"Pegeen Prefers" is geared to the times. It's a show deliberately planned to help women adapt their homes and habits to changing economic conditions.

"Pegeen Prefers" gets results fast. One announcement, for instance, just pulled 1547 replies at a cost-per-inquiry of 4.8¢. This is lower than the lowest cost-per-inquiry credited to any other media used by the sponsor.

"Pegeen Prefers" is on WOR at one of the best women-listening spots in the WOR schedule; when the total audience in New York, in fact, is 60% women!

"Pegeen Prefers" is described in brief, but helpfully informative detail in a booklet just prepared by WOR. Send for your FREE copy today.
Schechter Resigns
As NBC News Chief
Leaves Aug. 15 to Join Cowles
In OWI in Washington

A. A. SCHECHTER, NBC director
of news and special events, re-
signed last week, effective Aug.
15, to accept a post with the of-
lice of War In-
formation in
Washington. He
will report to
Gardiner Cowles
Jr., assistant di-
rector for Do-

hands in friendship and farewell were extended C. Howard Lane,
former business manager of McClatchy Broadcasting Co., Sacramento,
Cal., at a banquet staged in his honor by the Sacramento Ad Club of
which he was a director, on July 24. Event was attended by radio and
business executives from all parts of Central California. Mr. Lane
resigned his West Coast post to become central division field manager of
the CBS stations relations department, headquartering in Chicago. Well-
wishers are (l to r): George Ross, manager of KWG, Stockton; Gordon
Daniels, executive of California Western States Life Ins. Co.; Arthur
Dudley, secretary-manager, Sacramento Chamber of Commerce; Joe
Brannon, manager of Sears, Roebuck & Co., that city; Mr. Lane; Will
Thompson Jr., manager of KROY, and Leo Ricketts, manager of KFBK.

CBS GROSS RISES
BUT NET IS DOWN

ALTHOUGH gross income of CBS
for the 26 weeks ending July 4,
1942, reached a total of $30,961,561,
an increase of nearly $750,000 over
the same half-year period of 1941,
the network's net profit for the
period after taxes amounted to only
$1,647,738 as compared to $2,435,-
197. Thus despite higher gross, the
CBS net went down by more than
$681,000 for the first half of the
current calendar year.

Earnings per share on the 1,716-
277 shares of $2.50 par value stock
outstanding amounted to 96 cents
as compared to $1.42 for the first
half of 1941. The CBS board on
Aug. 5 declared a cash dividend of
30 cents per share on Class A and
B stocks, payable next Sept. 4.

Operating expenses, selling and
administrative costs and depreci-
ation and amortization rose to $18,-
342,447 for the first half of 1942
as compared to $16,104,415 for the
same period last year. Provision for
income and excess profits taxes,
calculated under the 1941 Revenue
Act, was $2,316,258 as against
$2,435,197, but a supplemental pro-
vision of $668,500 is added for esti-
mated additional Federal income
and excess profits taxes calculated
under the pending Revenue Bill of

Wide Response to 'Plug Uglies' Drive
Is Received From Readers of 'Digest'
NEW contracts show what national as well as local advertisers think of the new WSIX power and frequency and our potency in producing sales.

Meantime, the rich Nashville market is getting richer daily. Crops are coming in . . . defense industries booming . . . men pouring into army camps by tens of thousands.

YOU CAN BLANKET THIS WHOLE NASHVILLE AREA now over WSIX—Old 250-watt rate card still in effect for the time being—But hurry!

NATIONAL REPRESENTATIVES—SPOT SALES, INC.
Stack-Goble Goes Out of Business

STACK-GOBLE Adv. Agency, Chicago, one of America’s oldest advertising agencies, was liquidated last week by the personal attorneys for the E. R. Goble estate. Mr. Goble died last July 6. Since that time the New York office of the agency has been dissolved, with Richard A. Potter, who had been with the firm for 6 years, set up the New York office of Roche, Williams & Cunyngham (Stack-Goble’s predecessor, July 6).

The agency was organized in 1894 by J. L. Stack, who withdrew from the business in 1921 when the last president, John F. Williams, named Frank H. McIntosh, chief of the famous radio section of the firm, to take over as president. When the personal estate was dissolved, the last president, Goble, became president the agency was organized in 1894.

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Military Rejects

However, there is an obstacle to the plan—price ceilings. Producers currently maintain that the rising costs of production make it unprofitable to devote their entire energies to civilian production and it has not been announced. The plan of concentration may be evolved price obstacles must be removed.

Pillsbury Buys Champion

PILLSBURY FLOUR MILLS Co., Minneapolis, with the acquisition of Champion Milling and Grain Co., San Antonio, Tex., has expanded its field of livestock and poultry feed under the trademark Pillsbury’s Best. The Champion organization has been placed by the agency, McCann-Erickson, Chicago, and that operation is said to include radio. This addition to the Clinton plant brings the total of Pillsbury feed mills to eight.

Azcarraga Visits N. Y.

EMILIO AZCARRAGA, manager of the 43-station Mexican Network which is affiliated with the NBC Program Exchange, is now on a private trip to New York to confer with broadcasting officials on the serious shortage of network parts and tubes for Latin-American transmitters, which in six months or so will consume all the spare parts and tubes that have been set aside for sale. Azcarraga will be on his way back to Mexico City this week to take care of business with the Mexican Radio Corporation which now holds the Mexican network.

Azcarraga was greeted in New York by Niles Trammel, general manager of the CBS Network, and John F. Royal, vice-president in charge of international relations for NBC. The agency was organized in 1894 by J. L. Stack, who withdrew from the business in 1921 when the last president, John F. Williams, named Frank H. McIntosh, chief of the famous radio section of the firm, to take over as president. When the personal estate was dissolved, the last president, Goble, became president. The agency was organized in 1894 by J. L. Stack, who withdrew from the business in 1921 when the last president, John F. Williams, named Frank H. McIntosh, chief of the famous radio section of the firm, to take over as president. When the personal estate was dissolved, the last president, Goble, became president.
Manpower Group On Aug. 11 Will Study Radio Jobs

LISTS NOW BEING CIRCULATED IN GOVERNMENT FOR STUDY

AN EXTENSIVE list of critical occupations, including those in the broadcasting and the communications fields, has been drawn up by the U.S. Employment Service for use of the War Manpower Commission and is now in the hands of the various Government agencies affected, it was learned last week. The list, release of which is expected shortly, is being studied by various agencies of the Board of War Communications, and will be returned to the War Manpower Commission for final revision and release.

It was also learned from a WMC spokesman that a formal review of the list will be undertaken by that Commission Aug. 11. However, it was said that about one-third of the list of more than 26,000 occupations had already been given careful review, and the session Aug. 11 will be concerned with suggestions and advice of other Government agencies for final determination of the list in its first published form.

Types of Listings

It was asserted that a lengthy "master" list of these occupations will be released. In addition, however, it was suggested that two other types of listing may be made—one more compact for use of Selective Service in drafting men for the military, the other by grouping the occupations under general classifications for use of Government agencies other than the Manpower bureaus. In the latter listing, it is expected that broadcasting will be included along with other communications categories plus newspaper and periodical occupations.

All lists are expected to go into great detail regarding the particular duties of each occupation, length of time for training of replacements and other pertinent data.

Manpower Allocation

The WMC will use the lists for replacement and allocation of manpower among various industries. Selective Service will utilize them for the military needs. This is being done to prevent inroads on personnel in the occupational fields considered as essential. In line with this the President on Aug. 4 transferred the War Production Board to the WMC the Committee on Fair Employment Practices which was set up to prevent "pirating" among employers for scarce skilled workers. Among members of this committee are Assistant Secretary of the Navy, Robert C. Lovett, president of RCA and Mark Ethridge, former NAB president and general manager of the Louis-

ville Courier Journal and Times, operating WHAS, Louisville.

Among the radio work forces, by the WMC that the lists are not to be considered final. From time to time additions or subtractions may be made, it was said, and Government agencies as well as industry groups will be called upon for additional information on occupations whenever shortages appear or evidence is shown that an important indicator will suffer unless there is curtailment in drain on its personnel.

Justice Dept. May File Against RCA and Others

INDICATION was given last Friday by Thurman Arnold, chief of the Justice Department's Anti-Trust Division, that the Government again would file anti-trust suits against RCA and other radio companies.

