to his demands, it has lost network service from MBS. This is symptomatic of what will happen generally, unless Petrillo's latest rampage is halted.

Petrillo's next step is worth appraising. Last Wednesday, after Jack Draughon, head of WSIX, had rejected an ultimatum that he increase his musicians' payroll from about $2,600 to $9,000 a year, Jolting Jimmy ordered AFM to strike against MBS. The strike was called off minutes later when MBS stopped feeding musical programs, both sustaining and commercial, to the station. MBS said its action was unavoidable as it couldn't let one station cause loss of program service to nearly 200 other stations.

Having won this initial test in his new drive to make the broadcasting industry pay through the nose, Petrillo can be expected to proceed down the line. He has told broadcasters they will have to pay for the privilege of being network affiliates. It's "made work" for stations with a vengeance, but the authorities don't seem to be doing anything about it.

AFM holds its annual convention in Dallas in June. The industry, as a whole, hasn't had an agreement with AFM since expiration of the "Plan of Settlement" of Jan. 1, 1940. It's an even bet that a new "licensing plan", percentage-wise, will be proposed at this convention, with affiliates "taxed" for carrying network programs.

Till now, labor has been coddled and spoonfed. Evidently certain elements in the union field don't realize this is war, and insist upon throwing their overfed weight around. Some reaction has set in on Capitol Hill, but it hasn't touched such domains as that controlled by the irrepressible Petrillo.

Now is the time for affiliates and networks to get together as a new Petrillo thrust. Like the ASCAP problem, it will never be solved without a united industry. A definite plan of action should be devised promptly. Most of the industry meets in Cleveland May 11-14 for the NAB convention. AFM doesn't meet until the following month.

There is more important work than music and musicians to be handled in Cleveland. The industry has a lot to do. Yet it can't afford to overlook this grab for dollars and the threat of pulling the music plug on all radio.

We Want No 'Gimme'

APPARENTLY spurred by the example of England, where curtailed newspapers now get some 17% of their advertising from the Government itself, all sorts of propositions have been set before the Washington authorities to have them undertake paid advertising campaigns in behalf of the war effort.

Despite many reports that such purchases of time and space may soon be undertaken, close inquiries among the proper authorities, made by Broadcasting, reveal them to be without foundation. Right now there is no disposition in high places to have Uncle Sam become a paid sponsor of time on the air or a buyer of space in newspapers.

It is true that the subject has been considered by the Committee on War Information, our wartime high command over news policy. But only as an academic question, because it would take an act of Congress, with slight chance of its passage, to secure a big enough advertising appropriation to utilize all or even a great part of the country's 20,000 or more dailies, weeklies, magazines and other periodicals which would demand equal treatment, let along the 900 broadcast outlets.

The simple fact of the matter is that radio, like a goodly proportion of the press, isn't asking for any Government in the form of paid advertising. If there should be paid advertising, radio expects equal consideration with other media. But we think we can speak for radio, just as a Scripps-Howard editorial recently spoke for that part of the press that wants no subsidy even though the times are getting tougher for the printed media, in saying that radio wants no part of the "gimme" spirit which threatens our war efforts.

Not Far Enough

THE ADMINISTRATION's action in suspending anti-trust prosecutions for the duration, where responsible officials certify that war production would be impeded, is logical and sound. It is obvious, however, that it doesn't go far enough.

What about essential war services as distinguished from physical war production? To plead a special case there's the broadcasting industry, which admittedly is performing outstanding and indispensable war service. Yet it is under attack of Assistant Attorney General Thurman Arnold's "trust-busters" in proceedings instituted last December.

The complaints are against RCA-NBC and CBS, but they cut across the entire economic fabric of the industry in such fashion, perhaps, as to be helpful to a small segment of radio. But the overall effect is demoralizing and impedes the industry as a whole in performing at peak efficiency during the nation's battle for life.

Without debating the merits of the anti-monopoly suits, it stands to reason that if the top executives of the networks, as well as staff personnel, must prepare for a protracted trial of the issues, that much time and energy, not to mention money, will be lost to the war effort. Moreover, it has a depressing effect on the entire industry and on its clients.

The President, in declaring a moratorium on anti-trust prosecutions where heavy war industry is affected, provided a formula for deferring these purely domestic battles until the job of winning the war is done. That's in the public interest. Besides, it was made clear that new laws will be passed to extend the three-year statute of limitations applicable to anti-trust laws so that the litigation can take place after the war.

The Administration might well broaden the scope of its suspension program to encompass essential services as well as production. The contribution of radio in the war effort on the whole from isn't directly comparable to the war functioning of heavy industry. Yet it is interwoven in the whole war pattern—keeping the public informed and providing entertainment and relaxation to the nation at war.

The suspension program should go beyond even that. Why should the FCC fiddle around with such issues as newspaper ownership and multiple ownership and a host of other non-war issues? They likewise should be put on ice—or forgotten—so all concerned can pitch in on the one big job. Moreover, with the accent on economy in Government non-war operation, a neat savings in FCC appropriation would be effected.

Conservation

FROM EVERY QUARTER we hear it's going to get worse before it gets better on critical materials for transmitter maintenance. The squeeze is particularly hard in the case of tubes. War requirements for tubes are tenfold the normal capacity of manufacturing plants, but with the full conversion of factories to military radio production, this gap gradually will be closed.

The accent, from here out, should be on conservation of equipment, and more particularly tubes. Edgar T. Bell, directing head of WKY, Oklahoma City, KLZ, Denver, and KVOR, Colorado Springs, has introduced what to us appears a very effective conservation measure. He's signing off an hour earlier, and on an hour later, cutting two hours from the daily operating schedule.

It works this way: Two hours per day equals 14 hours per week or 728 hours per month. That cuts off more than one month's wear and tear per year on plant. It stretches tube life. And purely as a secondary matter, it affects an economy in operation.
BRITISH - BORN "Jimmy" James, from whom it was like pulling teeth to uncover what those E. P. H. initials stand for, is living proof that the British really have a sense of humor. Many of those who come into daily contact with the busy young director of the BLUE Net-work's publicity, promotion and research may not even know it, but "Jimmy" has a store of anecdotes of both foreign and domestic vintage, plus a manner of telling, that would qualify him for the stage had he chosen that field for his career. He is one of radio's best raconteurs, a distinction he cherishes far less than the fact that he is one of the few NBC veterans who started back in the old 1930 Broadway days and who is really one of the pioneers of the radio promotion game.

"Jimmy" joined NBC when it was planning to move to 711 Fifth Ave. and when the congestion was so great that he was not even given a desk of his own. The Sales Promotion Department, which he has headed ever since, started on a borrowed desk which he was permitted to use only when the salesman who had it was out visiting clients. Thus he prepared his first promotion job for NBC at home—a booklet on the old Ipana Troubadours titled Improving the Smiles of a Nation.

From a wall display board, on which were pinned a few rather dilapidated pieces of merchandising and promotion material, "Jimmy" James developed the NBC Merchandising Advisory Service and its very exhaustive files of merchandising material. He had been engaged by Dan Tuthill, then sales manager, and was told he had two jobs to do—promote NBC, and the other to give advice to clients. Even in those early days NBC recognized that merchandising was equally as important as self-promotion.

Since he joined NBC some 15 years ago "Jimmy" has written or supervised the writing of countless promotion pieces and sales letters. He has written innumerable articles and made more speeches on broadcast advertising than anyone else in the organization. His insistence has always been that broadcast advertising and merchandising must be coordinated with all other forms of advertising and promotion, and the first textbook on the merchandising of radio campaigns was written by him in 1930.

Edgar Percy Horace James, a Londoner, born in the British capital June 23, 1904, the son of P. F. James, a well-known British advertising man who was better known for his cartooning, which he did for British periodicals as a sideline, than as president of the P. F. James Advertising Agency. At London U he studied business subjects and economics for less than a year, deciding to abandon his studies to join an accounting firm. He stayed with this firm the balance of his normal four college years and got to know the inside workings of such businesses as dry goods, Spanish fruit importing, jewelry, shoe polish manufacturing, fertilizers, pianos, making, safety matches, spice and tea importing, brush manufacturing, commercial photo enlarging, etc.

In 1924 he decided it was time to start a career in earnest. Following his father's footsteps, he joined the small but important Nash & Alexander Advertising Agency. After two years of varied advertising experience, including work on several American accounts, he decided to visit the United States and learn something of American methods. He liked it here, and when an opportunity arose to join the copy staff of Lambert & Peasly, New York agency, he quickly accepted.

Except for a short trip back to London in 1927 to tell the folks of his determination to stay in America, and occasional vacation trips, he has been here ever since. He joined NBC right after his return to this country, and has become an American citizen. His friends think he needs only to find the right American girl to complete his naturalization process.

He was a founder-member of the American Marketing Society, author of NBC Markets (1932) and NBC Network Radio Advertising (1941), and co-author of The Technique of Marketing Research (McGraw Hill Publishing Co.). Outside office hours he is active in the Amateur and Commercial Advertising Clubs. He is also a committee member of the Boy Scouts of America. His clubs are the Advertising Club of New York and the Bronxville Field Club.

JAMES W. BANCKER, director and vice-president of the Western Electric Co., retired last week after approximately 50 years service to the company. Mr. Bancker holds a number of other Bell System posts. He is a director of Bell Laboratories, the Teletype Corp., and the National Security Refractories Co., and chairman of the board of the Manufacturers' Junction Railway, Chicago.

J. F. HIDDLESTON, formerly vice-president of the Pacific National Bank, Seattle, has joined KIRO, Seattle, as sales manager. W. E. Tucker, formerly an account executive with Foster & Kleiser, Seattle, has joined the local sales staff.

BURLE ELY, assistant sales and promotion manager of International News, New York, is the father of a boy born March 29.

ROBERT C. MAYO, account executive of WOR, New York, is the father of a boy born March 22.

E. A. TRACEY, formerly with Majestic Radio & Television Corp., has been appointed vice-president and general manager of Muzak, succeeding P. P. Holland, it was announced last week by C. M. Finney, president.

JULIAN GARBON, formerly of CJKL, Kirkland Lake, Ont., has been appointed commercial manager at CPC, North Bay, Ont.

PHILIP MORRIS, manager of CPFL, London, Ont., who was stricken ill at the recent convention of Broadcasters' convention at Montreal on Feb. 11 (Broadcasting, Feb. 10), has been released from hospital following nearly six weeks of illness.

PETE SMITH has joined the sales staff of KIZI, Deaver.

WILL Appoints Baird To Be Commercial Head

APPOINTMENT of Larry Baird, salesman of WIL, New Orleans, as commercial manager, was announced last week by W. Howard Summerville, general manager. He succeeds A. Louis Read, who resigned to enter the Navy.

Before joining WIL, Mr. Baird was a publisher's representative for Goldfarb and Co., Chicago. In 1931 he was advertising manager of the New Orleans States. He is currently in the advertising department by Edward L. O'Dwyer, merchandising manager.

New in Who's Who

AMONG radio notables included for the first time in the roster of national figures appearing in the 1942 edition of Who's Who in America are Niles Trammell, NBC president; Frank E. Mullen, NBC vice-president and general manager; A. A. Schechter, NBC director of news and special events; the Rev. James Alex McNally, chancel-

lor; Thomas S. Lee, president of Don Lee Broadcasting System; Walter S. Lemmon, head of the Westinghouse Broadcasting Corp., operating WRUL, Boston; Eric Sevareid, former correspondent in China, who is now a radio newsman for the United Press to its Washington bureau; Don Wilson, announcer of the Jack Benny show; Arch Oboler, radio author, producer and author of One Man's Family; Meredith Wilson, musical director of Maxwell House Coffee Time; Bob Hope, star of the Bob Hope Show; James and Marian Jordan (Fibber McGee & Molly); Ezra Stone (Henry Aldrich).
BEHIND
the
MIKE

Don Hastings, formerly with KFWB, Hollywood, and KDB, Santa Barbara, now announcing for WIBC, Indianapolis, and celebrating 16 years in radio which started in the same studios now occupied by WIBC.

Dorothy Dean Huddleston, formerly with KTAR, Phoenix, has become traffic manager of KTP, Twin Falls, Id.

Bill Day, Colorado U graduate and publicity director of the school of the last Governor of Ed Spradl in the news department of KOA, Denver. Spradl leaves for yoeman's school for the Navy.

Howard Roberts, head of the audience mail department of KOA, Denver, was inducted into the Army last week.

Bruce MacDonald, formerly of WEMP, Milwaukee, has joined the announcing staff of WIND, Gary, Ind.

Dick Jennings, announcer of KDFM, Beaumont, Tex., joined the Army April 3.

Mary Frances Segall, publisher of the Pittsburg, N. Y., has resigned to enter fulltime volunteer civic defense work. WMPF publicity will be handled by Emily Sharland, formerly of WBNZ, Saranne Lake, now a WMPF announcer.

George B. Turnell, Jr., formerly managing editor of Country Life, has joined NBC's press department. WMPF publicity for the network's international division, succeeding Gerald Mayer who resigned to take a government position.

David Stone, announcer of WINS, New York, married Ruth Schlanger, of Brooklyn, last week.

Hal Mulligan, formerly of KJY, Oakland, has joined the announcing staff of WAER, Cleveland.

William Shankle, formerly of KOB, Great Bend, Kan., has joined the announcing staff of KHDF, El Paso, Tex.

Bill Harpel, former announcer and salesman for KQFQ, Anchorage and KUAC, Fairbanks, is now on KDB, Santa Barbara.

James A. Peterson, formerly announcer-producer at KGA-KHG, Spokane, has joined KSL, Salt Lake City, as chief announcer, replacing Russ Stewart who resigned to become director of KLO's Salt Lake City studios.

Peter Arnell has been appointed publicity director of WJLS, Beckley, W. Va. He will handle his regular announcing assignments.

Shirley Mayer, publicity director of WPXJ, Philadelphia, has resigned.

Marilyn Maclean has been appointed traffic manager of KROW, Oakland, Cal., succeeding Shirley Radaton, who resigned to enter defense work.

Tom Hotchkiss, announcer, formerly of KTUC, Tuscon, Ariz., has joined KROW, Oakland, Calif. replacing Gene Normas, resigned.

Jose Crespo, stage and screen actor, has joined the Spanish language staff of the CBS shortwave division as an announcer for CBS's new Latin American network.

When a big market is a one-station market it's really a buy. KSL covers all of the Intermountain West and what's more of how to keep its westerners listening . . .

Hooper studies made in widely separated areas throughout Intermountain America tell the story . . . Ask Petry!
JOHN BRADFORD, has been promoted as assistant program and production manager of WFMI, Youngstown, replacing Jim Simmons who recently joined the production staff of CBS, New York.