It is understood Mr. Arnold has asked Federal Judge Albert B. Maris of Wilmington to vacate a decree entered in the Federal District Court of Delaware in 1932 against RCA and other radio corporations which curtailed settlement of an anti-trust suit filed against them by the then Attorney General William D. Mitchell.

Mr. Arnold told the court that the course of events since then indicates that the decree has not removed the unlawful restraints of trade and prohibited monopolies.

He added that the original 14 defendants with "new parties are now engaged in a new monopoly of a similar character, including television and frequency modulation," The 1932 decree was not decided against all defendants. The Government dropped suits against many of the corporations, including General Electric and Westinghouse, when consent agreements were made to dispose of certain stockholdings as well as make other concessions. A ruling from Judge Maris will be made later with no indication as to the date.

FOUR MORE OUTLETS JOIN MUTUAL NET

WGOV, Valdosta, Ga., operated by E. D. Rivers, on Sept. 1 will join MBS, and two other stations will be added to the network by Sept. 15. August—WCNG, Elizabeth City, N. C., and WSAP, new station in Portsmouth, Va. These two will join the network on the date WSAP starts operations, bringing the total number of Mutual affiliates to 208.

WGOV operates on 1450 kc., 250 watts fulltime, while WCNG, operated by the Durham Radio Corp., operates on 1400 kc., 250 watts unlimited. WSAP will replace WGL, New York, to become the Mutual station in that city, as the Mutual affiliation in that area, will operate on 1490 kc., 250 unlim. watts.

CKCL, Toronto, 1,000-watt station on 580 kc., will become a MBS affiliate Sept. 1, the second Canadian station to join Mutual, the other being CKLW, Detroit-Windsor.

New Tums Quiz

LEWIS-HOWS-Medicine Co., St. Louis, on Oct. 3 will start a new quiz show, as yet untitled, on about 50 CBS stations in the Saturday 5:30-5:30 p.m. period. Format of the new series, which will promote Tums, has not yet been decided, according to Roche, Williams & Conyngham, New York, agency handling the account.

Film Rights Sold

MONOGRAM PICTURES, Hollywood, in its first package deal has acquired film rights to the CBS Pacific Coast detective series, "Adventures of Cosmic Jones. Agreement permits Monogram to make two pictures with option for more. Columbia Pictures Corp. has contracted with Max Mears for screen rights to the weekly CBS Crime Doctor.

HEAT WAVE BRINGS GAIN IN LISTENING

AMERICAN radio listeners apparently turned to music for relief from the recent heat wave, according to the program report for the last two weeks in July by the Co-operative Analysis of Broadcast- ing, which showed that four of the 10 highest shows in audience popula-

Leading the CAB list of network shows was the 45-minute "Hit Parade," after which came "Association," "Duffy and Mary," and "Star Spangled Vaudeville." The top ten included Kay Kyser, the "Fitch Bandwagon," and "Saturday Night Special." The entire top ten were "special" in the third, eighth and ninth. Newcomers to the networks with high ratings were The "Remarkable Sonny," The "Carroll O'Connor Show," the CAB list, and "Star Spangled Vaudeville," tenth in line. Other leaders were Mr. District Attorney, second; "Post Toasties Time," fourth; Information Please, fifth; "One Man's Family," sixth.

The same CAB report included a special rating for the speech broadcast, July 8, when Secretary of State Cordell Hull on "The Seriousness of the War," Mr. Hull's rating was 34, the highest ever for any member of President Roosevelt's cabinet.

Radio Boosts Interest in Opera, Survey Reveals

WITH A desire to reach the many opera lovers in this country, including the vast radio audience which hears the Saturday afternoon Metropolitan Opera broadcasts on the blue, and the Sunday Metropolitan Auditions of the Air on NBC, the Metropolitan Opera Assn. last spring completed an extensive study of operations ever published and made available to the press and public in its 59-year history. The statement on Operations contains a general report on the outlook for next season by Cornelius N. Bliss, chairman of the board, during which he mentioned that the Metropolitan Opera presented a new program in that again this year (BLUE, sponsored by the Texas Co., New York).

That category is more than ever before concerned with radio broadcasting" is attested by Mr. Bliss, in his report which states, "The regular Saturday afternoon series is identifying the Metropolitan to the radio audience in every city in the entire nation, is awakening and fostering a national love of opera at a time widening the scope of our appeal."

Van Camps Series

VAN CAMPS INC., Indianapolis, which for the past three months has been conducting a spot campaign for Tenderoni, new macaroni product, is now using 76 stations in 125-150 markets to announce their average three to five times weekly, according to Calkins & Holdern, New York, agency in charge.

HISTORY OF radio in Canada, from the broadcasting by Canada of Marconi's first message across the Atlantic, to today's wartime use of radio, is featured in a film "The Voice of a Nation" which the Department of National Film Board released at end of July in the month Canada Carries On series distributed to theatres throughout the hemisphere.
OWI Shifts Pair To Post at London
J. B. Reston Goes This Week; Hottelot To Follow Soon
WITH Archibald MacLeish and Murry Brophy back from London, where they helped organize a branch office of the Office of War Information [BROADCASTING, July 20], Robert Sherwood, assistant OWI director for overseas operations, announced last week that James B. Reston had been assigned to London. Mr. Reston, until last year a member of the New York Times London staff and recently with that newspaper's Washington bureau, will handle information designed for the British people relating to the American war effort, transmitted primarily via radio.

Also assigned to London is Richard Hottelot, former United Press foreign correspondent. Mr. Reston leaves this week, Mr. Hottelot July 27.

Shady business in London for Mr. Sherwood's branch, also on a news mission, is Richard Hollander, former managing editor of the Washington News, recently assistant chief of the Donovan Committee's newsroom which under the recent informational reorganization was absorbed by OWI and placed under Robert Horton.

Pflaum Coming Back
Returning shortly from London, where he was assigned by the old Donovan Committee on a special mission, is Irving Pflaum, also a former UP foreign correspondent, who recently was chief of the Donovan newsroom, largely in preparing news for shortwave broadcasting from this country. Mr. Pflaum's new assignment has not been determined.

James Warburg, Mr. Sherwood's chief aide, who went to London with MacLeish and Brophy, is remaining there to organize the office. Chief of OWI's London office has not yet been selected.

CBS official on the West Coast, resumes his duties as chief of the Communications Facilities Bureau of OWI, concerned largely with shortwave technical operation. Mr. MacLeish, one of the five deputy directors of OWI under Eimer Lenk, continues as assistant director for policy development.

OWI Charter Material
IN CONNECTION with the first anniversary of the signing of the Atlantic Charter on Aug. 14, 1941 when President Roosevelt and Prime Minister Churchill met at sea, the Office of War Information has issued a summary of speeches on our peace aims and the post-war world. Programs are being arranged in celebration of the event. The OWI suggests that the material can be used by commentators, forums, clubs and other organizations, for conferences, dramatizations, tributes, general entertainment programs and for special events shows.

SIGNING CONTRACT that puts Counter Spy on 59 BLUE stations beginning Sept. 28, W. J. Frankston, vice-president of Mail Pouch Tobacco Co., Wheeling, completes arrangements with radio officials. At left is Fred M. Thrower, general sales manager of BLUE, and standing are (1 to r.) C. R. Woodruff, radio director of Walker & Downey, Pittsburgh, the agency; William S. Walker, agency president; and Jack Donohue, BLUE sales staff.

Lance on Blue
LANCE PACKING Co., Charlotte, which last year sponsored the thrice-weekly quarter-hour Toast- chee Time program on the BLUE, on Aug. 8 started a Sunday half-hour musical show on the BLUE for its Toastchee peanut butter-cheese cracker sandwhiches, featuring Edward MacHugh, singer, Paul Lavalle's Orchestra and Will Donaldson's quartet. Replacing the largest radio expenditure in the company's history, the series is heard on 65 BLUE stations, concentrated in the South where the distribution of Toastchees centers. Agency is Morse International.

MacPherson Named Manager of KOA
APPOINTMENT of James R. MacPherson as acting manager of KOA, Denver, for the duration, has been announced by Sherman D. Gregory, manager of the NBC-operated stations department in New York. Mr. MacPherson replaced Lt. Comm. Lloyd E. Yoder, USNR, who recently was ordered to active duty in the Navy as public relations officer for the State of Colorado.

MacPherson joined KOA in May, 1934, as sales account executive and head of the sales promotion department. He had previously served as merchandising director and sales manager of the old WHOO, Chicago. In October, 1939, he was appointed national spot and local sales manager of KOA, a post that he will continue to hold in addition to his managerial post.

Lt. Comm. Yoder, who has been granted a leave of absence from the station, completed 15 years service with NBC on Aug. 1. Prior to his affiliation with KOA in 1939, he was NBC Western Division press head and manager of KPO and KGO, San Francisco.

Welch Holds Serial
WELCH GRAPE JUICE Co., Westfield (grape, tomato juice), will retain Dear John on its 64 CBS stations instead of substituting that program with Bill of Divorce as reported in BROADCASTING Aug. 3. Program, however, on Aug. 16 will change time from Fridays 7:15-7:30 p.m. to Sundays 6:15-6:30 p.m. Irene Rich will continue in the title role. W. H. Kastor & Sons, Chicago, is agency.

WAR AD PROGRAM OUTLINED BY AT&T
USE OF ADVERTISING, including radio, by AT&T, to impress the public with the need for curtailed use of telephones in wartime was described in a letter sent July 22 to BWC-FOC Chairman James Law- rence Fly by Keith S. McHugh, AT&T vice-president.

Mr. McHugh's letter followed a telegram to Mr. Fly on June 29 by Walter S. Gifford, in which the AT&T president promised full cooperation to any request by an important telephone company in their advertising point out the need for eliminating unnecessary telephone calls.

Mr. McHugh revealed that 20,000 spot announcements on 600 stations have been used in the AT&T campaign since its advertising department conferred on the matter July 3 [BROADCASTING, July 20]. The spot announcements were in addition to four brief talks on NBC carried by 97 stations. The letter remarks that "the number of listeners reached by the radio effort will be many million, but accurate figures are not available.

AT&T also used 16,000 large ads in 5,800 newspapers with a total circulation of 185,000,000; 110 large ads in 560 newspapers with a total circulation of 55,000,000; 12,000,000 bill inserts reaching all telephone subscribers; 15,000 large ads in pay station booths; special work with large toll-using business subscribers; conference posters and window displays in company business offices.

Mr. McHugh stated the campaign will be boosted from month to month "as experience warrants" and in general "national advertising will be undertaken as to the parts of the program which are common to the nation as a whole but must in the effort must be devoted where it is needed to the situation existing in individual localities or areas."

Local Phone Spots
SOUTHERN CALIFORNIA Telephone Co., Los Angeles, col- laborates with Prophorad, provide a way to instruct the public how to use communication equipment during wartime. A 10-week test on July 30 started utilizing weekly one-minute spot announcements on 19 Southern California stations [BROADCASTING, July 20]. List includes KECA, KFI, KNX, KFJ, KLX, KFIY, KFWB, KGF, KMPC, KMTK, KRD, KVOE, KGB, KFSD, KFMB, PRO, KIEV, KPASS.

Keyne-Gordon on MBS
PHILIP KEYNE-GORDON, newspaperman formerly associated with UP, Scripps-Howard Newspapers, and midwestern publications, has started a series of daily news commentaries on MBS in the period formerly occupied by B. S. Bero- vic, morning newscast origi- nate at WJW, Akron, and are locally sponsored. British-born Keyne-Gordon, associated at Oxford, served in World War I, and won distinction for his coverage of the Harding Presidential cam- paign of 1920 and for his four years with the Washington disarmament conference.
"I'm just a paper match, born to die in twenty seconds. Here I am, in the big stadium, where the Army War Show is packing them in. Tanks and jeeps maneuver in sham battle, as planes overhead try to slip through stabbing lances of light. The noise is overpowering, as a U. S. Army task force re-enacts the real thing.

"A single little match doesn't set the world afire; but multiply me by 50,000 and you've got something!

"At a given signal, all lights go out. A voice tells the crowd to strike a match, to show its power in a blackout, a beacon for bombardiers! 50,000 of us matches glow as one. In the Cimmerian blackness, the effect is eerie, indescribable.

"People go home talking about the Army War Show and its multifarious thrills. They never fail to mention the Aurora of the Matches and its strange fascination."

Yes, Little Match, your brilliant performance made conversation at the Army War Show in Philadelphia and later in Pittsburgh. Insiders are also talking about the job done by KYW and KDKA in turn to promote this patriotic spectacle. The sustained effort of these two 50,000-watt Westinghouse stations unquestionably set a pattern for delivering 50,000-people-a-night clear across the nation. It was the Army's party, of course. Other media cooperated, and there was much word-of-mouth promotion. But it is likewise true that the double-teaming of Westinghouse stations marked a new high in showmanship.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
WHO Staff Given Cash, Bond Bonus
Plan Not Inflationary, Eases Price Pinch, Says Palmer

An unusual bonus, part cash and part War Savings Bonds, will be paid Aug. 18 to staff employees of Central Broadcasting Co., licensee of WHO, Des Moines.

Cash payment will be a percentage of salary for first six months of 1942 according to the following scale: 10% to employees with five years or more service; 9% to those with four years service; 8% to those with three years; 6% to those with two years; 5% to those with one year.

Bonds at Discount
In addition to the cash bonus, employees may receive a further bonus compensation by acquisition of a $100 War Savings Bond for each year of service with the company, employees paying a small percentage of the cost of the bond paid by the company paying the remainder. Those whose salary is $1,500 per year or less will pay only 3% of the cost of their bonds. Those with salaries $1,501 to $2,000 per year will pay 5%; salaries of $3,001 to $3,500 will pay 15%; $5,001 to $4,000 pay 18%; $4,001 to $5,000 pay 20%; salaries of over $5,000 per year will pay 25%.

Said B. J. Palmer, president of Central Broadcasting Co.: "There were two major considerations in the minds of our board of directors as we worked out this unique bonus plan for members of the staff of WHO: (1) We feel it our duty to encourage our people to prepare for economic adjustments which must of necessity follow a world catastrophe; (2) we had constantly in mind that any plan for adjustment compensation must be highly deflationary in character and an aid to our Government's war effort. We believe this plan achieves both objectives."

Reex Sale
UNITED DRUG Co., Boston (Re- all products), for its semi-annual fall one-cent sale in September, will utilize a new series of four transcribed quarter-hour programs, "Reex Parade of Stars," on more than 200 stations nationally. NBC Hollywood Radio-Recording Division cut the series in conjunction with talent including Ken Murray, comedian as mc; Kenny Baker, tenor; Meredith Willson's orchestra; Harlow Wilcox, bass; Walter Craig, program director of W McGA, New York, under special arrangement was charged with production for 20,000, New York agency servicing the accounts. Sam E. Hartford, sales promotion and advertising director of United Drug Co. was also in Hollywood during cutting of the series.

WHO STAFF

MILWAUKEE'S RADIO CITY, the new home of WMJ and its FM adjunct, W5SM, as well as the future television station of the Journal Co., WMJ, is soon to be officially dedicated. The new structure, representing an investment of one million dollars, is situated on the banks of the Milwaukee River four miles north of the downtown district. Above, one of the four agraflato murals painted by Jefferson Greer in the lobby, symbolizes the flow of radio service. All of the murals depict broadcasting. Below, the entire of Radio City as it is situated in Estabrook Park. In the background is the tower that will be used for television when WMJ is constructed in the future when building materials are available.

State Radio Census Tables
Previously Released by U. S. Census Bureau
With Dates of Publication in Broadcasting

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</table>

**Note:** Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-2 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

For Ohio census report, see page 24; reports on California, Illinois, Pennsylvania and New York, concluding the series, will be published in subsequent issues.

Journal Co. Sets Radio City Debut

Official Dedication of the Milwaukee Journal's new Radio City, situated on the bank of the Milwaukee River adjacent to Estabrook Park, four miles north of the downtown business area, was held Aug. 23. The new $5,000,000 addition to WMJ-W5SM activities, with provisions for future television station WMJ, and including sales, programming and executive offices, was occupied Aug. 5. Without fanfare.

Preview tours of Radio City are to be conducted Aug. 13 and 14 for the benefit of Journal employees and their families, followed by a special preview for State, county and city officials, building contractors and suppliers Aug. 20. Local advertisers and agency men are to have their names following the day, with an afternoon building inspection tour.

Official opening day for the public, Aug. 23, will witness a steady parade of WMJ-W5SM programs and talent. Unique in the respect that no outstanding "big name" talent is to be imported for a single "dedication program," station executives, in recognition of the tremendous interest in Radio City as a building, have scheduled a continuous series of local programs to accommodate the greatest possible number of persons, with admittance by ticket only. Thirty-minute programs are to be broadcast from the spacious auditorium studio every hour on the hour, from 10 a.m. to 9 p.m., seating 380 persons per broadcast.