DAL WYANT, formerly of WCMJ, Ashland, Ky., joined WFMI, Youngstown, as continuity writer.

DON LERCH, farm director of KDRA, Pittsburgh, has been elected an honorary member of the Future Farmers of America, Slippery Rock, Pa., chapter.

MAJ. PAUL C. RABOOG, military analyst, returned to WHN, New York, March 30 to do a series of military broadcasts on his book, "Mechanized Night."

GEORGE MAYNARD, assistant eastern production manager of NBC and producer of "Johnnie Presents," has recently joined the Kingsley, Inc., munitions plant in the same capacity.

GENE SLEETE, dramatist from Northwestern U., has joined the production department of WBAP-KGKO, Fort Worth.

RUTH FAUST, recently married, has resigned as traffic manager of KXOK, St. Louis. Arthur T. Jones, KXOK announcer, was the featured speaker at a meeting of the Wellston Council of Parent & Teachers Assn.

RAYMOND BAKER has become program director of WYTH, Baltimore, replacing Bob Bingham. Tom O'Connor then became assistant program director and Eddie Hubbard, staff announcer, also handles publicity.

DICK DUNHAM, announcer at WYTH, Baltimore, recently married Ina Ingram, sister of Tom Ingram, engineer there.

Dillon at Navy Dept.

CHARLES DILLON, for the last five years director of radio of the American Red Cross, has joined the radio section of the Navy Department's Bureau of Public Relations as executive officer, with rank of lieutenant (j.g.) U. S. Naval Reserve. Chief of the section is J. Harrison Hartley, former assistant director of news and special events of NBC.

CBS Honor Roll

RED-BORDERED white flag bearing 40 blue stars honoring that many CBS Hollywood employees new serving in armed forces was unfurled at a ceremony held in that studio's patio March 27. Donald W. Thornburgh, CBS Western division vice-president, performed the flag-raising rites, while Harry W. Flannery, network's former Berlin correspondent, read the honor roll.

"If you want magical results, try KXOK
St. Louis, Mo.
630 Kc. 5000 WATTS
BLUE NETWORK"

PRIZE HAM FOR TALL CORN was the prize recently presented to the Governor of Iowa by the State of West Virginia, acknowledging the farmer's claim for the tallest corn. During the fifth annual WHO-Iowa State Fair National Tall Corn Sweepstakes, West Virginia, through WCHS, Charleston, challenged the supremacy of Iowa corn for the third year. Iowa won the competition but the award was temporarily withheld because it was rumored the prize-winning stalk was earless. Eventually this technicality was cleared up and on March 23 West Virginia acknowledged defeat. Gov. George A. Wilson was officially presented the West Virginia ham by Herb Plambeck (right), farm news editor of WHO, while J. O. Maland, manager of the Des Moines station, watched.

Scripters in Hollywood Aid In War Activities

FIRST REPORT on activities of the Hollywood Writers Mobilization organized less than two weeks after the United States entered the war, reveals that more than 200 writers in the radio, scenario and publicity divisions have been engaged actively in war assignments.

Included in the effort are a radio script written by True Boardman, and shortwave to Australia; a broadcast written and produced by Hector Chevigny and Frederick Kohner on President Masaryk's birthday and shortwave to Czechoslovakia; a St. Patrick's Day broadcast written by Mary McCall Jr. and Milton Merlin, which was shortwave to Ireland. Numerous skits, plays and stories suitable for war activities have been turned in by Sam Moore, Hal Finberg and Paul Franklin, with the latter also writing 50-foot trailers for the Red Cross camp division. Robert Lee Johnson wrote material for the Junior Defense Savings Division.

12 good reasons why you should use WQXR...

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<th>1. MARTINSON'S COFFEE</th>
<th>2. VENIDA TISSUES</th>
<th>3. STROMBERG-CARLSON RADIOS</th>
<th>4. G &amp; D WINES AND VERMOUTH</th>
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<td>286 weeks on WQXR</td>
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<th>5. WILLIAMS SHAVING PREPARATIONS</th>
<th>6. BOTANY WORSTED MILLS</th>
<th>7. FELS NAPHTHA SOAP</th>
<th>8. GENERAL FOODS CORP.</th>
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<td>106 weeks on WQXR</td>
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<th>9. OLD GOLD CIGARETTES</th>
<th>10. SCHRAFF'TS RESTAURANTS</th>
<th>11. GULDEN'S MUSTARD</th>
<th>12. JERGENS-WOODBURY BEAUTY AIDS</th>
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<td>80 weeks on WQXR</td>
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Other Clients
New Using WQXR:
PEPSI-COLA
VICTOR RECORDS
KRE-AHL DECAY
DUNHILL CIGARETTES
WELCH'S GRAPE JUICE
BEECHNUT CHEWING GUM

"MUSIC SELLS THE WORLD'S GREATEST MARKET!"

BROADCASTING • Broadcast Advertising
April 6, 1942 • Page 33
Newscasts Found to Be Leading Factor In Promoting Latin American Relations

NO SINGLE factor is doing more to further the spirit of intercontinental unity among the Americas than the rapidly expanding program of newscasts throughout the Latin American republics, according to A. L. Bradford, general radio manager of United Press, who has just completed a tour of inspection of the UP bureaus in 15 South and Central American countries in which Latin American editions of the Esso Reporter series have been started.

"Everywhere there is evident a new sense of the community of interests between our neighbor nations and ourselves," Mr. Bradford said, "and to a large extent this reflects the increasing knowledge and understanding of mutual problems growing out of a vigorous press and a newly energized radio."

Meeting a Need

The Esso Reporter broadcasts, sponsored by the Latin American outposts of Esso Marketers, New York, and placed through McCann-Erickson, New York, meet a "very definite need for brief, reliable news throughout the day," he said, adding that in some communities which have only two or three newspapers, all published in the evening, the people were "news starved" during the day before the Esso series started.

"Radio news distribution in Latin America has been a phenomenal success from the outset," Mr. Bradford stated. "It is not at all unusual to find groups of people gathered around a radio set in some remote village, tuned in and waiting for the newscast. Latin American editors," he added, "have learned what North American editors know—that newscasts actually whet the public interest in news."

Visiting Cuba, the Dominican Republic, Puerto Rico, Venezuela, Colombia, Panama, Costa Rica, Nicaragua, Honduras, Salvador, Guatemala and Peru, in each country Mr. Bradford conferred with the President or other leading governmental officials, who were uniformly cooperative, he said. "We encountered situations where regulations, long existing threatened to block our way, but in every instance when the proposed program of newscasts was explained, all obstacles were removed."

In the Front Line

"It was heartening," he continued, "to learn at first hand how whole-heartedly the peoples of all these countries are on the side of the democracies in this war and how anxious they are to have all the news possible of the United States and its war effort and war plans. The northern countries of Latin America and of the Caribbean Basin and Central America not only are on the side of the democracies but consider themselves actually in the front-line of hostilities along-side the United States."

"For the existence of this attitude, an intelligent reliable American press is entitled to share honors with President Roosevelt's wise Good Neighbor Policy and the helpful activities of the Nelson Rockefeller committee on Inter-American affairs."

SEMIA-NNUAL convention of the Society of Motion Picture Engineers will be held May 4-8 at the Roosevelt Hotel, Hollywood.
Indianapolis Gets First FM Station

GRANT, of a construction permit for a new commercial FM station in Indianapolis, was announced last Wednesday by the FCC in issuing CP to Associated Broadcasters Inc. The new outlet is to operate on 87.3 mc., to serve an area of 8,400 square miles and is the first FM grant in that city. Associated Broadcasters also has an application pending before the Commission for a new standard broadcast station in Indianapolis, 250 watts, daytime on 1240 kc.

Principals are Myron J. McKee, director and officer of the Automobile Underwriters Inc.; and director of the local Union Trust Co., 195 shares of stock; Ben L. Tamney, district sales supervisor of Redfield & Co., distributors of Zenith radios, records and automotive supplies, vice-president, 95 shares; Thompson Kurrie, lawyer and realtor, secretary, 95 shares; Rudolph M. Crandall, general manager and buyer for L. S. Ayres & Co., department store, president, 55 shares.

As the freeze order of the FCC and WPB affects standard station applications only, FM, television and other categories do not yet fall under the restrictions in responsible quarters, however, that steps to limit grants in these classifications will soon be taken.

W57A, General Electric Co. construction permit in Schenectady, was granted a modification of CP by the Commission to change its frequency from 45.7 mc. to 48.5 mc. Action automatically changes the call letters to WBSA.

Simultaneously a petition of Greater New York Broadcasting Corp. for grant without hearing of a new FM station in New York was denied by the FCC.

Felix Suspends for War

TO DEVOTE full time to a field project for the Signal Corps of the Army, Edgar Felix, director of Radio Coverage Reports, announces suspension of that service until further notice. The staff of Radio Coverage Reports is now 100% on leave for war projects. L. C. Skipper, director of field service, is on the engineering staff of the Sperry Gyroscope Co.; J. Murray, statistician, is calculating for the Navy at Washington.
KMO, Tacoma, Wash.
Longines-Wittnauer Co., New York (watches), weekly t, thru Arthur Rosen-
Kellogg Co., Battle Creek, Mich.. (Cereal flakes), 65 a weekly, thru Walter Thompson Co., Chicago.
American Chicle Co., New York, (Den- ture gum), 85 a weekly, thru Ralcor, Brown-
ing & Hersy, N. Y.
National Biscuit Co., New York (bread), 206 a weekly, thru McCann-Erickson, N. Y.
Manhattan Soap Co., New York (Swer-
heat Soap), 72 a weekly, thru Franklin Bruck Corp., N. Y.
WIND, Gary, Ind.
Liggett & Meyers Tobacco Co., New York (Chesterfield), 70 a weekly, 4 weeks, thru N. Y. C. (watches), weekly t, thru Talmacka-" Een, Oakland.

WMAG, Chicago
Lever Bros., Cambridge, Mass., (Vine- is), 4 a weekly, 13 a weekly, BBDO, N. Y. New York
Washington Cooperate Assn., Seattle, (household soap), 6 a weekly, thru Talmacke-
Elliot, Oakland.

KPLO, Riverside
Ben Hur, Inc, Los Angeles, 106 a, thru Theodore B. Cressman & Assoc., Los Angeles.
California Electric Power, Riverside, 78 a.
National Correspondence Schools, Brea, 90 a, direct, thru S. Laistere's Laboratories, Charlotte City, Va., 39 a, thru A. Winter Adv. Agency, Des Moines.

WHO, Des Moines
Peter E. Bock, New York, (gas and oil), 6 a weekly, thru The Plant.

KECA, Los Angeles
Murine Co., Chicago (eyewash), 6 a weekly thru BBDO, N. Y.
Larsen & Bros., Richmond, Va. (Dom-
ino cigarettes), weekly a, thru Warner Legler, N. Y. City.
Westco, Inc., Los Angeles (Van's shoe pol-
sh), 2 a weekly, thru Ewood J. Rob-

KJZC, Fort Worth
Texas Co., New York (gas and oil), 5 a weekly, thru N. Y. C. (watches), weekly a, thru Newell-Emmett Co., N. Y.

KJH, Hollywood
Colonial Dairy Co., Los Angeles (com-
etable), 2 a weekly, thru Glaser, Flammer & Oughtley Co., N. Y.
F. Schumaecher & Co., N. Y. (Wavery So-
cored fabric), 5 a weekly, thru Anderson, Davis & Platte, N. Y.

KFAC, Los Angeles
Westco Co., Los Angeles (Van's shoe pol-
sh), 2 a weekly thru The Plant.

WWRL, New York
Pepsi-Cola Co., New York, 2 a weekly, 13 weeks, thru Newell-Emmett, N. Y.
Bower Sulpher Labs, New York (Sulphyd Sulfer Shampoo), weekly a, thru Hal-
pern Adv., N. Y.

S TATION A C COUNT S
sp—studio programs
e—on-air announcements
sa—transcription announcements

THE BUSINESS OF BROADCASTING

SPRING 1942

WENY, Elmira
Kirkman Soap, New York, 60 a, thru N. Y. & Ayer, Sons, N. Y.
Lever Bros., Cambridge (Corn flakes), 15 a weekly, thru J. Walter Thompson Co., Chicago.
American Chicle Co., New York, (Den-
ture gum), 150 a, thru Ralcor, Brown-
ing & Hersy Co., N. Y.
National Biscuit Co., New York (bread), 206 a weekly, thru McCann-Erickson, N. Y.
Manhattan Soap Co., New York (Swer-
heat Soap), 72 a weekly, thru Franklin Bruck Corp., N. Y.

WINE, Gary, Ind.
Liggett & Meyers Tobacco Co., New York (Chesterfield), 70 a weekly, 4 weeks, thru N. Y. C. (watches), weekly t, thru Talmacke-
Elliot, Oakland.

KNX, Hollywood
Lever Bros., Cambridge, Mass., (Swan), 14 a weekly, thru Ruthrauff & Ryan, N. Y.
Chamberlin Labs., Des Moines (hand li-
tion) weekly a, thru C. A. Moss, Des Moines.

WEJF, Hagerstown, Md.
Lever Bros., Cambridge, Mass., (Swan), 130 a weekly, thru Young & Rubicon, N. Y.
Colgate-Palmolive Co., Chicago (Cone-
oc), 87 a, thru Traczy-Locke-Daw-

KOMA, Oklahoma City
General Foods, New York (Grape Nuts), 5 a weekly, thru Young & Rubicon, N. Y.
Lever Bros., Cambridge (Lipton & Swan Soup), 5 a weekly, thru Young & Rubicon, N. Y.

CHEX, Peterborough, Ont.
Dodd, Medicine Co., Toronto, 115 a, thru J. D. D. &ar, Co., Toronto.
Debroythen Yeast Sales Co., Toronto, thru Staf- fined Bkldk Ltd., Toronto.

KGO, San Francisco
Marine Co., Chicago, 78 a thru BBDO, Chicago.
Walker Remedy Co., Waterloo, 26 a, thru Westerm-Bennett, Waterloo.

Gallenkamp Adds News
GALLENKAMP STORES Co., San Francisco, has started its Dick Joy & the Neumon from the CBS Pacific Coast Network, taking the spot immediately before the New York Philharmonic Orchestra, Sundays. Contract is for 13 weeks and is carried on KNX, Hollywood; KOY, San Francisco, KABC, San Fran,

KPO, San Francisco
Paraffine Companies, San Francisco (Par-
co), weekly t, thru Brilchard, Davis & Blau.
Chamberlin Sales Corp., Des Moines (hand li-
tion) weekly a, thru Caryl-Ainsworo, Des Moines.
Lever Bros., Cambridge (Corn flakes), 5 a weekly, thru J. Walter Thompson Co., Chicago.
Kellogg Co., Battle Creek (Corn flakes), 5 a weekly, thru J. Walter Thompson Co., Chicago.

BLUE COMMENTARY GETS 9 SPONSORS
IN THE TWO WEEKS following the announcement, in mid-March that the five-weekly quarter-hour BLUE program News Here & Abroad, with William Friedman and Ernest K. Lindley, was available for local sponsorship, nine advertisers have signed contracts for series on 10 BLUE stations. This is the sec-
ond Washington commentary series to be offered by BLUE to local out-
lets for local sponsorship.

Current sponsors and stations carrying the series are: KECA, Portland, Ore.; KJZ, Seattle, Fisherman's Wharf Restaurants; WJBO, Baton Rouge, La.; Capital Building & Loan Assn.; KBAT, Des Moines, Des Moines & Sons, wholesale grocers; KUTA, Salt Lake City, Fisher Brewing Co.; KEX, Portland, Ore.; KJ, Seattle, Fisher Flooring Mills; KTSN, El Paso, Tex., Zerk Hardware Co., radio; WBCO, Imperial Credit Co., WTCN, Minneapolis-St. Paul, Mid Conti-
Hillman Heard

MARKING an innovation in radio news coverage, 12 stations participating and seven stations of the Michigan network have signed Ernest K. Lind-
ley and William Friedman as BLUE commentary, for a special series of broadcasts from Washington the evening of Sundays at 30 a.
The program is sponsored by Peif-

ery Brewing Co. of Detroit. The new series is in addition to the features News Here and Abroad heard on the same days over the BLUE at 7:30 a.

This is believed to be the first time that a regional network has signed its own commen-
tators for a regular sponsored series direct from Washington. The program is piped to Detroit by special lines from the NBC studios in Washington and then distrib-
uted to the State network. The commentator now prepares two scripts an evening, adding late news developments and interpreta-
tion to their second broadcast.

New WEAF Accounts
SEVEN new accounts were signed by WEAF, New York, during March, according to W. O. Tenlenius, assistant manager of NBC's spot sales division. These include Plant-

ate, New York, a franchised quarter-
hour news with George Putnam, through J. Walter Thompson Co.; Reed Ice Cream, a similar sched-
ule of news programs, through Pedlar & Ryan; two 13-week sched-
ules through Blaine-Thompson Co., for twice-weekly quarter-hours by Dreema Cosmetics, and five spot announcements weekly for Select Theatrical Distribution's O'Keefe and "Priorities of 1942": National Shoe Stores, through Emil Mogul Co., S & W Fine Foods, through Enright & Co., and Food Products Co., through J. M. Mathes, all using participations on the Blue Network; Marguerite's, five times women's program.

BREWLEY MILLS, Fort Worth, is cited in a recent report by the Federal Trade Commission for certain repre-
seations in poultry feed advertising.
ESSLINGER'S Inc., Philadelphia (brewery), has scheduled a weekly quarter-hour musical program, started March 26, at 11:45 p.m. on KFW, Philadelphia, and WBAV, Atlantic City. The program, The Flavor Lingers, featuring Frank Coleman and Clarence Fuhrman's orchestra, originates at KFW, which feeds it to the Atlantic City station. Jay Frin- gang is announcer. The show also includes Headlines of Sports by Esslinger's Little Man (George Ed- wards). Programming is by Glenn O. Lamb Co., Philadelphia. H. Ross Potter is account executive.

BEECH-NUT PACKING Co., Cana- harie, N. Y., has renewed for four weeks the five-minute program Odd Side of the News, Tuesday, Thursday and Saturday on WABC, New York. Account is placed through Newell-Emmett Co., New York.

LANGLEY'S Ltd., Toronto (cleaners and dryers) has started spot announce- ment six times weekly on CKOC, Hamilton, Ont., and may expand to other stations. Account is placed by A. McKim Ltd., Toronto.

FOX WEST COAST THEATRES, San Francisco (motion picture chain) on March 25 started for 52 weeks a five-weekly quarter-hour newscast by Dean Maddox on KFRC, San Francisco, placed directly.

O'CONNOR, MOFFATT & Co., San Francisco (department store) on April 2 renewed for 13 weeks its six-weekly newscasts by Phil Stareus on KFRC. San Francisco, Agency is Rutarbaugh & Ryan, San Francisco.

GOLDEN STATE Co., San Fran- cisco (Golden-V Vitamin Milk), on March 9 started for 13 weeks a three-weekly quarter-hour newscast by Phil Stareus on KFRC. San Francisco, Agency is Rutarbaugh & Ryan, San Francisco.

CALIFORNIA Fruit Growers Ex- change, Los Angeles (Sunkist citrus fruits), has started daily participa- tions in Woman's Page of the Air, Adelaide Diller's quarter-hour pro- gram on WABC, New York, six times a week. Announcer was placed through Lord & Thomas, New York.

PEPSI-COLA Co., New York, has dropped three-weekly sponsorship of The Misses Goes 1-Shopping, six- times weekly quarter-hour program on WABC, New York, and has started participation in Edith Garden's, early morning program on WABC, with three daily announcements six-times weekly. Newell-Emmett Co., New York, has the account.

DR. REED SHOE Co., Los Angeles, in conjunction with an expansion plan which includes opening of an additional shoe store in early May, is sponsoring a five-weekly quarter-hour news- cast on KFDB, Hollywood. Contract is for 52 weeks, started in early March. Firm also sponsors a similar program on KMPX, Beverly Hills. Cal. Chas. N. Stahl Adv. Agency, Holly- wood, has the account.

VALLEY NATIONAL BANK of Arizona, Phoenix, has started sponsoring a weekly half-hour morale building program, titled Main Street, USA, on 2 Arizona Network stations (KOF, KTUC), Sunday, 8-30-6 p.m. Contract is for 26 weeks. Firm also uses spot announcements. Agency is Creative Counseling Inc., Phoenix, of the agency.

OCEDAR OF CANADA, Toronto (floor polish) has started dramatized spot announcements on a number of Canadian stations. Account was placed by Norris-Patterson, Toronto.

FIRST SPONSOR for the all-night program on WABC, New York, is I. J. Fox Co., New York (furs) with four announcements nightly five times weekly, starting April 1. Account was placed direct.

AFL Sponsors LABOR'S first sponsored program in the Northwest is reported by KBXX, Tacoma, Wash. Officials of the American Federation of Labor have contracted for The Voice of Labor, a news-educational broadcast for the thousands of unionists in the Puget Sound defense area.

GENERAL MILLS Corp., San Fran- cisco (Wheaties), on April 7 starts a five-weekly quarter-hour broadcast of Pacific Coast League baseball games in Holly- wood and Los Angeles, on KFAB, in the latter city. Frank Bull will handle play-by-play descriptions, with Van DeSto facing doing commercials. Firm is also sponsoring the San Diego Padres, San Diego, Westco Adv. Agency, San Francisco, has the account.

CHAMBERLIN LABS., Des Moines (hand lotion), on April 7 starts for 52 weeks sponsoring Dave Lane, Songs, on KKN, Hollywood. Agency is Cary- Annworth, Des Moines.

CARNATION MILK Co., Los An- geles, to promote its fresh milk produc- ts, on April 2 started for 52 weeks a five-weekly quarter-hour children's adventure serial program, Secret Legion, on KJJ, Hollywood. James Foulds and Robert Redin are co-writers. Fonda is also agency pro- ducer. Lord & Thomas, Los Angeles, has the account.

DR. BEAUCHAMP, Los Angeles (credit dentifrice), is sponsoring a five- weeky 25-minute newscast on KFAS, Pasadena, Cal., with Charles N. Stahl as commentator. Contract is for 52 weeks. Firm also sponsors the trans- mitted quarter-hour Strolling Tom six times per week on KFAC. Los An- geles, and KMRP, Beverly Hills, Cal. In addition to approximately 23 spot announcements weekly on KGB, San Diego, and a daily quarter-hour newscast on KFMB, that city, Agency is Chas. N. Stahl Adv. Agency, Holly- wood.

IT WAS incorrectly stated in the March 30 issue of Broadcasting that A. A. Sterling is the agency for Botany Forsted Mills, as new sponsor of Lina Serigo's Column of the Air on WONX, New York. Alfred J. Silverstein, New York, handles the three-weekly spon- sorny of Miss Sergio's Monday- thru-Friday program, which is sponsored twice-weekly by Creative Age Press, New York for Tomorrow Magazine.

CHEAP (Ky.) AIN'T NO BARGAIN FER ADVERTISERS!

Simply because there's so darn little buying power in Cheap (Ky.), the cost of advertising to such small towns comes pretty high! Contrariwise, the Louisville Trading Area—with 57.1% of Kentucky's effective buy- ing income—offers advertisers a real opportunity for profitable sales... Especially when you broadcast your wares via WAVE—the only station with complete coverage of the Louisville Market, at anywhere near our low rates! Try us, and see!

LOUISVILLE'S WAVE 5000 Watts 970 K.C. N.B.C. Basic Red NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

BROADCASTING • Broadcast Advertising April 6, 1942 • Page 37
GILBERT, RALSTON, West Coast manager of Compton Adv., for three months, has resumed his New York duties as agency network program manager. Robert Wamboldt, transferred from New York, has taken over management of the Hollywood production office. Agency produces the weekly CBS Ransom Sherman show, sponsored by Froetcher & Gamble Co.

HERSCHEL WILLIAMS, radio director of daytime programs at Ruthrauff & Ryan, New York, has joined the Army Air Corps as a first lieutenant, to serve first in Washington and later on active ground duty. Active as a member of the New York State Guard for the past few months, Mr. Williams has already arranged for his duties to be absorbed by other executives of the agency's radio department.

T. L. ANDERSON, vice-president and manager of the Toronto office of Cockfield, Brown & Co. since 1928, has been appointed managing director of the company, it was announced March 27 by G. Warren Brown, Montreal president. The directorate, changed due to the recent death of Harry Cockfield (Broadcasting, Jan. 12), now consists of G. W. Brown, T. L. Anderson, C. L. Smart, W. C. Gilchrist, H. H. Welch, H. J. Caverhill and G. C. Hammond.

W. K. ZIEGFELD, of the copy staff of Young & Rubicam, and formerly copy chief of Ralph H. Jones Co., Cincinnati, has been appointed copy director of the Chicago office of Y&H.

ARTHUR ROSENBERG, president of Arthur Rosenberg Co., New York, has been appointed chairman of the committee on public relations and research of the American Business Congress, New York.

TOM CARSON, timebuyer of Pedlar & Ryan, New York, married Florence Morgan Stith, assistant to Frank Kemp, timebuyer of Compton Adv., New York, last Saturday at the Little Church Around the Corner.

MARY DUNLAVY, who resigned a month ago as time-layer of Erwin Wasey & Co., New York, on March 30 joined the radio research division of the Coordinator of Information.

DONALD L. BASSETT, radio director of A. McKim Ltd., Toronto, on March 1 married Margaret Bums, formerly assistant to the advertising manager of John Labatt Ltd., London, Ont.

MERRITT W. RAINUM, Young & Rubicam supervisor of nighttime shows, has returned to New York after seven weeks in Hollywood.

CESANA & ASSOC., has discontinued its San Francisco and Los Angeles offices.

HAL DAVIS, former New York publicity agent for Columbia Recording Corp., Bridgeport, and currently a partner in the publicity firm of Davis-Lieber, has been drafted, leaving April 22. Lee Lieber of the same company, also is leaving at that time to go into defense work. Davis-Lieber will continue in business under the direction of Leo Miller, former amusement editor of the Bridgeport Post.

Rintoul Named to Head Katz Station Relations

WITH THE appointment of Eugene Katz, radio head of The Katz Agency Inc., radio and newspaper representatives, to the executive staff of the Office of Facts & Figures, Stephen R. Rintoul, of the sales staff, has been placed in charge of station relations and radio policy.

Mr. Rintoul last month joined OFF in Washington as chief of the Special Services Division, Bureau of Intelligence. In accord with Government policy, Mr. Katz has resigned his post with The Katz Agency.

Mr. Rintoul, for five years with The Katz Agency, also is a member of WSRF, Stamford, Conn. Before joining Katz he was station relations director of World Broadcasting System.

WINS to Free & Peters

WINS, New York, one of the Hearst Radio group of stations, which holds a construction permit for 50,000 watts on 1000 kc, last week announced the appointment of Free & Peters as its national representative, effective immediately.

Formerly it was represented by the now discontinued International Radio Sales. The Hearst-station representation lineup, in addition to WINS, now includes: WBAL, Baltimore; Edward Petrty & Co.; WCAE, Pittsburgh; and WINS, Milwaukee. The Katz Agency: KYA, San Francisco, Spot Sales.

Closes Baltimore Office

DUE TO enlistment in military and defense departments of the Government by several members of the staff, Baltimore activities of the Henry J. Kaufman Agency will be directed from the Washington office. The move was made, the agency said, since the Washington staff has collaborated in the planning and production of all major Baltimore campaigns and it was felt this move would be preferable to taking on new men unfamiliar with clients' problems and the agency's methods.

Brieif to McGraw-Hill

JOHN H. (Jake) BREEDEL, who resigned from N. W. Ayer, Philadelphia, after heading the agency's publicity department for six years, has been appointed assistant manager of the Eastern district of the McGraw-Hill Publishing Co. Prior to joining Ayer in 1936, he was with Scripps-Howard newspapers.
TIME SHIFT HELPS FRED ALLEN RATING

FRED ALLEN'S program lifted its rating from 20.8 in February to 22.7 in March, in moving from the Wednesday spot to the Sunday period vacated by CBS' Ford Sunday Evening Hour, according to the March report of the Cooperative Analysis of Broadcasting. The survey also discloses that Shirley Temple's first radio rating of 11.5, for her show Junior Miss, is practically twice as good as the average popularity rating newcomers to radio have scored in this and the previous winter season of 1940-41.

The programs that formerly opposed FRED Allen's Texas Star Theatre on Wednesday, showed gains over last month, while his new opposing programs, ranging in type from news and serials to musicals, were reported with somewhat lower ratings. When the Ford Sunday Hour left the air in February, it had reached a rating of 12.8, a figure somewhat higher than its average.

Introductory ratings of new half-hour evening programs in the winter seasons of 1940-41 and 1941-42 averaged between 5 and 6, in comparison to Miss Temple's rating of 11.5 for the first month of broadcasting Junior Miss.