Lever Bros. Considers Changes in NBC Serial

Because of illness, Edna May Oliver, aged film and radio actress, has withdrawn from the weekly half-hour NBC Remarkable Miss Tuttle, sponsored by Lever Bros. Co. (Rinso). Miss Oliver, currently in the hospital, will be forced to forego radio and picture work for some time, it was said. She has been writing out of the series. Don Stauffer, radio manager of Rinaldi & Ryan, agency servicing the account with Mary Boland, will replace it with a new dramatic series, Mayor of the Town, starring Lionel Barrymore.

Martin Goseh and Howard Harris, writers of the Remarkable Miss Tuttle, continue in that capacity until the end of the present 18 week contract and will be retained for possible new series. Leith Stevens is temporarily associated with Barry Bolon agency producer, Harlow Wilcox announces.

Lynn Food Plans

LYNN FOOD PRODUCTS Co., Chicago, formerly makers of Metalcraft Kitchenware, has entered the dehydrated soup field with Mary Lynn Rider, on which 15 new products, which dehydrated and min capsules are inserted in processing. Distribution has started in the East, Midwest and South. Current promotion consists of pamphlets in dealer publications, but consumer direct advertising to include radio is contemplated. Agency is Bezzel & Jacobs, Chicago.

Page 18 • August 10, 1942
EVEN AT THE MOVIES... Denver-ites are kept KOA-conscious. Screen trailers in 12 Denver Fox Intermountain Theatres reach the eyes and ears of over 180,000 movie-goers* weekly, approximately ten million annually, promoting KOA programs.

Your show on KOA receives "reel" cooperation as an extra merchandising service... just one of many reasons why this powerful 50,000-watt NBC station dominates in Denver.

For real sales results in the great Rocky Mountain and Plains States region, it pays to have your say on KOA!

*Paid box office figures

IN COMPETITION WITH FOUR OTHER STATIONS, here's how KOA rates in the latest Denver Hooper survey:

- The 10 top-rated daytime serial 5-a-week strips—the 50 shows with the highest Denver Hooper ratings—are all on KOA!

- The 10 top-rated evening programs—the shows with the highest Denver Hooper ratings—also are all on KOA!

- Morning, noon, and night... KOA has more listeners in Denver than the second and third ranking stations combined!

From Every Vantage Point...

KOA is FIRST in DENVER!
FULL TEXT OF THE BILL OF COMPLAINT AGAINST AFM

I

DESCRIPTION OF DEFENDANTS

1. That the American Federation of Musicians, hereinafter referred to as the AFM, is an unincorporated association, with principal offices at 1450 Broadway, New York, New York, that has as its objects the enforcement of the Sherman Anti-Trust Act and the prevention of unlawful methods of trade and commerce among the several States of the United States and of foreign countries, that has been carried out and made effective, in part, within the Northern District of Illinois, as a result of the unlawful acts done in pursuance thereof by the defendants and their representatives in said District; that the interstate trade and commerce involved in phonograph records, electrical transmissions and radio broadcasting as hereinafter described have been done in said District; that the defendants have engaged in, and are engaged in, the conduct of a business within the jurisdiction of this Court; and that they have done acts constituting the offenses herein charged.

2. That the following individuals, officers, or directors of the defendant, AFM, are named as defendants herein; that they are actively engaged in the management, direction, and control of the affairs and policies of the AFM, and in particular, those affairs and policies concerning the business of the AFM, that have been authorized, ordered, and done the acts constituting the offenses herein charged:

James C. Petrillo, president, with offices at 1450 Broadway, New York, New York, and at 178 West Washington Street, Chicago, Illinois; and

William A. Aruolo, Assistant Attorney General, with offices at 1450 Broadway, New York, New York.

III

DESCRIPTION OF THE INTERSTATE TRADE AND COMMERCE INVOLVED

1. Phonograph Records and Electrical Transcriptions

5. That the term "phonograph record" is used herein to designate a mechanical device, on which musical compositions are recorded or mechanically reproduced, in which approximately 50% of the phonograph records manufactured and sold in the United States are recorded by Deca Records Inc., for the principal purpose of sales in the United States; and that the total sales of phonograph records and electrical transcriptions and radio broadcasting stations located throughout the United States; that virtually all of the phonograph records and electrical transcriptions sold in the United States are manufactured and sold for use in radio broadcasting stations; that more than 60% of the electrical transcriptions manufactured in the United States are manufactured and sold to radio broadcasting stations located throughout the United States; and that radio broadcasting stations are licensed by the Federal Communications Commission to broadcast musical performances over the airwaves.

6. That RCA Mfg. Co., and Columbia Recording Corp., sell phonograph records through dealers, who in turn sell to retailers, who sell to users, such as radio broadcasting companies, juke box operators, and the general public; that Deca Records sells its records through 35 company-owned branches operated by Deca Distributing Corp., of New York, a wholly owned subsidiary, which in turn sell direct to dealers.

7. That electrical transcriptions are mechanical devices upon which musical programs are recorded or mechanically reproduced, that are primarily carried in phonograph records, records and electrical transcriptions, and those that are manufactured in the United States for use by radio broadcasting stations; that those that are manufactured and sold for use in radio broadcasting stations are licensed by the Federal Communications Commission to broadcast musical performances over the airwaves.

8. That radio broadcasting stations are licensed by the Federal Communications Commission to broadcast musical performances over the airwaves.

9. That the defendants have engaged in, and are engaged in, the conduct of a business within the jurisdiction of this Court; and that they have done acts constituting the offenses herein charged.

PETRILLO AS A CASE STUDY

From the Aug. 5 New York Times

THE OVERWHELMING majority of citizens rightly consider it an outrage that a private individual can and does order a school band off the air, and that he can and has ordered the country's musicians not to make records to be played by the radio or in public places. So strong is this opinion that the Department of Justice has proceeded to prosecute Mr. Petrillo for violation of the Sherman anti-trust act.

But there is still a great deal of confusion of thought about this matter. The Administration and Congress seem to be angry at Mr. Petrillo for making use of the extraordinary powers that their own policy has put into his hands.

A few persons even now seem to think that his policy is justified economically. Most of the anger that has been aroused is directly against Mr. Petrillo personally. But we cannot see this case clearly unless we see it as the product of the consummation of labor and economic and political movements that have dominated the Administration in recent years.

Mr. Petrillo's edicts can be most profitably considered as a single but particularly illuminating instance of such a situation. It should hardly be necessary to point out that Mr. Petrillo's high-handed actions are indefensible from the economic standpoint. He is grossly mistaken, for example, when he assumes that if he forbids radio stations and restaurants to use records they will have to use orchestras and bands.

The net result will simply be that the public will hear less music. The small radio stations and restaurants will not be able to afford it. To the extent that the public is forced to spend money to make such arbitrarily created jobs for musicians, moreover, it will have just that much less to spend on products made by labor.

The Department of Justice has correctly described certain effects (Continued on page 27)

OFFENSES CHARGED

15. That the defendants named herein, each well knowing that the matters and things hereinafter alleged, have done and are doing within the United States, and within the Northern District of Illinois, Eastern Division, and the Northern District of Illinois, Southern Division, the acts of conspiracy and conspiracies, in violation of and to the injury of the United States, and of the citizens and residents of the United States, to exclude and tend to exclude United States citizens, firms, and corporations from the enjoyment of the benefits of certain acts, rights, or privileges, as hereinafter described, that are enjoyed by foreign citizens, firms, and corporations, including radio broadcasting, and that the acts, conduct, and things hereinafter alleged, are done and are being done, and have been done, in said District, and elsewhere within the United States, and the State of Illinois, with like and equal force and effect everywhere throughout the United States, and the State of Illinois, and that the defendants are engaged in interstate commerce, and that such acts, conduct, and things hereinafter alleged, have been done and are being done with an intent to exclude and tend to exclude United States citizens, firms, and corporations from the enjoyment of such acts, rights, or privileges: That the defendants, individually and in combination, have committed the offenses described in Sections 11 and 12 of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies," incorporated into this complaint as if hereafter alleged, of Section 1 of said Act; and

16. That the defendants have committed the offenses hereinafter described, which are violations of Sections 1 and 2 of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies," incorporated into this complaint as if hereafter alleged.
we know we're in a war!