Lewis, Tokar Split

LEWIS & TOKAR, Newark advertising agency, was dissolved last week by its partners, Milton L. Lewis and Alfred F. Tokar, with both executives announcing they would continue in the agency business under their own names. Mr. Lewis' firm is titled Lewis Adv. Agency, and will handle the two radio accounts the original agency had managed, Abelson's Jewelry and I. Lewis Cigar Co. Alfred F. Tokar Adv. is the name of Mr. Tokar's company, and both are located at 17 Academy St., Newark.

Seattle Agencies Merge

THREE Seattle agencies recently consolidated to form Lunke-Ryan with offices in the Joseph Vance Bldg. Involved in the merger were James R. Lunke & Assoc., Howard J. Ryan & Assoc., and Tom Jones Parry Inc. By the new organization has obtained three new accounts: West Coast Satined Shingle Co.; Pacific Fruit & Produce Co. conducting test campaigns on Sno-Boy frozen foods; Page-Barker Distrib. of America shortly releasing campaign for Dr. Page-Barker's Hair Lotion.

As J. Anania McFib is about to demonstrate, there's only one way to "catch" a fish! On the other hand, there's only one way to "hook into" the record-breaking Roanoke—Southwest Virginia market. That's with WDBJ—

CAROLYN E. BONNESEN

ONE OF THE MOST widely experienced timebuyers in the country, Carolyn E. Bonnesen, of Sherman & Marquette, Chicago, has a background in advertising that embraces every phase of merchandising, media and markets. During her four years with Sherman & Marquette, she has placed millions of dollars of spot and network advertising for Colgate-Palmolive-Peet products—Super Suds, Halo shampoo, Colgate tooth powder and shave creams, Cashmere Bouquet and Crystal White soaps; for Quaker Oats Co.—Parina and Full-O-Pep feeds; and for Dr. W. B. Caldwell proprietarys.

As a pioneer timebuyer, Miss Bonnesen placed Tums on the air for the first time with spot announcements on a handful of stations nearly seven years ago. That was during her four years as timebuyer for Ruthrauff & Ryan, Chicago.

Plunging into advertising fresh from business school, before radio entered the picture, and in the midst of a depression, Miss Bonnesen was initiated on the secretarial staff of an agency during a time when plenty of ingenuity was demanded for survival. For recreation, she likes to hike, is addicted to concerts and the theatre.

Opportunity

BECAUSE most of the talent is being paroled, the weekly half-hour variety program, San Quentin on the Air, presented by inmates of that California State prison over Pacific Coast Don Lee network stations, will be discontinued following broadcast of April 19. Resumption of the show, which attained a Hooper rating of 5.5 since its start on Jan. 25, depends upon ability to get new talent, according to Mel Venter, studio production manager of KFRC, the Don Lee San Francisco station which relays the program.

KFQD

Anchorage

Alaska

Located Geographic Center of Alaska

Headquarters Alaska Defense Command

Alaska's Oldest Station

Direct Representation
Wines and Radio
(Continued from page 11)
Maid of America, featuring Bob Trendler's orchestra and Heather Tweed in the role of Virginia Dare, who interviews guest stars. After the second week on the air, the program was fed to WIBC, Indianapolis. The company is reported currently considering expansion of the program to a mutual network of 48 stations.

G & D Program
Since 1938, Gambarelli & Davitto, New York, has been using radio to promote its Italian Swiss Colony wines. At present, through A. A. deBisi, New York, the company has a weekly quarter-hour on WOR, New York, a half-hour on WBNX, New York, and the 25-minute Music To Remember program six times weekly on WQXR, New York.

American Wine Co., St. Louis, on March 16 appointed M. H. Hackett, New York, to handle advertising for Cook's Imperial American Champagne and wines, but no plans have so far been made for spring radio advertising.

San Gabriel Wine Co., Long Island City, for Colombo wines, uses foreign-language spot announcements on WOV, New York, through its agency, Emil Mogul Co., New York.

Monarch Wine Co., Brooklyn, which has been sponsoring Johannes Steel's news commentaries five times weekly on WMCA, New York, this week is dropping four of the quarter-hour programs, continuing only on Saturday evenings. According to J. R. Kupsick Adv. Agency, New York, the agency in charge, the change is due to the seasonal decline in wine sales, always prevalent in early spring, but the program may be resumed later this month.

Monarch also uses foreign-lang-

CHERUB AT THE MIKE is William George Hinds whose dad, Bill, is an announcer of KDKA, Pittsburgh. Rapidly learning to talk, the 16-month-old tyke is getting the feel of the velocity mike.

A large number of New York wineries use local foreign-language announcements only, including Hungarian Grape Products, WBVN, WEVD, WHOM, Buchanan-Silberman and Palestine House, WBVN, WHOM; Ganales Wine and New York State Wine, both on WBVN and WEVD; Sunset Wine Co., Shapiro Wine, Manischewitz Wine and Wagner Wines, WBVN; Montebello Vermouth, WINS; Delmonico wines and Prosperity California wines, WHOM; Canizzaro Wine Co. and Rumanian - American Winery, WEVD.

Golan Wines, Los Angeles, is expanding its radio advertising, according to Sam Golan, vice-president in charge of the Chicago sales office, using stations in the East and on the West Coast as well as in the Midwest. In the Midwest, the company currently is sponsoring a quarter-hour of recorded music on KCNO, Kansas City; five-minute newscasts four times a week on WGRC, Louisville, and WLOL, Minneapolis; participation on Moonlight Saving Time, all-night program of WOR. It is also using Maurice Hart's and Stan Shaw's programs on WNEW, New York; Paul Brenner on WAAT, Jersey City; Dick Gilbert on WHN, New York. After April 6, the campaign will be extended to 42 cities largely in the East.

In Chicago, Golan two weeks ago placed 6 half-minute announcements weekly on WIND and reported it will use two other stations. Brown & Spector, New York, places a portion of the advertising, but in some cases it is placed through local distributors.

Other Coast Accounts
Italian Swiss Colony, San Francisco, through Leon Livingston Adv., that city, sponsors a transcribed quarter-hour version of Fulton Lewis Jr. on 3 Dom Lee California stations (KHJ, KFRC, KGB), Tuesdays and Thursdays, 9:30-9:46 p.m. (FWT), having started Feb. 10 on a 52-week contract. It is also using some spots.

Gallo Wine Co., Modesto, Cal., placing through Raymond R. Morgan Co., Hollywood, currently sponsors a nightly one-hour continuous live and transcribed newscast titled Continental Newsreel on KHJ, Hollywood. First quarter-hour of the six weekly program is broadcast as live talent. Following three 15-minute newscasts are transcribed repetitions of that program with commercials separating...
Gunnison Captured By Japs at Manila
Cubel in Australia, Asserts
MBS; Miss Wayne Back
ROYAL ARCH GUNNISON, MBS
in Manila, and Mrs.
Gunnison are among the 1,500
prisoners held in that city by the
Japanese, Mutual learned last
week. The couple were presumed
in the city when the Japanese
captured the city, as Gunnison was
known to have stayed there with
his wife rather than escape with
General MacArthur's forces.

Since the safe arrival in Aus-
tralia of Frank Cubel, Mutual
agent, who was with the Japs
in Java, and the arrangement of regular broad-
casts from the P.A. office in
Australia, the Japs have
been known to have
arrived at the city.

The arrangement of regular broad-
casts from the P.A. office in
Australia, the Japs have
been known to have
arrived at the city.

Miss Wayne Back
Elizabeth Wayne, original MBS
correspondent in Java, arrived in
New York March 28 after three
months and two days at sea, one of
the first correspondents to return
from the Far Eastern front
since Pearl Harbor. Discussing
broadcasting from Java, she said
that in Batavia the radio facilities
were modern and complete and
that there was an excellent variety of
programs in both Dutch and
English.

Until the fall of Holland in May,
1940, a shortwave schedule was
maintained for the benefit of the
folks at home. Censorship, she
stated, worked much the same as
in Europe: A military advisor
checks all scripts and inserts in on the
broadcast with the engineer, who
cuts a comment when he thinks it
necessary.

Home for the first time in more
than two years, Miss Wayne wants
to "see a lot of bright lights, eat
a lot of oysters, visit my home in
Swarthmore, Pa. and rest. But
not for long—if I can get to Australia.
I will." Explanation for the last
desire is that in private life Miss
Wayne is Mrs. John Raleigh, wife of
the CBS correspondent who is now
"somewhere in Australia."

Here's why WIBW gets
such amazing results.
Our 5,000 watts on 580
kc lays down a signal
equal to a 100,000 watt
station on 1,000 kc.
RICHMOND’S REVÉLLE GIRL
Glenn Graham of WRNL Wakes Them Up With Morning Music and Chit-Chat

THOUSANDS of Uncle Sam’s finest, stationed at various Virginia military camps, and stationed listen each morning not so much for the bugler blaring tones but rather for the voice of Glenn Graham, the ‘ REVÉLLE GIRL’ of Richmond. It’s Glenn’s music and pleasant chatter at 6:30 a.m., directed solely to the servicemen, that sends the boys out of their bunks and sailing into the day with spirits high.

Though the show is sponsored by Miller & Rhoads, one of the South’s largest department stores, not one word of commercial advertising is used. Rather the sponsor feels that it is in the interest of the men’s morale, that the broadcasts be dedicated entirely to them.

Glenn was chosen for the job a short time ago when Mallory Scott, educational director of WRNL, was seeking a suitable personality voice that could wake up the boys at Camp Lee. The audition left no alternative and Glenn, who hails from Hollywood where she made several film efforts, be-

GLENN GRAHAM

came the big sister, girl friend and pal to the boys at Camp Lee. Glenn was not satisfied that the men should just know her, but took steps to meet her new-found friends. Down to Camp Lee, Langley Field, the Norfolk Naval Base, and other service centers she went. From brigadier general to yardbird, she met them all.

In the canteen, leading the grand parade of the St. Patrick’s Day dance, alongside the bugler and in the mess hall, Glenn learned how much an understanding friend meant to these boys in uniform. Now with her new program barely a month old, Glenn knows the likes and dislikes of the men. And the servicemen don’t mind in the least being dragged from the arms of Morpheus at 6:30 a.m. by the personal voice of Glenn Graham, WRNL’s reveille girl—she’s their pal.

THE STREET AREN’T YET PAVED WITH GOLD in Wichita, Kansas, but maybe that’s the next thing they are going to do in the fabulous boom town of the plains, where DEFENSE BILLIONS—YES, BILLIONS—are outgushing the famous oil fields of Kansas! Just name any kind of statistics you want, and we can give you figures from Wichita that will make any time buyer’s heart do half-dancers! Of course we’ve whipped up statistics about Wichita’s boom before, but in this ad we want to say—BOOM—BOOM—BOOM.

Not only KFH beating to new heights of economic fame, RADIO STATION KFH, only full time CBS outlet in Kansas, is demonstrating ever-greater listener preferences.

The survey above is really a TYPICAL quarter-hour, as recently measured by the widely known firm of Robert S. Conlan & Associates. In proof, let mention that of all the twenty-quarter-hour checks between 8:00 A.M. and 1:00 P.M., during this 6 day week in Wichita, Kansas—generally a very crowded area—KFH is in the top FIFTY FIRSTS. The second station squeezed through to win but five.

The best radio boy is the station that produces the greatest number of listeners at the lowest cost per thousand. That’s why KFH is tops—second in the market, where people are beginning to ho-hum about money in the bank. Yes, there ARE a few choice periods left on the KFH commercial schedule, but we are making no bets, or even guesses, as to how long that will last.

A phone call, collect, to one of the Petey boys is the best way for you to be a money-making spot. We’ll listen for your jingle.

KFH WICHITA

KOIN, Portland, on April 1 renewed Northwest Neighborhoods with Joseph Sampietro, musical director, leading the 15-piece KOIN orchestra. Program, featuring unusual stories told by Northwest residents, is also carried on KWWC, Pendleton; KOIN, The Dalles; KENB, Bend; KAST, Astoria, in Oregon. And KOIN, Walla Walla, and KTID, Yakima, Washington. Art Kirkham, KOIN announcer, is made H. M. In Tay’s staff. KOIN’s TV program department, does programming; Ted Cooper, program director, is producer and Don Hensley is script writer.

KLX, Oakland, Calif., is the first station west of Denver to subscribe to the Press, PA, a division of Associated Press, recently opened a San Francisco office.

WMFP, Plattsburg, N. Y., has accepted the name of Miss Wrinna’s Jolly Juveniles in a recent contest to find a name for the new Saturday morning children’s show conducted by Winnie O’Meara. Talent consists of selected juvenile singers and musicians.

WIBX, Utica, after starting a program of entertainment and news, closed and will soon open, with a new name, ‘BOOM!’ and a new rate card, No. 10, effective that date. Station is producing and broadcasting its own programs utilizing wartime staff.

WBN, New York, has issued a new coverage map, showing its new ‘guaranteed coverage area’ since its increase in power to 50,000 watts, and a new rate card, No. 10, effective that date. Station has not increased its rates with its power and the only change in the card is the elimination of participating announcements, although station breaks are unchanged.

TRAFFIC SAFETY is urged dramatically in The Story of the White Safety Van series by KMBG, Kansas City, has been renewed for a third 13-week series. Presented in cooperation with the local police department and safety council, the programs are written by Larry Clark and produced by Edward Edwards, chief of the KMBG staff. Kansas City Junior College students appear in dramatic roles.

KXLY, Salt Lake City, participating in the observance of the Greek Independence Day, March 25, with the presentation of a special program of Greek music together with brief talks by leading Greek organizations in the community in Salt Lake City. Emerson Smith, KDLR program director, handled details of the program.

THE Friendly Tavern program, now entitled Julie O’Neill & Co., has begun its fifth year on KSD, St. Louis, sponsored by the Columbus Brewing Co. (Alpen Brau beer). The 15-minute show originated in December, 1937, over KSD, presenting his tunes and unusual band and vocal arrangements and has continued without interruption nightly, Monday through Saturday.

A musical variety show has featured Russ David and his KOIN orchestra with the voices of Julie O’Neill and Joe Karnes, it has offered such regular vocalists as Helen O’Connell, now featured with Jim Dorsey’s orchestra, and Cheri McKay, formerly of the Merry Maids. Clair Callihan has been the announcer for the show since its beginning. Guest stars appear frequently. Olian Adv. Co. handles the Alpen Brau account.
**Journal** the WIBW CHARLEY STOOKEY. CBS rector, and patients eently staged an KWTO -KGBX, Springfield. mon's farewell The ceremonies were WJR. Detroit. broadcast of keep Saturday, they wardens WAAT, two station's of KOT, Phoenix. on told trast IMPRESSIONS paign may local announcement last of "Gone Bulles), has replaced the Gold Medal Wayne, Ind. (cough Loewe, New York. During advertisement brings radio campaign brings to the agen- ture to Foreign Refugees popular price the local has started a new musical program. The in to the war-torn countries a total broadcast Marge Warren, vocalist, blind- lowed selects a phone number from the directory of TV stations that are in line and tuned to the station. A merchandise price is awarded. IMPRESSIONS of America in con- trast to their war-torn countries are told by United Nations representatives on Forome reporters started on WLAC, Nashville. KOL, Phoenix, has organized a group of entertainment units composed of station's staff. Stations in the Army posts and camps in that area two to four times weekly.

**WAT** Jersey City, has been named by the National Advertisers to broadcast official instructions to air and war victims in the nation's need. Every Thursday and Sunday WAT presents the council's secretary for the broadcasts.

**'Gone' Radio Spots**

TO PROMOTE a popular price run of "Gone With the Wind," opening last week in a New York movie theatre, Loews, New York (theaters), sponsored a two-day spot announcement contest campaign on four local stations. A national spot campaign may be undertaken when the picture is released at popular prices if the local radio campaign brings a fair return, according to the agency, Donahue & Coe, New York.

**Block on Barn Dance**

BLOCK DRUG Co., Jersey City (Gold Medal Harlem Oil capsules), has replaced The Pinex Co. Ft. Wayne, Ind. (cough remedy), on the 7-7:30 p.m. portion of the National Barn Dance which now is on WLS, Chicago. Agency is Brown & Spector, New York.

**WIBW -WJO -KGBX**

**NEWS - MUSIC - SPORTS**

**250 WATTS • 1400 KILOCYCLES**

**WBNX**

CREATING Amicienza Freindshaft Przyjaźn Amistad Freundsvaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

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

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

365,000 people make the Youngstown metropoli- tan district the third largest in Ohio.

**WFMJ**

Has more listeners in this rich market than any other station.

Headley-Reed Co.

National Representatives

March 1942 • Page 43

**WINNER**
MAXIMUM PRICES
FOR RADIOS FIXED

ACTING "to combat price inflation affecting lines of goods made scarce by war," John E. Hamm, acting administrator of the Office of Price Administration, has set maximum retail prices for radios and other household appliances.

Effective last Monday the radio ceiling price order was set temporarily for 60 days and takes the price level of March 19 as its "maximum" in regulation of sales. It was further ordered that all distributors and retailers keep a record until May 28, the closing date of the temporary order, of all sales made including the price charged and the make and type of receiver. Retailers must also post in a "conspicuous" place a list of all receivers in their stock indicating model types and price of each.

In releasing his order, Mr. Hamm said, "Inasmuch as there has been no increase in manufacturers' prices, it is obvious that wholesale and retail prices are being pushed up simply on the theory that the public should be glad to get a new refrigerator or washer or vacuum cleaner or radio at any price in these times."

He added that "this is the reason that makes for profiteering and stimulating inflation."

WLIB Allows 2% Cash Discount
WLIB, successor to WCNW, Brooklyn, will allow a 2% cash discount to recognized agencies on all bills paid in the week following broadcast, according to Elias I. Godofsky, general manager. This offer will broadcast April 14 for the first time.

Eugbert White on Staff
Of New Army Newspaper
EGBERT WHITE, vice-president of BBDO, who during the last war was on the staff of the AEI's newspaper Stars & Stripes, last week was designated as a member of the staff of a new Army newspaper, written by and for American soldiers, which the War Dept. announced would soon begin publication. It will be known as Yank, will carry no advertising and will be edited and managed by Army personnel, chiefly enlisted men. Mr. White will be one of the founders of Yank, serving as chairman of a subcommittee of the Joint Army and Navy Advisory Committee along with Adolph Shelby Ochs, general manager of the Chattanooga Times, also a Stars & Stripes alumnus; Martin Fouss, managing editor of the Saturday Evening Post; Alfred C. Strasser, art editor of Liberty.

Radio and Farmer
(Continued from page 12)

the shortage of labor in a number of areas will be by lengthening the work day of the farmer, his wife and his boys and girls.

Even this won't do the trick unless the Yankee inventiveness of farmers is brought to play to find short cuts so that they can all put effectiveness of an hour of human labor. Government isn't going to do this invention. Industry isn't going to do it. It's got to be done by individual farmers who think up labor-saving short cuts. But in this time of crisis, all the farmers ought to know about these short cuts so that they can all put them to work.

So there's your idea for a promotion campaign. Why not organize a contest with a weekly award to the farmer who invents the best labor-saving short cut; then let him appear with your farm service man and tell how he did it. Nothing more simple than a simple short cut which will give directions for applying his brain wave on other farms.

Another type of station promotion is with a "short cut" word around recognition of the part that farm women play in getting the wartime job of agriculture done. Awards for essays or reports and other devices spring immediately to mind here. The field is endlessly fertile and the imagination of individual station managers and promotion men can develop in half an hour more ideas than I can set down in three pages of Broadasting Magazine.

Instructions to Stations

Now the thing to watch out for, of course, is to be sure that you are going along the line that will best serve the agricultural part of the war program. So the station managers who want to get into war service on this front will want a place to go to in order to be sure that they are getting the facts about the war, and going down the right line in promotional material, commentary etc. I make this suggestion:

If your station service area lies within one State, get in touch with the Department of Agriculture War Board of the State and they'll instruct you how to get the requisite information from the various agencies of the Department and the State that are serving farmers, give you ideas on promotion campaigns.

If your coverage area serves two or more States, write the Radio Service, Department of Agriculture, and Wallace Kadderly, who succeeds me in charge of that service four years ago, will put you in touch with one of our field offices which will make arrangements for War Boards of the States concerned.

Farm program directors who have asked that we keep them in touch with developments in USDA and who have now received a weekly letter from Kadderly, and he'll add other farm program directors to the list for this letter upon request. With this service from here, we'd like to build up an exchange service of promotion ideas among stations that have farm service men. Maybe you've got some ideas that ought to be put to work in this field.

As many stations have already told us and shown by their actions, farm service during the war must be a positive thing—not simply passive acceptance or rejection of requests for free time. There is a new, war time conception of broadcasting "in the public interest." It's going to take brain work and leg work by all of us to win this war.

Phoney German Station
Claims Midwest Locale
DIRECTED to Midwest listeners, German shortwave stations are reported to be using various devices to convey the impression that it is located in the United States, according to official sources. Heard recently, the station D-E-B-U-N-K refers to European locations as "over there" and its commentators use slangy, colloquial terms to give the station's programs a rural tone.

Simple direct finding efforts, it is said, have definitely established the location of the station to be in Europe and its broadcasts are said to be on the same frequency as Berlin shortwave. Authority is cited as saying that reports of the station follow official Berlin shortwave so closely that experienced listeners in this country believe that no serious efforts are being made by the Nazis to conceal the fact that the broadcasts are coming from Germany.

Siegmund Strauss
STEGMUND STRAUSS, 67, Austrian investor credited with invention of the feedback and with contributing to the invention of the amplifier tube when he had his own laboratory in Vienna, died March 29 at his New York home. He had fled Austria in 1938. He is survived by his widow and a son, Peter H. Strauss.
Rockefeller Committee Buys Newspaper Space

To List Latin Programs

TO STIMULATE Latin American listening to programs shortwave from the United States, the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) is starting a series of weekly insertions in 64 newspapers in 30 major cities throughout Central and South America. Advertisements will list outstanding shortwave programs of the coming week, especially news programs, giving time of broadcast and originating station of each program.

Campaign is understood to be necessary because few Latin American newspapers print radio listings and practically none carry listings of shortwave programs. Before Dec. 7 the Axis nations used paid space for similar listings of their programs, but it is believed this advertising has completely stopped since America’s entry into the war and the breaking off of diplomatic relations with Germany, Italy and Japan by nearly all the Latin American republics.

In addition to the newspapers, the programs will also be listed in the Saturday edition of Time and the Spanish edition of Readers’ Digest. Irwin Vladimir & Co., New York, is handling the account.

B & W to Change

BROWN & WILLIAMSON Tobacco Corp., Louisville, has decided to discontinue its flagship & Sp Sp Quiet broadcast in the interest of Wings cigarettes on 64 NBC stations. Fridays at 10:10 P.M., and will substitute effective April 18 another program, as yet unannounced.

The present program, originally adapted for radio from the play What Price Glory, experienced recurring script difficulties and certain objections from the Marine Corps, and three weeks ago the script was revised. However, after conferring with the Marine Corps officers, it was decided to drop the program for the duration. Russell M. Seeds Co., Chicago, is agency.

ZENITH RADIO Corp., Chicago, is making a survey of all FM stations and licensees to get a complete picture of FM operations at present and to advise how to obtain maximum results from present facilities. Results will be released in a few weeks, according to N. H. Terwilliger, sales promotion manager of Zenith.

FLO ZIEGFIELD’s famous stage-door line “Through This Portal Pass the Most Beautiful Girls in the World” is paraphrased by the sales department of WCPO, Cincinnati, in its newly-decorated offices. You can’t miss this legend for it is written in huge letters on the reception room. In front of door are Evelyn Eppington, traffic manager, and Mortimer C. Watters, general manager and originator of the idea.—From March 30 BROADCAST.

Righto, Mr. Downey!

Named to AMP Board

ELECTION of Ernest R. Voigt, vice-president in charge of the music department of Associated Music Publishers; Ben Selvin, vice-president in charge of program recording of AMP, and K. R. Smith, vice-president and general manager of Zaxuk Transcriptions, to the AMP board of directors was announced last week by C. M. Finney, AMP president. Other AMP directors include Mr. Finney, Waddell Catchings, chairman of the board; A. M. Davis, attorney; H. C. Freeman, vice-president of North American Co.; W. J. Herdan, general manager of Wired Radio; William Benton, majority stockholder of AMP and its associated companies.

Free Will Leave FBMS

To Enter Army Service

LLOYD FREE, director of the FCC’s Foreign Broadcast Monitoring Service, will resign shortly to join the Army, with the possibility of a commission. Mr. Free joined the agency in June, 1941. Although nothing official has been said there is the possibility the agency will lose, from the parent FCC and attached to the proposed coordinated information setup (see page 10). Actually the only connection between the FCC and its defense unit, FBMS, is technical.

Prior to joining FBMS Mr. Free was Director of the Princeton Radio Research Project. Earlier he had been associated with the Ziegfield Foundation.

GUIDE TO STATIONS PROPOSED BY OFF

ACCORDING to the request of its station advisory committee, the Office of Facts & Figures, through its radio division, has submitted to J. Harold Ryan, Assistant Director of Censorship, a proposed guide to station and network production men amplifying the following way what they may do without running afoul of Section 7 of the Wartime Code of Censorship.

The eight-page memorandum, which Mr. Ryan will submit to the various Government information agencies for suggestions, is still in the confidential stage but eventually OFF hopes to issue it to all stations and networks, assuming it is approved by the Office of Censorship.

Whereas the censor advises radio what it cannot do, the proposed guide list some 90 suggestions about what they can do to build shows without the necessity of checking with the Censor’s office. It was said at OFF that the guide was prepared particularly with the problem of the local program producer in mind.

Now Major Roosevelt

CAPT. ELLIOTT ROOSEVELT, second son of the President and former president of Texas State Network, last Thursday was promoted to rank of major in the Army Air Corps. He now is stationed at Fresno, Calif. His wife, Ruth Googins Roosevelt, is head of Texas State and of KFJZ, Fort Worth, key station.

WHERE SALES MULTIPLY

300 in WBBM School

WBBM, Chicago, has completed enrollment of 300 new students in the station’s Radio Telegraphy school offering classes 36 hours weekly in code practice and engineering theory. Instruction is in charge of the engineering staff of WBBM, including Frank Finklen, D. J. Dunlop, George Sherman, Hay Noll, John Krizak, Art Maus, Holly Peers, and Henry Jackson of the sales staff. 250 students in the first classes have completed half of the 15-week course.

IT’S PLANTING TIME ON WHAMland’s 140,518 FARMS

WHAM gives you rural coverage of, not just Monroe County, but of 43 counties. WHAM gives you urban coverage of, not just Rochester with its year ’round industries, but of 18 busy trading centers. And, in city or country, WHAM program leadership insures plus listenership.

WHAM is a better buy.

National Representatives:

GEORGE P. HOLLINGBERY CO.


WHAM

ROCHESTER, N.Y.

“The Stromberg-Carlson Station”

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ACA Charges Against WBAL Are Dismissed

DISMISSING a complaint by the American Communications Assn., Broadcasting Department (CIO) that Hearst Radio Inc., New York, owners of WBAL, Baltimore, had dismissed two employees, John J. Mutch and Morris O'Connor Jr., and had refused to reinstate them because of activities in the union, the National Labor Relations Board last Wednesday issued a stipulation based on an order that the men be reinstated and paid $150 each to recompense them for any loss suffered by the discharge.

The union complained Jan. 22 that Hearst Radio had engaged in unfair practices within the meaning of the National Labor Relations Act. Hearst on Feb. 6, denied the charges. An agreement was reached March 10 without a hearing.

OFFICIAL congratulations on the daily power increase of WKBN, Youngstown, to 5,000 watts, extended March 29 by Ohio's Gov. John W. Bricker (left) to Warren P. Williamson Jr., president of the station. In addition Mayor William B. Spagnola participated in the dedication along with other Buckeye dignitaries. WKBN anticipates a further step-up to 5,000 watts in the near future.

Anti-Trust Policy
(Continued from page 16)

sumed after the war. The President insisted that the agreement does not mean that anyone will go without eventual trial for alleged violation of the statutes. Court Argument

It was clear that the White House agreement is designed primarily to help those engaged in heavy war industries. Whether the scope of the agreement later will be broadened to accompany essential services, not actually engaged in physical production, is problematical. No relief for broadcasting or other service industries is in sight, it was pointed out in responsible quarters, unless such a broadening of the agreement is procured.

Meanwhile, on another front in the multi-pronged campaign de-

Army Day on WWJ
FEATURED by an address by Lieut. Gen. Ben Lear, WWJ, Detroit, dedicated all its locally produced programs of April 6 to Army Day, including many specially arranged for the occasion. Also to be carried on WWJ was to be a mass swearing-in of 50 aviation cadets of the Army at Detroit's city hall, described by S. L. A. Marshall, military commentator of the Detroit News, which owns the station.