There's plenty of war consciousness in Cleveland. It has been sowed, nourished, cultivated in many ways. And a radio show called Cleveland At War has helped bring it into full bloom.

Produced by WGAR and aired every Sunday afternoon, this program presents a close-up of the local war scene at a time when nearly all can listen. During the week, Director Sidney Andorn and his mobile recording crew cover the town, transcribing the stories our people are doing to help win the victory. It may be a thrilling tale by a local boy who served on the Lexington, or an interview with our first “waac”, or the presentation of an Army-Navy Award to some local plant. Together with commentary and music, the actual voices of Clevelanders in the news are molded into a 30-minute program to keep Clevelanders posted and pepped on the war effort.

Home folks have worked harder since hearing the local machinist who lost a son at Wake. They have bought more bonds since tuning in the neighborhood kid who went from beating tracks across their lawns to beating down Japs over Midway. They have been more generous with U.S.O. and Red Cross since lending ear to a simple but sincere radio program, one that truly voices Cleveland's determination...

"we know we're in a war!"
NAB's N. Y. Office

TO HANDLE the broadcasting industry's fight against the AFM ban on recordings, the NAB is establishing New York offices at 555 Fifth Ave., under the direction of Sydney Kaye, executive vice-president of Broadcast Music Inc., and Carl Haverlin, BMI vice-president in charge of station relations. The NAB has appointed the public relations firm of Baldwin & Merney to handle all publicity in connection with the new office.

EXCLUSIVE OUTLET for NBC in St. Louis Area

It is 225 Miles from KSD to the Nearest NBC Station

In St. Louis

FOR POWERFUL SALES STIMULATION

NBC Programs on KSD Have Been Leading in "FIRSTS" Since 1935 in All Nation-Wide Star-Program Popularity Polls

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

Page 22 • August 10, 1942

BROADCASTING • Broadcast Advertising
THANKS FOR THE LAUGH, DOCTOR GOEBBELS!

Last night, Herr Doktor Goebbels, we tuned in on one of your broadcasts. We thought we really owed you that much... since so many of your countrymen, these days, are listening to RCA International Stations WNBI and WRCA.

We heard your Nazi stooges objecting to the "decadent soft democracy" of America. We heard them criticising our "materialism"—the things that Americans have gained through faith and courage and sweat. Our radios. Our cars. The life-insurance that will send our kids through college. The higher standards of living which have always been the American dream.

To judge by what your Nazis say, you don't care much for our American ways of life.

Well, that is a laugh, Dr. Goebbels!

For to judge by what your Nazis do, you care a great deal for these things. You envy these things. You started a war in order to take them away from us.

You will take them away, if you win.

If you win...

Well, there's the rub, Herr Doktor! You won't win. For these material blessings (the radios that RCA used to make, for instance) symbolize a way of living that we value very highly. So highly that we're willing to do without them... until the job of ending your kind is over.

Yes, you're very funny, Dr. Goebbels. Perhaps very clever. But there isn't a man or woman at RCA who couldn't open your eyes to the truth.

Ask them if we're "soft slaves of decadence." Ask them if we've forgotten how to be tough!

Ask the 88% of RCA's workers who have pledged 10% or more of their incomes for War Bonds if they feel like "slaves."

And ask the sweating night-shifts on our production-lines how "soft" they are!

BUY U. S. WAR BONDS EVERY PAYDAY!

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3rd market in Ohio* 35th market of the U.S.*
Your advertising campaign is not complete without Youngstown and WMJF.

* Figures supplied by PRINTER'S INK & U. S. Bureau of Census
OHIO'S ONLY 24-HOUR STATION

AKRON'S BEST RADIO BUY

- Greatest coverage
- Lowest rates
- Most experienced staff
- Most complete merchandising service
- Two news services (INS and UP)
- Only station with local news reporter
- Only station originating network news commentator
- Akron's widest sports coverage

For complete information regarding WJW and the Akron-Cleveland market, contact any Headley-Reed office or write Radio Station WJW direct.
CERTIFIED Promotion report of KDAL, Duluth, Minn., its 126th, was sent out last week by the station. The unusual method of reporting lists promotional activities on KDAL programs along with samples of the publicity being given various accounts. The title page of each report is followed by a certification page, complete with blue ribbons and a notary public seal and signature.

Elephant and Lamb
PROCTOR & GAMBLE Co., Cincinnati, in its current campaign for Chipos is basing copy on two new trade characters, an elephant Tuffy, representing Chipos’s “husky washing powder;” and a lamb Fluffy for Chipos’s “make- soap safety.” In addition to newspaper promotion, the figures representing Chipos’s qualities appear in commercials on Pepper Young’s Family, five times weekly. The agency involved is Pedlar & Ryan, New York.

Contest Extended
WAR SONG CONTEST sponsored jointly by WOR, New York, and Warner Brothers in a promotional tie-in for the film “Yankee Doodle Dandy,” [BROADCASTING, July 6] has been extended thru mid-August, due to the continued influx of entries. Six times since the contest began, 247 songs have been received from 56 cities and communities from as far away as Seattle.

Persian Limes
WARM weather gesture of WQAM, Miami, Fla., is the distribution of cartons of large Persian limes to agency executives. In an accompanying letter, terming the limes as “Vitamin P.” Norman MacKay states that the vitamin in iced tea or mixed drinks should help to sustain the recipient’s morale.

Ash Trays
CERAMIC ASH TRAY imprinted with call letters, frequency and wattage of WSBA, York, Pa., is an introductory promotion piece being used by the new station.
Petrillo: Case Study
(Continued from page 20)
of Mr. Petrillo's policy as follows: "(1) In times of unemployment it forces employers and the consuming public to pay for a private system of unemployment relief, and (2) in times of rising employment it relieves members of the union from the competitive necessity of learning how to do a different kind of job."

The department might have gone farther, and pointed out that it reduces the income of the ablest and most talented musicians (by preventing them from making or getting the full use of recordings) in the hope of forcing the employment of less talented or inferior musicians. It would also lower the average quality as well as quantity of music heard by the American public.

In prosecuting Mr. Petrillo under the Sherman anti-trust act, the Department of Justice starts with two strikes against it. Almost the whole previous strength of the executive, legislative and judicial arms of the Government has been on the side of Mr. Petrillo.

The Supreme Court has decided that labor unions enjoy sweeping immunities from anti-trust acts and from the Federal Anti-Racketeering Act. It has validated previous conspiracies in restraint of trade when committed by unions. Congress has lacked the courage to change the law, and the Administration has stood in the way even of such changes as the House wished to make.

Indignation against Mr. Petrillo will be stupid or hypocritical unless it recognizes the need for changing the state of law that makes possible the kind of irresponsible private dictatorship that he represents. The special immunity of labor unions from the anti-trust laws and the anti-racketeering laws must be removed. Labor unions which receive compulsory recognition under the Wagner act must be forced to conduct their affairs democratically and responsibly.

They must be prohibited from making arbitrary exclusions from membership, or from charging excessive initiation fees and dues. They must have regular and uninhibited elections of officers. They must make their finances public and be subject to audit. They must not be permitted to force the "employment" of men, such as "stand-by" orchestras, who are not needed and who do not work.

Only when such changes have been made in the law will the Government be able to restrain union bosses of the Petrillo type. If the Administration is powerless to stop Mr. Petrillo, it is only because it has made itself powerless.

Classification

1A

First call comes to those best fitted for service. Whether the pursuit be military or commercial, preference is the result of selective processes.

WOAI—operating with 50,000 watts on a clear channel and able to deliver service over an extended area—is the only station in Central and South Texas officially classified in 1A by the Federal Communications Commission!

This 1A rating, plus an unbeatable array of national, regional and local programs, give WOAI's advertisers more than double the listeners per dollar spent over the second station in this prime market.

WOAI
San Antonio

Represented Nationally by EDWARD PETRY & CO.

50,000 WATTS CLEAR CHANNEL AFFILIATE NBC MEMBER TQN

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

BROADCASTING • Broadcast Advertising August 10, 1942 • Page 27
IES of German propaganda are exposed in Our Secret Weapon, CBS weekly series, whose title represents truth—"Secret weapon of all peoples fighting for the democratic way of life." Nazi propaganda directed at this country is analyzed by the CBS shortwave listening post, with Rex Stout, author, chairman of the Writers' War Board and Freedom House representative, serving as "lie detector." Bob Trout, CBS correspondent in London, reveals contradictory utterances released to the German people. Our Secret Weapon is directed by John Diets and produced by Paul White, CBS director of news broadcasts.