Morton, Parker to J-W-T
MORTON SALT Co., Chicago, and Parker Pen Co., Janesville, Wis., have appointed J. Walter Thompson Co., Chicago, as agency. The latter account used its first radio promotion last year when it sponsored a Sunday quarter-hour of recorded music on MBS for Quink. Future plans have not been announced. Morton Salt has used participating announcements, primarily on the West Coast, and radio entered its future campaign, as yet unformulated, according to C. L. Ostrom, advertising manager.

CHICAGO SUN, Chicago, has started on WLS, Chicago, sponsorship of Joe Kelly, m.c. of Quiz Kids and National Horn Dance, in an early morning quarter-hour reading of the Sun comics six days a week and a half hour on Sundays. Agency is Wade Adv. Agency, Chicago.

 signed to root out purported monopoly in broadcasting, final plans are being made for arguments before the Supreme Court on the validity of the FCC's chain-monopoly regulations. Arguments now are set on appeals of NBC and CBS for the week of April 27. It was stated at the court, however, that the cases might not be reached until early May—just prior to the court's cessation of hearings until fall. It is expected that the court will decide the jurisdictional question prior to its formal summer recess in June. Preliminary briefs shortly will be filed not only by the appellants—NBC and CBS—but by the FCC and by MBS, the latter as intervenor, supporting the FCC's rules.

The provocative rules now are suspended under a stay order granted by the statutory three-judge court in New York in February. This stay expires May 1, however, and it is expected that a further stay will be procured from the Supreme Court prior to that day, pending its decision.

Boycott Advocated In New Haven Feud
Prof. Rodell Makes Attack On Newspaper Publisher

LOCALIZED revival of the press-radio feud has developed in New Haven, Conn., over purported boycotting of radio defense news by the New Haven Register, published by John Day Jackson, with WELI carrying the issue to the people via regularly scheduled "Editorials of the Air".

Carey Cronan, WELI news editor, for nearly two months has been using his tri-weekly program to battle the boycott. After a number of public figures had declined to appear, Prof. Fred Rodell, of Yale Law School, and publicity director of the consumers committee of the State Defense Council, spoke May 27 as a guest on the program.

Attacks Publisher
Speaking as a citizen of New Haven, rather than in his university official capacity, Prof. Rodell attacked Publisher Jackson for forbidding his newspapers to publish any news relating to broadcasting of Federal or State programs over WELI. He charged that this ban results from purely competitive factors and ascribed to the publisher the fear that even small volume of WELI "might lead New Haven merchants to spend a small part of their advertising budgets for radio advertising".

Prof. Rodell advocated a counter-boycott by New Haven citizens as a protest against censorship of announcements of defense news and broadcasts. WELI, he said, was not asking Publisher Jackson to announce in his newspapers the daily programs of the station—a service which he said "any decent newspaper would perform automatically"—but asked only that the newspapers publish the announcements devoted to broadcasts of "vital defense information coming from Federal or State government sources".

Lava Spots Planned
PROCTER & GAMBLE Co., Cincinnati, for Lava soap, is understood to be planning a campaign of 12 one-minute transcribed announcements weekly in defense production centers, designed especially for workers in machine shops. No details as to stations or starting time were available. Agency is Blow Co., New York.

Testing?
Reach a big chunk of ILLINOIS...do your testing thru the DECATUR station

Lava spots on the Chicamauga Lava in Hawaii. The most recent occurrence of volcanic activity was in 1919.

Radio Broadcasting Station
CHNS
HALIFAX, NOVA SCOTIA, CANADA
USA Rep. • Jos. Weed & Co. • New York City

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250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?
KRM'C'S STORM ROLE
Station Maintains Contact
With Outside World

JAMESTOWN, N. D., cut off from the outside world except for a single telephone line to Billings, Mont., during a recent blizzard, relied largely on KRM'C to make outside contacts.

In addition to broadcasting scores of emergency bulletins and making the three-day storm, KRM'C was utilized by the Northern Pacific Railroad for branch line spotting. Later when contact was established with WDAY, Fargo, railroad dispatchers in both cities held conferences for main line operations between the two cities with receiving sets in each studio monitoring one another.

Cut off from MBS and threatened with loss of the Louis-Simon fight, KRM'C finally managed to get permission from WGN, Chicago, to rebroadcast their airing of the bout.

WCHS 5000 on 580
CBS-WVN
Charleston, W. Va.
represented by
THE BRANCO HOUSE.

* COMMUNIQUES, n.—An official announcement.

Victor Record Shortwaves
RCA VICTOR Co., New York, sponsors recordings of Latin American artists in a series of weekly shortwave programs on WLW, Cincinnati. Titled "Sinfonias Americanas," the broadcasts are produced by WLW and conducted by Manuel Avila, who directs another RCA Victor program on WLW, "La Musica Que Fd. Desea," also shortwaved to Latin America. In addition, RCA has 31 weekly programs on NBC shortwave stations WRCN and WBN.

Kaltenborn Honored
DEAN of the national radio commentators, H. V. Kaltenborn on April 4 celebrated the 20th anniversary of his first appearance before a microphone. He was honored that evening at a dinner tendered by NBC in New York's Harvard Club, attended by many notables of radio, journalism and public life.

He was associate editor of the Brooklyn Eagle when he made his first radio talk, a pickup of an address before the Newark Chamber of Commerce. He has been on radio regularly since 1923, joining the CBS news staff in 1928 and transferring last year to NBC. He is currently sponsored on NBC by Pure Oil Co. and Lumbermen's Mutual Casualty Insurance Co., and last week signed a two-year renewal contract with the network.

Mr. Kaltenborn

PLANS TO ORGANIZE the NBC Inter-American University of the Air were discussed at a recent meeting held at the Pan American Union, Washington, with noted hemisphere educators present. Here are (1 to r) Dr. William E. Greener, executive secretary of the National Education Assn.; Rev. George Johnson, education director of the National Catholic Welfare Conference, and Neville Miller, NAB president.

RADIO'S WAR ROLE IS PRAISED BY FLY LAUDING the radio industry for the paramount role it has been playing in World War II, James Lawrence Fly, chairman of the FCC, spoke March 27 by transmission at the inauguration of W67B, Westinghouse Radio Stations Inc. new FM station in Boston [BROADCASTING, March 30].

Mr. Fly traced the engineering development of FM as an important advance in the science of broadcasting, an innovation that through its remarkable fidelity will add immeasurably to listening pleasure. "Today, FM has an unusually timely mission in that each new station presenting a new program service to the people of this country, enlarges the reservoir on which our nation at war may draw for information and entertainment," the chairman said.

Speaking on radio's wartime role, he continued: "Radio broadcasting is threading its way through its first war. No signposts, no precedents, nor helpful experiences from other wars are standing as guides to the future—hence radio's area of service in this World War is unexplored. Its course is fraught with many difficulties, trials and dangers and, therefore, the steadiest hand and the coolest eye must be at the helm as the course is charted and pursued.

"The importance of broadcasting in this war is tremendous. Broadcasters are custodians of what is potentially the most powerful weapon in the world. From every side comes definite proof that radio is accepting the challenge presented by the present situation in a most satisfactory manner. As we traverse this period of our greatest national peril, it is paramount that radio broadcasters act with speed and courage to win its objective, which is to operate in the public interest, convenience and necessity. Only by clearly defining its responsibilities and then bending every effort to live up to them, can radio help the nation achieve the final great victory."

MARKING the 15th anniversary of its regular broadcast in Spanish to Latin America by General Electric's WGOE and WGEA, Schenectady, the shortwave stations broadcast March 20 a salute to Latin America, featuring the national anthems of 20 republics.

FOR THE "World's Best Coverage of the World's Biggest News"

WRNL 910 kc in the "Center of the Dial"
RICHMOND, VIRGINIA
EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

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**CINCINNATI’S CROSLEY CENTER**

Work Starts About May 1 on New Building To House

- Employees of WLW, WSAI & WLWO

**Diathermy Registration**

TO PREVENT use of medical diathermy radio apparatus for subversive radio communications the Defense Communications Board April 2 advised the FCC to require registration of diathermy and other electrical devices capable of radio transmission. Knowledge of the location of diathermy sets will be helpful to the Army and Navy authorities and the FCC Monitoring Service, and will aid eliminating diathermy interference.

**Elmer Diddler’s Doings: MIGHTY CLEVER STUNT**

Yes, Elmer, it takes real genius and patience to make towers out of playing cards. But erecting shaky structures is nothing new to you—

for instance, when you deal with umpteen stations to cover the Great Northeast, you’ve got a plenty shaky structure.

You don’t mind, we hope, if the rest of us put our trust in something more reliable. We let WGY do the whole job in Central and Eastern New York and Western New England, for WGY is:

**GENERAL ELECTRIC**

**WGY**

50,000 WATTS

SCHENECTADY, N. Y.

- The nation’s first 50,000-watt station
- The area’s only 50,000-watt station
- The area’s only NBC Red station
- The area’s only 20-year veteran.

THE ONLY MUST STATION IN THE GREAT NORTHEAST

**WHO (ALONE!) for IOWA PLUS!**

DES MOINES—50,000 WATTS, CLEAR CHANNEL

Chick Allison Is Named WLW Publicity Chief

ADDED RESPONSIBILITY has come to WO (Chick) Allison, promotion chief at WLW, Cincinnati. James D. Shouse, president and general manager of the station, announced March 26 that Allison had assumed the publicity function formerly handled by Cecil K. Carmichael, who resigned last month.

Mr. Allison explained that publicity is essentially a promotional function and that the transfer will result in closer coordination of the two departments.

As a result of the shift, James Cassidy, special events director, will report to George C. Biggar, production manager.

**AFM’s Strike**

(Continued from page 9)

member and affiliated stations could not be deprived of service.

No comment was forthcoming from MBS on the possibility that WSIX might file suit for damages against the network on the grounds that in stopping musical service to the station the network breached its contractual obligations.

Commercials which WSIX will lose by the network’s action include: Spotlight Band, sponsored by Coca-Cola Co., Monday through Friday; the Atlanta Patrol, sponsored by Coca-Cola Co., Friday and Saturday, 9:30-10 p.m.; Old Fashioned Revival, sponsored by Gospel Broadcasting Assn., Sunday, 9-10 p.m.; Double or Nothing, sponsored by Pharmaco, Sunday, 6-6:30 p.m.; Lutheran Hour, sponsored by Lutheran Laymen’s League, Sunday, 8-9 p.m.; Voice of Prophecy, sponsored by Seventh Day Adventist Radio Commission, Sunday, 7-7:30 p.m.

Dispute in Nashville, where the strike of the AFM local against WSIX continues, is reported by MBS to involve a 100% pay increase and by the national AFM office to concern the employment of more men than the single staff musician the station now employs.

**“That march today must have covered WDIF Flint Michigan’s half a million volts contour!”**

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Nets NAB Status Before Convention
Active Status Is Provided in Board’s Proposed Change

ADVANCE notice of the impending battle at the 20th annual convention of the NAB in Cleveland, May 11-14, on active membership of networks in the trade association was served last Friday with the official release of proposed by-law amendments.

Pursuant to NAB requirements of the proposed by-law amendments be distributed at least 30 days in advance of the convention, the April 3 NAB Reports published a series of 13 such proposals. Highlighting were the proposals of the NAB Board of Directors, adopted last month in New York, that national networks be given active membership in the NAB, with one director each, and the counter-proposal of John Shepard 3d, president of Yankee Network and chairman of Broadcasters Victory Council, that the networks be excluded from membership entirely and from representation on the board.

Active Status

The Board, denying allegations of purported “network domination”, voted at its meeting March 19 in New York to give the national networks active membership status, in lieu of the existing arrangement whereby network M & O stations are entitled to membership but not the stations themselves. Provision for network directors also is made, consistent with the present arrangement.

Under Mr. Shepard’s proposals the board would be reduced from 22 to 24 members, eliminating provision for three network directors, one representing each national network. It goes beyond that, however, in specifying that “no officer or employee of a national network company shall be eligible to become a director-at-large on the Board of Directors of the Association”. Under this provision, executives of M & O stations would be eligible for election as district directors, but not as directors-at-large, two of whom are designated to represent large stations, two medium stations, and two small stations.

The board advanced a revised scale of dues to cover national networks. Those with a range of income from $2,000,000 to $4,000,000 would pay monthly dues of $600. The scale graduates upward to $3,000 per month for incomes over $20,000,000.

Hugh A. L. Half, director of WOAQ, San Antonio, proposed an amendment revising the schedule of dues so that net receipts from the sale of time would be defined as billings based on gross return for broadcasting service less time and advertising agency discounts, if any, and sales commissions up to 15%, if actually paid, and including billings to networks.

Acquisition by Watson Of WGTM Is Approved

SALE of WGTM, Wilson, N. C., to Penn Thomas Watson, prominent local businessman, for a total consideration of $32,500 was approved last Tuesday by the FCC. Mr. Watson is a leaf tobacco dealer in addition to having a finance business and owning a tobacco storage company. Relinquishing their holdings are H. W. Wilson, 45% stockholder, now manager of WWFG, Lake Worth, Fla.; George C. McDonald, vice-president of the Monroe Steel Castings Co., Monroe, Mich., 45%; Charlotte Burns, of Detroit, 13%; David Iker, Wilson attorney, 3%. WGTM went on the air in 1937 and is on 1340 kc. with 250 watts.

The FCC under its new freeze procedure designated for hearing applications of WBOC, Salisbury, Md., seeking change to 960 kc. and increase to 1,000 watts; WLEU, Erie, Pa., for change to 1200 kc. and increase to 1,000 watts night and 5,000 local sunset; WLAP, Lexington, Ky., change to 650 kc. and increase to 1000 watts; WTEL, Philadelphia, increase to 250 watts.

Dryden & Palmer Adds

DRYDEN & PALMER, Long Island City, which has been using participations on women’s programs for its Grady Master since last fall on eight New England stations, last week added six more stations in the East to the campaign. Agency is Samuel C. Croot Agency, New York.

Map Makers Cautioned On Military References

AMPLIFYING the reference to maps in the Code of Wartime Practices for the American Press, Byron Price, director of censorship, last week asked cooperation of map makers, editors and manufacturers in making certain that new maps carry no reference to military depots and war production plants.

“No maps should be published or distributed showing military depots of any kind, such as air, quarter-master or ordinance depots; key war production plants, arsenals, ammunition or explosive plants of any kind,” the Office of Censorship announced.

Cover the Detroit Area...for less OVER CKLW

Deliver your sales message to the millions of able-to-buy defense workers in this area... with CKLW. Right in the middle of things at 800 kc. this live wire station sends its signal clear as a bell, to over 8 million people. It's the strongest dollar buy radio has ever offered. Investigate now!