* * *

Home News BECAUSE OF DIFFICULTY in getting proper distribution for its consumer publication, British Columbia Electric Railway Co. Ltd., Vancouver, has started on alternate days on CJOR and CKWX, Vancouver, a morning Home Service News featuring conservation of electric and gas appliances, nutrition value in wartime, news about women's patriotic organizations, war savings, and war savings items. Account was placed by Gourlay Adv. Agency, Vancouver.

* * *

Bible Readings TO MEET the religious needs of a war-torn world, MBS on Aug. 10 starts a five-weekly series of readings from Scripture, titled Bill Hay Reads the Bible. Known to radio listeners as the announcer of Amos 'n Andy on CBS for the past 12 years, Bill Hay started reading Bible excerpts on the air to carry on the program while the two comedians took their first vacation. Originating at KJL, Los Angeles, the MBS series is available for local sponsorship.

* * *

Our New Citizens SCHENECTADY war workers born in various of the United Nations discuss their ideals as American citizens in a new war-service program Workers of The United Nations on WGY. Schenectady, Fridays at 5:45 p.m. The first speaker was a native of Poland and recently the past president of the Norwegian Technical Society took part.

* * *

Singing in the Park WEEKLY community sings in Seattle Parks are being sponsored and broadcast each Sunday, 4 to 4:30 p.m., by KIRO, Seattle. Co-operating jointly in the project are the Seattle Park Dept., Musicians' Assn. of Seattle and neighborhood newspapers.

* * *

How To Fight CAR POOLING, salvage, war savings and any phase dealing with the war effort is the format of "Here's How—Here's How" program of KFW, Atlanta, conducted by Beth Barnes.

Hollywood Bowl Concerts CURRENT Hollywood Bowl symphonic concerts, through cooperation of Southern California Symphony, Aan, and Los Angeles Musicians' Protective Assn., are being transcribed nightly by engineers of CBS, Hollywood, for shortwaving to American expeditionary forces. Recordings are sent to San Francisco for re-broadcast to the Pacific area and then flown to New York and, through cooperation of the Office of War Information, shortwaved to South America. They are later sent by bomber to London for release via shortwave to Europe.

* * *

Hello, Philly PERSONAL MESSAGES of soldiers at Fort Knox, Ky., whose homes are in the metropolitan Philadelphia area, are transcribed on the spot by WIP, Philadelphia, to provide material for a new series of army shows, titled Hello, Back Home. Started Aug. 6 and continuing each week, the program brings to the folks back home an intimate glimpse of Army camp life and personal messages.

* * *

War Jobs HELP WANTED advertising for war plants has been started by CFRB, Toronto, for the National Steel Car Co. Ltd., aircraft division. The copy lists men and women specialists needed and working conditions at the plant, as well as address and phone number of the Toronto Aircraft Employment Bureau. Account was placed by Ronalds Adv. Agency Ltd., Toronto.

* * *

Consolidated Facts FACTS released by all the government agencies dealing with the war effort and present conditions consolidated into the morning program of Annies To Go By of KTFI, Twin Falls, Idaho.

* * *

Cheers and Jeers PLAUDITS and gripes alike of listeners are read on weekly Postman's Whistle of KSAL, Salina Kan. Fans are invited to send all criticism, whether good or bad.

SELFRIEDG SALUTE, weekly military show of WJR, Detroit, emanating from Selfridge Field, Mich., is ready to go on the air. Left to right, are Sgt. Donn Chown, former WJR announcer and air base reported on the show; Larry Payne, director of military programs for the station and producer of the show, and Pvt. 1st class Richard Locke, formerly with Russell M. Seeds Adv., Chicago, co-producer of the show. A large number of talented performers have been uncovered in production of the show.

* * *

Rackets WASHINGTON housewives are warned of rackets currently being worked in the crowded national capital, and advised how best to cooperate with the Office of Price Administration and other agencies protecting their interests, by a new series, Better Watch Out, on WWOC, Washington. Mrs. Sally Muchmore of the Washington Better Business Bureau conducts the program.

* * *

War Worker Items WAR PLANT workers are the subject of Salute to Industry, thrice-weekly half-hour program on WIN, Chicago-Gary, as a regular feature of its all-night Nite Watch broadcasts. News of workers in a specific plant in the Chicago area, activities of the plant, not subject to censorship and music chosen by the workers in the plant being honored make up each program.

For Farmers' Swaps A SWAP program, The Trading Post of the Air, has started by WITN, Jacksonville, N. Y., sponsored weekly by a local milling company. Program is slanted toward farmers and among transactions completed thus far was the sale of a farm.

Page 28 • August 10, 1942
A TENTATIVE budget of $300,000—two-thirds to be allocated for network broadcasting and one-third for the purchase of spot time over independent stations—has been set aside by the Republicans for radio phases of the 1932 national Presidential campaign. Democrats have not yet fixed their radio budget, but preluminary to laying radio plans have appointed Herbert L. Pettey, a native of Kansas City, who has been with the RCA Victor Co., in its phonograph division for the last three years, as their radio director.

LEAVE WITH no alternative, the broadcasting industry has accepted “under protest” the percentage formula broadcasting industry has

LEFT WITH RCA Victor of appointed delegates.

PREDICTION that international broadcasting would become a regular commercial service shortly, was made by RCA Communications Inc., with the announcement that it had completed setting up facilities for handling programs between the United States and countries in the four corners of the globe.

PINCHED BY the economy wave, President Hoover has appointed a small delegation to represent the United States at the International Radio Conference at Madrid Sept. 3, at the battle for opening up the low waves for broadcasters will be fought. Acting Chairman E. O. Sykes of the Radio Commission appointed chairman of the delegation, Dr. C. B. Joliffe, Commission chief engineer.

WILLARD EGOLF, formerly with the Rogers-Gano Agency, Tulsa, has been named commercial manager of KVOO, Tulsa.

HOWARD C. LUTTZGENS, NBC Chicago division engineer, this month was host to Tetsuro Yoshido of the Japanese Department of Communications and Yoshiko Tokata, chief engineer, for the Broadcasting Corp. of Japan.

LLOYD E. YODER, NBC press relations manager in San Francisco, and sometime Carnegie Tech All-American football star, has been elected secretary of the Pacific Coast Association of Football Officials.

HAROLD JACKSON, NBC engineer, and Edna Cunningham, of the Cicarettette radio team, have announced their marriage.

THE ENGAGEMENT of Stanley E. Hubbard, manager of KSTP, St. Paul, and Miss Didrickse Stub, daughter of the Rev. H. G. Stub, of the Central Lutheran Church, Minneapolis, was announced by Miss Stub's father Aug. 24. The wedding will take place Sept. 16.

KOLIN HAGEN and David Buttolph, manager and musical director respectively of WGY, Schenectady, have collaborated in the composition of "Theme Song Blues," a comedy presentation of radio theme songs familiar to all listeners.

CALJ, letters of KPJJ, Okinawa City, have been changed to KOMA, by authority of the Federal Radio Commission.

WNEW Band Poll

THE 13th Semi-Annual Orchestra Popularity Poll conducted by Martin Block, m.e. of WNEW, New York, drew 289,327 votes—the largest number to be cast in the seven-year history of the contest. Winner of the poll conducted on Make-Believe Ballroom. Block's recorded music show, was Harry James, followed by Glenn Miller, Tommy Dorsey, Jimmy Dorsey and others.

BROADCASTING • Broadcast Advertising August 10, 1942 • Page 29
WBAL means business in Baltimore
### Baltimore WBAL

**Established 1923**

**Powerful Coverage**

50,000 WATTS gives WBAL overwhelming leadership in the booming BALTIMORE MARKET and throughout the entire CENTRAL ATLANTIC STATES.

**Nationally Represented By:** Edward Petry & Co., Inc.

---

**Full Page Ads EVERY WEEK in the BALTIMORE NEWS-POST** (largest evening circulation in the south) plus

**Weelky Advertisements in 14 Cities throughout the CENTRAL ATLANTIC STATES plus**

"BUSINESS in BALTIMORE" WBAL’s great trade publication going to your retailers and wholesalers

---

**All Promoting your programs!**

---

**WBAL 50,000 WATTS BALTIMORE**

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**Unique Opportunity**

- **WBAL’s Great Radio Stations**
- **One of America’s Greatest Radio Stations**

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**Discounts:**

Discounts allowed to advertisers on the basis of the number of weekly insertions within a contract. The following discounts are allowed:

- **5%**: For every 3 insertions.
- **10%**: For every 6 insertions.
- **15%**: For every 10 insertions.