22 Hours every day...It's 800 kc.

5,000 watts Day and Night

Mutual Broadcasting System

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WBT Has 20th Birthday With April 9 Celebration

PRESENTING transcribed messages from the governors of North and South Carolina and from CBS President William S. Paley congratulating WBT, Charlotte, on its 20th birthday, the station April 9 will present a special program on the eve of its anniversary.

The history of WBT will be dramatized on the 55-minute show. In addition, special recordings by recognized stars who jumped to fame from WBT will be broadcast. They include John Scott Trotter, the Golden State Quartet, David Lane, William Winter, Lansing Hatfield and Orchestra Leader Johnny Long.

WBT was licensed to operate on April 10, 1922, by the Bureau of Navigation, Department of Commerce, in Washington, today. This CBS-owned and operated outlet, is a 50,000-watt station on 1110 kc.

Dentyne Test

AMERICAN CHICLE Co., Long Island City, extensive user of radio for its chewing gum products, on March 30 started a 10-week test campaign for Dentyne gum, using special transcribed four-second singing commercials on WDRQ, Hartford. The contract calls for 780 spots, averaging 60 per week. If successful, the test will doubtless be explained. Agency is Badger and Browning & Hersey, New York.

ON HAND for the Chicago sales clinic of the Socony-Vacuum Oil Co., New York were (1 to 5): William J. Gerwe, Chicago, manager of automotive division; J. L. Van Volkenburg, assistant manager, CBS-Chicago; Larry Holmlberg, Chicago manager of J. Stirling Getchell; Ernest Shomo, salesmen; Walter Preston, program director, WBBM, Chicago. The purpose of the clinic was an explanation to the salesmen of the company's intensive radio promotion on WBBM with a recent 52-week renewal of 12 quarters-hourly and the addition of weekly quarter-hour comic serial to promote Socony household products.

Wadham's Sportscast

UNDER A recently signed contract, WTMJ, Milwaukee, will continue to broadcast sports news for the Wadham division of Socony-Vacuum Oil Co. New contract marks the 14th consecutive year the program, daily at 5:45 p.m., has been sponsored by Socony. Russ Winnie, WTMJ sportscaster, continues at the microphone.

Standard Oil Spots

STANDARD OCT Co. of Indiana, Chicago, is completing schedule of one-minute transcribed announcements six times weekly on 62 stations. McCann-Erickson, Chicago, is the agency.

Baseball On WJSV

TO FACILITATE the sale of Washington baseball broadcasts as a package WJSV has purchased the rights for all games, home and away, for a reported $25,000. Sponsorship is unsettled. Arch McDonald will describe the games. Last year the games were heard on WMAL.

DATE for the annual award luncheon of the Women's National Radio Commission has been changed from June 12 to 19 to avoid conflict with the NAB convention to be held May 11-14 in Cleveland.

Bold Bruntons

WASHINGTON'S worst March blizzard in history, which discommoded telephone communications in several suburbs, didn't deter the Brunton boys of Northern California from coming home. In the Capital to attend hearings before the FCC, involving WSPF and their station KQW, the three brothers - Ralph, Mott Q. and Sherwood - set out for their attorney's home in Chevy Chase during the blizzard Sunday, March 29. After pushing the cab out of several snowdrifts, the intrepid brothers arrived at the home of Attorney George Porter at 11:30 p.m. At 12:30 a.m. they left for the Far West. After a whistle stop at the Sausalito train station, they continued by train to San Francisco. The phone was dead. Mott Q. and Porter had their hands full, dialing, got the call through and had a perfect five-minute conversation. Then the phone went dead again.

For Planters

PLANTER'S EDIBLE OIL Co., San Francisco (peanut oil), in a West Coast campaign which started March 23, is sponsoring the five-minute transcribed series, Guess-A-Tune, two and three times per week on KOMO, Seattle, and KPO, San Francisco, respectively, as well as five-week quarter-hour participation in Breakfast Club on KFRC, in the latter city. Firm uses six-weekly participation in the combined Housewives Protective League and Sunrise Salute on KNX, Hollywood, and twice weekly participation in the former program on KIRO, Seattle. Schedule includes six-weekly participation in Kirkman's Newspaper of The Air on KIN, Portland, and a five-minute program of recorded music twice-weekly on that station. Agency is Raymond R. Morgan Co., Hollywood.

More for Planters

LISTING William W. Behrman, until recently manager of WISH, Indianapolis, as president, the Grand View Broadcasting Co. has applied to the FCC for a new station on Channel 3 in Porto Rico, to operate on 1290 kc. with directional antenna. Anton Hulman, of Hulman & Co., Terre Haute, makers of Chabber Girl baking powder, holds 51% of the stock while Anton Hulman Jr., vice president of that company, is listed as a minority stockholder with less than 25%. Other principals are Evanville On The Air Inc., operators of WEOA-WGBP, Evansville, Ind., 24%; Mr. Behrman, 22%; Paul Wilson, 3%.

CBS BEAMING FIVE GERMAN PROGRAMS

FIVE German-language feature programs have been added to the schedule of European transmissions by the CBS shortwave division, in an effort to counteract Germany's radio propaganda with facts by appealing to the decent instincts of listeners in Nazi regions.

Military analysis by Horst Von Baerensprung and Max Werner, informal talks by Dorothy Thompson, and religious programs prepared by Professors Paul Tillich and Dietrich von Hildebrand will be beamed to Europe simultaneously on WCBX and WCRG, the two new CBS 50,000-watt transmitters at Brentwood, Long Island.

The principals of the programs, chosen for their association in the minds of German-speaking people with the struggle against dictatorship, will each give quarter-hour weekly morning broadcasts. Von Baerensprung, who will be heard on Mondays, is a former head of the Magdeburg, German police and served as personal advisor to Chiang Kai-Shek after leaving Germany in 1933.

Russian-born Werner at one time edited an anti-Nazi paper in Germany, is the author of The Battle for World and contributes to the New Republic. Speaks French and Hebrew, and has been a non-resident fellow at Columbia University.

Big Kellogg Campaign

KELLOGG Co., Battle Creek (Corn Flakes), has placed 200 to 300 one-minute transcribed announcements on 100 stations broadcast on each station over a 20 to 26-week period. A new 10-minute program is being assembled on a miniature program basis with 30 seconds of music and 30-second commercials. WSB in Atlanta and WBS in Salt Lake City will test the cuttings.

BURNET HERSHEY, new commentator of WMCA, New York, has returned to his five-week broadcast after a two-week illness with a streptococcus throat.

My family was worried

"Certainly glad I stop at recognized hotels on my many business trips. Once, serious illness developed suddenly at home. Though I'd left no forwarding address I was easily traced to my hotel by phone." D. B., Rochester, New York.

AMERICAN HOTEL ASSOCIATION FOR A FRESH START STOP AT A HOTEL

BROADCASTING • Broadcast Advertising
New Business

MODE O’DAY Corp., Los Angeles (dresses), on April 12 starts Krago, west service, on 11 CBS Pacific Coast stations, Sun., 5:45-5:55 p.m. Agency: Gasser-Geikey & Co., Los Angeles.

ADAM HAT STORES, New York, on April 17 will sponsor the broadcast of the Bob Pastor-Jimmy Bivins light heavyweight bout in Cleveland on 138 BLUE stations, 10:15 p.m. Agency: Glickstein Adv. Co., N. Y.

Renewal Accounts

BROWN & WILLIAMSON Tobacco Corp., Chicago, R. J. Glicksman Adv., on April 25, renews Bright Horizon, adding 17 CBS stations to make a total of 96 stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: BBDO, N. Y. Program also hears for Swan Soap thru Fri., 10:00-10:15 a.m. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Silver Screen), on April 6, renews Bright Horizon, adding 10 CBS stations Mon. thru Fri., 2:25-11:50 a.m. Agency: Young & Rubicam, N. Y.

INTERNATIONAL SILVER Co., Los Angeles, on April 17, renews radio ad for Swan Soap thru Fri., 9:45-10:10 a.m. Agency: Newell-Emmett Co., N. Y.

LIGGITT & METS TOBACCO Co., New York, on March 27, renews for Swan Soap thru Fri., 11:30-11:45 a.m. Agency: BBDO, N. Y.

UNION OIL Co., Los Angeles, on April 29, renews for Swan Soap thru Fri., 10:15-10:25 a.m. Agency: Lord & Thomas, Los Angeles.

AMERICAN TOBACCO Co., New York, on March 27, renews for Swan Soap thru Fri., 9:45-10:15 a.m. Agency: Lord & Thomas, N. Y.

LAND O’ LAKES Creameries, Minneapolis (dairy products), on April 8, renews Booke Carter on 21 MBS stations for 20 weeks, Monday thru Friday, 9:30-11:30 a.m. Agency: Campbell-Mithun, Minneapolis.

Network Changes

BAYER Co., New York (Aspirin), on April 20, renews for Swan Soap thru Fri., 9:45-10:15 a.m. Agency: Lord & Thomas, N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., on April 8, replaces Siwer Theatre with new Edward R. Murrow on 60 CBS stations, Sun., May 19-22, 6:30-11:30 p.m. Agency: Young & Rubicam, N. Y.

Network Accounts

All time Eastern Wartime unless indicated.

BROADCASTING • Broadcast Advertising

New Business

CRYSTALS by HIPOWER

The Hi-Power Crystal Company, one of America’s oldest and largest manufacturers of precision crystals, is now able to offer the broadcaster and manufacturer attractive new prices because of their large production and exclusive Hi-Power grinding process. Whether your crystal need may be, Hi-Power can supply it. Write today for full information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago Factory—2035 Charleston Street, Chicago, Ill.

FOR 52 WEEKS

We are proud to announce a new daily program for the Vancouver store of the Hudson’s Bay Co. — to run seven days a week for 52 weeks.

CJOR

Vancouver—B. C.

Nat. Rep.: J. H. McGilvra (US)
H. N. Stovin (Canada)

600 KC 1000 Watts

Phillips Carlin Asserts Coast Audience Larger, INTENSE INTEREST in radio news, resulting from proximity to the war zone and the ever-present danger of attack, has increased the number of radio listeners on the Pacific Coast to a large extent, while ratings of news programs are reaching new highs, according to Phillips Carlin, vice-president, in charge of programs of the BLUE, who has just returned from a business trip to BLUE stations in Chicago and on the West Coast.

Mr. Carlin said a number of new programs are in preparation, including some in cooperation with the motion picture industry, under the direction of Leo Tynon, BLUE program director in Hollywood. Other “war effort” shows include one to start April 19 from San Francisco in the Sunday 7:30-8 p.m. period, now occupied by Daughters of Uncle Sam, the other to begin April 22 as presented by the Motion Picture Victory Committee and the WBP.

Rockefeller Bequests

That the Rockefeller Foundation has contributed $560,000 to Columbia’s Office of Radio Research, devoted to studying radio as a medium of communication in American life, was disclosed in the April 17 issue of the New York Times. Raymond B. Fosdick, president, the bequest covers three years. The Foundation contributed $5,000 to Stanford U of a Pacific Coast listening post, later taken over by the FCC.

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**FEDERAL COMMUNICATIONS COMMISSION**

**MARCH 28 TO APRIL 3 INCLUSIVE**

**Decisions...**

**MARCH 27**
NEW, Paul F. Godley, Newark—Granted motion dismissal application. CP new station.


NEW, Hooster Broadcasting Co., Indianapo-

lis—Granted motion to leave amend applic. specif. 1 kw; denied request to remove from docket.

NEW, Constitution Broadcasting Co., At-

lanta—Continued hearing to May 28.

WLAV, Grand Rapids, Mich.—Granted motion dismissal application. 

**APRIL 1**
WGTM, Wilson, N. C.—Granted consent application CP and license to Fenn Thomas Waverly, N. C., for $500.

WAAF, Chicago—Denied petition review action motion docket, March 20. 

WDNC, Durham, N. C.—Denied petition review docket April 6.

**APRIL 2**
WAPL, Indianapolis—Granted petition for renewal, January 1 to December 31, 1942.

WBCK, Fort Worth—Denied motion to vacate order granting amendment of application.

**Applications...**

**MARCH 28**
WCOP, Boston—CP equipment changes and DA increase.

NEW, WENY, Springfield—CP new station.

**APRIL 1**
WSNJ, Bridgeton, N. J.—Authority transfer control from Howard S. Frazier and W. Butler Frazier to Eumer H. Wenz.

WGAB, Cleveland—Amended application to point transmitter to a new location.

**Tentative Calendar...**

WAPI, Birmingham, Ala., CP 1070 kc 50 kw unl. directional (April 6).

NEW, WNEW, New York—Denied motion to amend grant.

W47NY, New York—Reconsidered and granted application for new FM station.

WSTC, Toronto, Ont.—Denied application for new station.

**W71NY Anniversary**

PIONEER FM station W71NY, owned and operated by WOR, New York, last week celebrated its first anniversary on the air. It is the only full time commercial FM station in New York. WOR first started FM operation in August, 1939, with a 1,000 watt unit known as W2XWJ, which was shifted to W2XOR in December of that year. In 1940, the station became W71NY when it shifted to 10 kw, 471 mc.

**FOR LIFE-LIKE MONITORING GET THE NEW G-E LIT-LUZ-SPEAKER (Type JCP-10)**

* Perfectly matched to the G-E FM station monitor with monitoring amplifier
* Unusually fine responses from 30 to 15,000 cycles, with G-E monitoring amplifier
* Single-unit construction
* Special alnico permanent magnet field
* 6-ohm voice coil; 20-watts input
* Can be furnished with a high base of matching walnut veneer, which provides ample space for mounting high-fidelity phonographs
* An excellent speaker for audience and sponsor programs
* U.S. outlet in small factory

**ORDER NOW through the nearest G-E office or direct from G-E ELECTRIC, Radio and Television Dept., Section 106-20, Schenectady, N. Y.**

**General Electric**

Long haul

ONE INCH absent from the dimensions of an elevator door nearly stymied six months efforts of engineers striving for an assembly piece by piece for a new 4 ton 10 kw amplifier for WFTC, Chicago. Engineering minds got together and concluded that Ellery Plotts, engineer in charge of FM of CBS-Chicago, would have to disas-

semble the amplifier into three parts to move it by ele-

vator to the 48th floor of the 1 North La Salle Bldg., and then use old fashioned block and tackle chain hoist to finish the job of moving to the WFTC home on the 60th floor.

**FCC YIELDS FOUR TO ARMED FORCES**

Sutton, Seaks, Boese, Phillips In Service for the Duration

FCC four more FCC executives have volunteered for military service and last week received their commissions and orders. They are deQueney V. Sutton, head broadcast accountant; Robert G. F. Nash, assistant to the Chairman; William C. Boese, engineer in charge of FM and television; Julian Phillips Jr., assistant chief engineer.

George O. Gillingham, information director, also has received orders to report to the Chemical Warfare Service as a captain, rejoining his World War outfit [Broadcasting, March 30].

First Lieut. Sutton last Saturday was called to active duty in the Signal Corps, material section, and will headquarter in Washington. W. W. Seaks has joined the FCC in 1934 and since 1938 has been head broadcast accountant. He was in charge of all broadcast financial data and supervised the gathering of all national financial statistics covering the industry. He mustered out of World War I as an instrument sergeant and was a second lieutenant in the Field Artillery Reserve.

Get Federal Leave

Lieu. (j. g.) Seaks reported March 30 to Naval headquarters in Philadelphia. His precise assignment is not known. A native of Harrisburg, Lieut. Seaks joined the FCC as assistant to Chairman James Lawrence Fly Jan. 15, 1941. From 1934 until his FCC appointment he had been a member of the legal staff of the National Broadcasting Authority, of which Chairman Fly had been general counsel.

Second Lieut. Boese joined the material branch of the Signal Corps when he graduated from the Army War College in Washington. He came to the FCC five years ago after having been an engineer on the staffs of WCCO and WTN, Minneapolis. His first job with the FCC was as radio inspector in Dallas, and he was transferred to Washington in March, 1939. He was named chief of the new standard-ard broadcast application section, handling FM and television.

First Lt. Phillips, assistant engineer in the broadcast section, has joined the Field Artillery, War Department, and is stationed with the FCC since March 26, 1941.

George Adair, assistant chief engineer in charge of broadcasting, with FCC approval has named C. M. Braum, assistant chief engineer in charge of FM television branch.
Help Wanted

Salesman—With at least three years’ time-selling experience. Must come well recom-
mended. Detailed training and supervision. Give full details first letter, draft and
salary expected. Only draft-exempt opera-
tors considered. Box 351, BROADCAST-
ing.

OPERATORS-ANNOUNCERS—There are
everything that your program needs. When
available, give details, experience, age, salary,
expected. Only draft-exempt operators
considered. Box 351, BROADCASTING.

Manager Wanted—1990 watt station in
Pennsylvania. Excellent opportunity for
right man. Give details regarding education,
experience, and references. Box 331, BROADCASTING.

Engineer Wanted—250 watt midwest sta-
tion, 100-150,000 population. Prefer
combination man experienced
with RCA speech and turntables. Salary $300 and
in state experience, draft box. Box 329, BROADCASTING.

Engineer—First class, experienced. Ideal
working conditions. WNYT, Newburgh, N. Y.

Nationally Known, Established Organization
Wants the top man in sales and
wire salesman to sell product and service
to newspapers and radio stations. Po-
sition permanent to right man and offers
salary, profit commission and re-
wards. Attention and experience in
newspaper and radio fields desirable. Write
full details, stating qualifications, ex-
perience, family connections, salary,
draft exempt. Box 329, BROADCASTING.

HOME PROGRAM DIRECTOR—Of large
station seeking experienced assistant
with power. Must be able to
write and supervise programs. Must
prepare A1 radio scripts, on time, and
also write commercial copy. Home Ec-
nomics degree important, but not
essential. Woman now successfully han-
dling household commercial program
on smaller station preferred. Send outline
of education, experience, commercial ac-
complishments, photo and full refer-
ences. Box 346, BROADCASTING.

CONTINUITY WRITER—Experienced man
or woman, interested in advancing in advertising
and merchandising; able to understand sales
problems and translate them into effec-
tive radio copy; good opportunity with
local eastern network station. For work and
salary expected, first letter. Write Box 346, BROADCASTING.

Successful Eastern Local Network Station
Seeks Chief Engineer—Must be fully
experienced in construction, mainte-
nance and operation (RCA equipment
throughout) and assume full responsi-
bility for studio and transmitter
servicing. Must have N. Y. or N. J.
qualifications and salary requirements first letter. Write Box 341, BROADCASTING.

Salesman Wanted—Well accepted basic net-
work outlet, major midwestern city re-
quires thorough aggressive local sales
man. No “big shots”, “managers”,
drums or excitement. All personal per-
based on proof of ability. Pleasant sur-
rroundings. Golden future. Station offers
sought for draft exempt man $60.00 per week.
Increase as earned. Reply with full information and photo to Box 326, BROADCASTING.

Help Wanted (Cont’d)

Engineer Wanted Immediately—Also
combination man as engineer and announcer.
Write or wire draft station status, expe-
rience expected salary. WBAL, Ow-
lowa, Iowa.

Radio Engineer—As assistant to consultant
engineer. Thoroughly familiar with GR
equipment. Forward resume references. Box 348, BROADCASTING.

Situation Wanted

Seasoned Radio Sales Executive—Thorough
well-rounded advertising and time sales
experience. Extensive agency and ad-
vertising experience. Box 344, BROADCASTING.

WANTED—Chief Engineer—station
preferred. Eight years’ experience, age,
references. Box 346, BROADCASTING.

ATTENTION EXECUTIVES—Man
years radio experience desired. Job
with small station. Can qualify as an-
nounced and continued. Write to
control board and transcription tables. Have
also had sales experience. Excellent
references. Box 332, BROADCASTING.

Traveled Cultured Woman—With excellent
radio voice now employed in small radio
station selling local and state accounts.
writing copy and broadcasting, wishes
to work in area where effort and hard,
earnest work brings advancement. Box 326, BROADCASTING.

ENGINEER-ANNOUNCER—Available im-
mediately at $45.00 for 45 hour week.
Excellent voice. One year’s experience as
newsmen and studio announcer. Draft
exempt. Draft at 25. Box 364, BROADCASTING.

ANNOUNCER—Eight years’ experience.
Married, limits 22, 24. Good references. No
employed. Desire position with progressive
large station, preferably midwest or east.
Box 352, BROADCASTING.

NEWSCASTER—Commentator, reporter,
special events, publicity, promotion. New
employed. Box 351, BROADCASTING.

Draft Exempt Announcer—Now employed
500 watt network affiliate desires perm-
annent change. Sports expert. Program-
ing experience. University and news-
paper background. Moderate habits. Best
references. Box 350, BROADCASTING.

For Sale

Approved—1000 watt Transmitter. Box 347, BROADCASTING.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasting
National Press Bldg., Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C. Telephone National 7757

HECTOR R. SKIFTER
Consulting Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
ST PAUL, MINNESOTA

CLIFFORD YEWDA LL
Empire State Bldg.
NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
(Overbrook, W. D. C.)

BROADCASTING . Broadcast Advertising

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Dog Food Makers Turn to Dry Pack

Quaker, Wilson, Rival and Morrell Ready for Market

PACKERS of dog food are rapidly converting the industry from the canned food to various forms of dry packaging.

Within the past week Quaker Oats Co., Chicago, has acquired Chippewa, based in Eau Claire, Wis. (Ken-Lo), and is planning for the marketing of a new dry dog food called Ken-L-Biscuit, a fresh meat and biscuit product will be introduced via newspapers, it was said, but will probably use some radio after initial distribution. Account will continue to be handled by Ruthrauff & Ryan, Chicago.

Ralston Series

Wilson & Co., Chicago (Ideal), is planning radio promotion for its new “Variety Type” dry-pack dog food [see page 18].

Ralston Purina Co. St. Louis (Union Camp), is placing a five-minute transcribed program called “Bolts on Dogs” on about five unsold stations. Gardner Adv. Co., St. Louis, is handling.

John Morrel & Co., Ottumwa, Ia. (Red Hart), is completing production details on its new dry pack [BROADCASTING, March 2] containing the same ingredients as its canned food and will eventually supplement its present program “Bob Stickels’ Chalk Dogs” on 32 NBC stations and on WGN, Chicago, with spot announcements. Henri, Hurst & McDonald, Chicago, is agency.

Rival Packing Co., Chicago (Rival), which has been practically out of production since the first of the year, has announced development of a new dehydrated dog food which contains all the nutritive qualities of the canned 500d. No date for initial distribution has been set, but production problems have been solved, it was said, and the product will appear on the market shortly. Advertising plans have been formulated but the company has used spot announcements in the past. Charles Silver & Co., Chicago, is agency.

DCB Appoints Shepard To Serve on Committee

RECOGNITION was accorded Broadcasters Victory Council by the Defense Communications Board at its meeting last Thursday, in authorizing appointment of John Shepard 3d, BVC chairman, as an accredited member of its Committee IV dealing with domestic broadcasting. O. L. Taylor, of KGNC, Amarillo, executive secretary of BVC, was approved as alternate, with Walter J. Damm, WTMJ, Milwaukee, as newly-elected president of FM Broadcasters Inc., approved as FM member in lieu of Mr. Shepard. Neville Miller, NAB president, is chairman of Committee IV. The committee holds periodic meetings on matters detailed by DCB or through its chairman, headed by E. K. Jett, FCC chief engineer.

General Mills to Sponsor N. Y. Games On WOR; Co-Sponsor May Be Acquired

HOME GAMES of the New York Giants and New York Yankees will be broadcast on WOR, New York, this summer, under sponsorship of General Mills, Minneapolis, for Wheaties, and a possible co-sponsor, as yet unannounced, who may start after the baseball season gets under way April 14.

Several clients are understood to be interested, but until one is signed Wheaties is the only product promoted on the pre-season training games, first of which was broadcast April 1 on WOR.

Entirely by accident, the first game on WOR under General Mills’ sponsorship was March 31 when one Wheaties’ commercial was given with a quarter-hour description of the game by Mel Allen. Then Don Dunphy and Stan Lomax, who have been handling these pre-season games for WOR, took over for the rest of the game on a sustaining basis, as the General Mills contract was not scheduled to start until April 1.

Mel Allen Switches

Mel Allen, CBS sports announcer, who formerly handled baseball broadcasts on WABC, New York, before CBS decided that such broadcasts interfered too much with its year round commercial schedule to be allowed to continue, is handling the games on WOR.

Allen’s descriptions of pre-season games are reconstructed from telegraph reports, which will continue until April 14 when the games will be broadcast directly from the Yankee Stadium or Polo Grounds in New York.

All 29 night games played by the New York Giants and Yankees both home and away will be sponsored by General Mills for Wheaties on WNEW, New York. Broadcast rights to all games are reported costing $150,000 for the season, half to each club. Knox-Reeves, Minneapolis, handles the Wheaties account.

WOR also will broadcast the first three games of the season played by the Brooklyn Dodgers, rather than WHN, New York, which has the contract for the games of that club, as sponsored by F. Lorillard Co., New York, for Old Gold cigarettes. This shift arises from the fact that WOR has exclusive rights to baseball broadcasts from the Polo Grounds, where the Dodgers play their first games.

Another confusing phase of the New York baseball situation is the fact that Red Barber, WOR sports announcer, is handling descriptions of the Dodgers games on WHN, while April 13 he will start the annual five-weekly sports commentary series for WOR, sponsored by Christian Feigenpan Brewing Co., Newark, for P.O.N. beer. Agency is E. T. Howard Co., New York.

EXECUTIVES of General Mills, and its agency, sponsoring WOR’s broadcasts of the New York Yankee and Giant baseball games this season, look on while Edward G. Barrow (left), president of the Yankees, and Leo J. Bondy, vice-president of the Giants, inspect the contract. From left to right, the sponsors’ representatives are William Slocum, chairman of sports for General Mills; K. P. Torgerson, Knox-Reeves agency; Walter R. Barry, General Mills v-p.

AFL and CIO Join For NBC Program

Mullen Completes Plan; Net Laundered by Green, Murray

EXEMPLARYLYING a joining of hands on NBC’s war effort, arrangements were completed last Saturday by Frank E. Mullen, vice-president and general manager of NBC, for a Saturday night national program in early April. April 18 titled Labor for Victory. The labor organizations will alternate in the presentation at 10:15 p.m. EDT.

Following several weeks of negotiations, William Green, AFL president, and Philip Murray, CIO president, agreed to the format of the program, geared toward labor’s full cooperation in war production. There will be no unionization activity on the series.

The entire plan was discussed at the meeting last month of NBC’s program committee. It is expected the full network will carry the sustaining series in the interest of harmony among Government, labor and industry.

Len Decaux, public relations director of CIO, and Philip Pearl, publicity head of AFL, will direct the program for their respective unions. The general idea is to have the two union presidents, following completion of arrangements, said: “We are grateful to NBC for its patriotism and broad-minded attitude in giving to the millions of wage earners this opportunity to express their viewpoint each week on the air along with the business and industrial interests that already are represented in the field of national broadcasting.”

Mr. Murray, separately, said CIO would use its time for “a major educational effort.”

Mr. Green declared that through the program labor “heroes to be able to have a ‘fireside chat’ with the people of America each week. We want to tell them what the workers of America are doing in the victory production program to speed America’s war effort. We are confident that the American people will be justly proud of their production soldiers when they learn the true story.”

Just as the AFL is cooperating with the CIO on the industrial front to promote all-out war production, regardless of other considerations, so we are working hand in hand with this radio program to spread the true story about labor’s participation in the nation’s war effort.”

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"Corp. Douglas Reporting, Sir! We Greet You Tonight From the Palatial Foxhole on Route 2223F, Only 20 Miles From Downtown Manila!"
"IT IS NOT INCONVENIENCE—BUT UNEXPLAINED INCONVENIENCE—THAT WILL BREAK DOWN PUBLIC CONFIDENCE"

PAUL GARRETT, Vice President and Director of Public Relations
GENERAL MOTORS CORPORATION

"Advertising's task of smoothing the way all along the channels of distribution between factory and market will become infinitely more intricate as defense requirements extend the area of dislocation.

"Many familiar products, familiar packages, accustomed buying habits are likely to become disturbed. Advertising must lead the advertiser through this labyrinth of change by careful and continuous explanation of why and wherefores.

"It is not inconvenience but unexplained inconvenience that will break down public confidence." (May 26, 1941, at AFA Convention)

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION
CONFIRMED FOR THE Umpteenth Time!

*Time after time after time... year after year after year... listening surveys of many kinds and methods have repeatedly substantiated the fact that WKY is the decisive favorite with Oklahoma City listeners. The latest Hooper Station Listening Index (January-February, 1942) adds further authoritative evidence to an already long list. WKY's preponderant lead in listener preference is, to be sure, something which advertisers see translated daily into profitable sales in proportion.*