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**Purchasing Terms:**

- **Cash in advance.**
- **Terms: 1/30.**
- **Minimum of 3 weeks.**

---

**Station Specifications:**

- **Frequency:** 610 kHz
- **Power Output:** 50,000 WATTS
- **Broadcast Area:** BALTIMORE MARKET and throughout the entire CENTRAL ATLANTIC STATES

---

**Contact Information:**

- **Address:** 612 N. Charles St., Baltimore, Maryland
- **Phone:** 332-1212

---

**Additional Information:**

- **Programs:**
  - **Local Programs:**
    - Morning Drive (6:00-9:00 AM)
    - Afternoon Drive (12:00-3:00 PM)
    - Evening Drive (5:00-8:00 PM)
  - **Network Programs:**
    - National News
    - Sports
    - Weather

---

**Additional Notes:**

- **Operating Hours:** Monday to Friday, 5:00 AM to 11:00 PM
- **Holiday Schedule:**
  - **New Year’s Day:** 6:00 AM to 10:00 PM
  - **Independence Day:** 6:00 AM to 10:00 PM
  - **Labor Day:** 6:00 AM to 10:00 PM
  - **Thanksgiving Day:** 6:00 AM to 10:00 PM
  - **Christmas Day:** 6:00 AM to 10:00 PM

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**Special Features:**

- **Editorial Content:**
  - News and Information
  - Sports Commentary
  - Weather Forecast
- **Programming:**
  - Local News
  - National News
  - Sports Commentary
  - Weather Forecast

---

**Contact for Advertising:**

- **Name:** John Doe
- **Phone:** 332-1212
- **Email:** johndoe@wbal.com
Radio's War Aims

Radio's own war aims can be stated quite simply:

1. To exert every human effort and every physical facility toward victory over the common enemy.
2. To maintain and heighten the morale of both our fighting forces and the home front—to keep 'em smiling, even laughing, while yet impressing upon them the grim purposes and the vital realities of this war.
3. To operate plant, maintain personnel and conduct business in the best interests of country, of audience and of the American broadcasting system's social and economic integrity.

Today, nothing else matters.

Time For a Showdown

So Caesar decides to call out his legions? So what?

Suppose the estimable James Caesar Pettrillo did call a strike against the networks if they persisted in piping music to affiliates unable to come to agreements with particular AFM locals. Suppose then the networks told Pettrillo to go. Suppose they used non-card-holding bandmen, amateur orchestras and instrumentalists—and even phonograph records and transcriptions. What then?

It is our guess that—the temper of the public being what it is, not to mention that of the government officials concerned, the radio industry and the press, all aroused over Pettrillo's latest rampage—it would be only a matter of a short time before AFM would suffer the fate of ASCAP. In fact, there are some who believe that radio's cards are now better stacked against Pettrillo's one-man show than they were against ASCAP a few years ago.

For it is a well-known fact that many of his own membership don't like his dictatorial methods, let alone the "constitutional" setup of AFM which makes him its supreme arbiter subject only to his own will or whim. And it is an even more obvious fact that the public, which we believe has been better informed by an outraged press on the current situation than by radio itself, is entirely on radio's side.

His argument, for example, for pulling the plug on Dr. Maddy's Interlochen Camp broadcast, as employing "paying" amateurs, is but a sample of the vapidity and futility of his case. Not only the parents of the kids but the whole country recognizes it clearly; he might as well call a YMCA or a Boy Scout camp "professional" or a displacement of professionals, as indeed he once did when Boy Scout buglers were prohibited from playing a fanfare at a Chinese relief affair in Chicago.

The time has come for a showdown with Pettrillo—on a second front, if you please, in which salient sectors are the present Dept. of Justice proceeding, the indignation of public and press, the wholehearted support of key Government officials like FCC-BWC Chairman James Lawrence Fwy, OWI Director Elmer Davis, Assistant Attorney General Thurman Arnold.

It is inconceivable that AFL leaders are really sympathetic with these latest and most untimely of Pettrillo's onslaughts which, if nothing else, are certainly out of harmony with today's wartime mood of the American people.

Even radio's advertisers, we think, would stand by the industry in such a fight, using discs and what non-affiliated and dissident musical talent that can be made available. There are plenty of musicians who would desert Pettrillo at the first instant, many more if they saw that radio really meant to fight it through. And the networks' self-imposed prohibition against recordings and transcriptions, under the circumstances, could readily be set aside for the duration of this music war.

It takes guts, but so do a lot of more important things in today's embattled world.

Gone Too Far?

IT'S ABOUT time broadcasters take seriously some of the cracks that are poked at them in fun—without a motive.

Overworked, perhaps deliberately, are the jibes about the announcer who allegedly tips off the platter with "And now here is Kay Kyser about to drop his baton as he schoolingly gets his handsome crew of saxophonists on edge for his rendition of Jingle Jangley."

Typical of the stuff fed to the public by some periodicals is a cartoon in a recent Saturday Evening Post, showing a frantic announcer rushing toward a turntable. The caption says, "—and now Bing Crosby is coming into the studio—coming into the studio—coming into the studio—"

Anti-radio jibes have been going on since the beginning of broadcasting. Unquestionably those early days were marked by frequent stretching of the truth. But few serious observers would assert today that broadcast stations deliberately try to mislead the audience into believing that a big-name act is actually in the studio when the rendition comes from a platter.

The embarrassed announce, trying to brighten his program of recordings, may add personal touches of the performers. And he may overdo it a bit. But nobody will make the direct charge that broadcast stations fail to announce frequently and clearly that recordings are recordings, as required by regulations. After all, the FCC rules are quite clear on the subject and stations realize that any transcription would quickly reach the stern hand of that regulatory body. There have been no penalties and no citations by the authorities, on that score for years.

While the industry is showing aggressiveness in the anti-Petrillo fight, it might exert a modicum of its energies to a campaign to squelch propaganda campaigns against radio.

Theme Song . . .

[Image of theme song from The Public Damned, Talburt in Scripps Howard Newspapers]
IRWIN ALOIS OLIAN

ON THE 14th floor of the Ambassador Building in St. Louis, are spacious offices of the Olian Advertising Company which had their origin in a hobby. Early in life, Irwin A. Olian developed the habit of analytical reading—and has made it pay dividends.

That's the secret of his subsequent success—analysis. Through formative years which took him to the U of Michigan in 1923, Olian experimented with words, sentences, paragraphs, pages and during his college career developed the hobby which persists to this day: classifying ideas as he reads them; making his mind an idea and phrase index.

This fondness for words and their uses led him to the School of Journalism in Ann Arbor. Then 20, he had decided upon a career in either this field or advertising. As it turned out, he has enjoyed success in both.

Now, this accretion on study smacks of the bookworm. Quite on the contrary, Irwin Olian found plenty of time to be a "regular"—won the captniety of the University tennis team, a row of cups, assorted block letters and other coveted campus honors.

Born in St. Louis Dec. 19, 1906, he attended schools there and received his degree from Michigan in 1927. Upon graduation, he received an offer from Liberty magazine. This post engaged his attention for the next four years. Then convalescence from an operation in St. Louis brought about a decision to remain in that city. He became assistant manager of promotional advertising for Famous-Barr, one of the city's great department stores, for three more resulful years. Next his name was found on the stationery of the Gardner Advertising Co. for another three-year period. The next upward rush in the ladder was a return engagement in 1939 with Famous-Barr—this time as boss of institutional advertising.

Irwin Olian's story, as you have noticed, has as its main theme concentration upon words and thoughts and their useful pet topic: "Genius in advertising". He delights in debunking it!

"Advertising ideas are made, not born," he declares. "No need for rumpled hair, hangover, and waiting for the lightning to strike. Advertising ideas can be manufactured. Yes, I said "manufactured" by skilled advertising people. Let his company's accounts bear out this observation—National Waste Paper Conservation Campaign, Columbia Brewing Co. (Alpen Branch Beer), General Grocer Co. (American Lady and Topmost foods), Alton Box Board Co., Edison Bros., Shoe Co., Dixel Gasoline, Glen Echo, etc.

Get bachelor Irwin Olian talking about effective use of abbreviations in a publicity campaign; get him discussing the transition of visual advertising into sound technique. He'll talk straight from the shoulder! And get him seated at the Steinway—he knows how to mix those 88 notes just as he does those scores of classified ideas which serve his clients so well.

HOWARD P. DIMON

HOWARD P. DIMON, for 15 years station and radio editor of the Atlantic City Press Union, died suddenly of a heart attack while enroute to a Boardwalk theatre last Tuesday. Mr. Dimon was 65, and previously had been a clerk at Traymore Hotel for 5 years, ran the Old Colony Club for 10 years, and owned a Boardwalk bookshop for 5.

KBN Names Executives

PAUL R. FRY has been named business manager of KBN, Omaha. Marie Maher will be station director. Mr. Fry, former promotion manager, formerly was with KOWH, Omaha and the Omaha World-Herald in sales and promotional work. Mrs. Maher has been in radio and newspaper work for the past 7 years.

Allen J. De Castro, sales manager of the CBS Latin American network, has resigned, the reason given by the network being that the sale of time has been insufficient to justify the promotion of their products in the Latin American markets has been "suspected for policy reasons and inadequately post-poned." The Latin American network will continue to operate on a noncommercial basis, it was stated.

Adriel Fried, formerly sales promotion manager of KROW, Oakland, Calif., has been appointed general manager of KLX, that city, owned by the Oakland Tribune. Charles Lloyd, program director, has been acting manager since Preston Allen was called to active service as lieutenant-commander in the Naval Reserve last year. As announced, producer and account executive, Fried has been, has been in various California stations, including KTOB KSAN KDON. Before entering radio he was assistant executive of San Francisco advertising agencies, and at time wrote for national publications.

Cliff Ramsdell, associate editor of the radio trade, has joined the paper, previously handled by Reginald Ough, now editor-in-chief.

Loren Stone, assistant manager of Famous in Chicago, has assumed the additional duties of commercial manager, replacing J. A. Morten, who left recently to go into sales work at CBS-KNX, Los Angeles.

G. Walter Tolleston, account executive of the NBC-KABC, Los Angeles, has joined the A. E. Nelson advertising firm in that city.

W. (Doc) Lindsey has left CKLJ, Kildare, Ont., to become manager of CKWS, Kingston, Ont., the Northern Broadcasting Company's new station.

John Martin, advertising manager of Massey-Harris-Corso, Toronto (farm implements), has been appointed coordinator of all government advertising. He will be located at Ottawa as executive secretary of the Interdepartmental Publicity Committee.

Mark Crandall, on leave from sales staff of KFEL, Denver, for the duration, is chief of the OVI Denver.

Dorothy Brown, of the Chicago office of Howard H. Wilson & Co., station representatives, on July 20, was appointed general manager of WOR, Newark.

Bill Schroeder, sales manager of WCAE, Pittsburgh, has made his first solo plane flight.

Read H. Wight, for the past eight years manager of the Chicago offices of World Broadcast System, has been elected vice-president and member of the board of WBSS.

A. Leary, manager of CKLJ, Toronto, has been promoted to captain in the Royal Canadian Army Signal Corps, Reserve Force.

C. William Cleworth, former vice-president of Electrical Publications, has previously been manager of McGraw-Hill electrical and radio publications, has joined Sutton Publishers as director of its New York and New England operations.

KRN Given, formerly with WTBV, Norfolk, Va., has been named president and general manager of WKLB, Birmingham, Ala. The station operated Aug. 1, Jake Caussee, recently with WBIG, Greensboro, N.C., has been named advertising and sales manager.

SHOuse REALIGNS DIVISIONS AT WLW

Creation of a new public relations division at WLW, Cincinnati, combining the powers of three departments, was announced last week by James D. Shoos, president of Crosley Corp. in charge of broadcasting.

The new division is Roger Baker, formerly announcement director of WSAL and WLW, and former traffic director, has been named extension representative. In the new division will be the publicity department headed by Bill Barlow; the special events department, under Jim Cassidy; and the talent booking department, directed by Bill Key.

By the new arrangement, activities of these departments will be coordinated in one division, acting as a master unit in matters and entertainment in which the public is concerned directly.

Announcing the change, Mr. Shoos said: "I believe that, bearing in mind the particular abilities of the people on this staff, this reorganization will enable us to continue to better serve the public in all its relationships. It is an important part of radio, and I do believe that any station in the country—not even the networks—can show as strong a program of abilities in this field as can be found in this group.

Patrick to Navy

DUKE M. PATRICK, partner in the Washington law firm of Hogan & Harston handling radio cases, on Aug. 1 reported for duty in the Navy Department as a lieutenant commander. He was assigned to Naval Communications.

Mr. Patrick was former general counsel of the BWI and former president of the National Commission. Karl A. Smith will handle the firm's radio matters.

Walter D. Humphrey

Walter D. Humphrey, 66, a principal attorney of the FCC, died Aug. 1 in Tulsa, Okla., after a lingering illness. A pioneer Oklahoma lawyer, Mr. Humphrey was a member of the Oklahoma Corporation Commission. He was one of the organizers of the Oklahoma Tax Commission, and a former member of the Oklahoma Constitutional Convention. He had been with the FCC since Feb. 25, 1938. Surviving are his widow, two daughters in Tulsa and a sister.

Charles W. Corkhill

Charles William Corkhill, manager of KSCJ, Sioux City, Ia., died July 25 of a heart attack. Formerly in the organ and piano business, Mr. Corkhill was manager of KSCJ until two years ago when he formed a radio advertising firm under his name. In addition he has been survived by four sons and three daughters.
Commission for Ray
WILLIAM T. RAY, young Negro businessman of Cleveland, and former narrator on the Sunday morning Negro Business Hour on WHK, Cleveland, is shortly to be commissioned a second lieutenant in the Army's Chemical Warfare Service. Mr. Ray won three scholarships as an undergraduate at Oberlin College and, while a narrator for WHK, was sales manager for a furniture and appliance business in Cleveland.

FRANK ENDERSBE, sports announcer of KYSM, Mankato, Minn., has joined the armed forces, being replaced by Bob Reden.

HARLAND TUCKER, former stage, screen and network actor, has joined KGX-FM, Portland, Ore.

TOMMY BUILTRA, formerly announcer on KGX, has left the WJLC, Detroit, Mich., and now the WJLC, Chicago, has announced the WJLC, Chicago.

RODGER G. O'CONNOR, formerly announcer of WABC, New York City, has joined the WJLC, Chicago.

HARRY MQYRIK, announcer formerly of WABC, has joined the WJLC, Chicago.

HARRY LUNDQUIST, formerly in charge of defense programs for WEEJ, Boston, is now with the Navy public relations office in Boston as a civilian director (J.P.).

EVERETT HAWARD, formerly of WABC, has joined the WJLC, Chicago.

WALTER SACKLEY, writer of WCAE, Philadelphia, leaves WCAE, Shreveport, La., after a year's leave of absence.

C. G. RENIER, program manager of KMOX, St. Louis, and Robert Louis Shayan, producer-director of MBV, have joined CBS as producer-directors under the direction of Douglas Croucher, CBS assistant director of broadcasts.

PAUL FOGARTY, producer and writer of WGN, Chicago, and author of the newspaper comic strip "Duffy," has joined the WHB, Chicago, as regular writer on "Victory Matinee," weekly hour and a quarter variety program.

WILLIAM TAYLOR, formerly of WLCU, Erie, Pa., has announced the WHB, Pittsburgh, as traffic director.

BETTY BAKER, formerly of WCAE, Pittsburgh, has joined the program staff of WCAE, Pittsburgh, as traffic director.

FRED OHL, program director of WCH, Shreveport, La., is the father of twins, born last month.

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ARCH KEPNER, chief announcer, and Alan Taulbee, announcer of WQXR, New York, have been sworn in to the U.S. Navy for aviation cadet training. Taulbee has already left, and Kepner is awaiting his call to active duty. Sergeant William D. Strause, former chief announcer, and with the Army at Fort Jackson, S.C., has qualified for an officers' training course leading to commission in the Adjutant General's staff. He leaves shortly for Washington.

TULI MOORE, announcer of WIBG, Glenisle, Pa., is now an aviation cadet, has announced his engagement to Dolores Yvonne Melberg, daughter of Capt. C. E. Melberg, chaplain of the 54th Bombardier Group, the outfit to which he is attached.

JIM MOORE, formerly assistant program manager of KSFO, San Francisco, has joined the Army.

RAY McGUIRE, formerly of WNOE, New Orleans, has joined KSFO, San Francisco, as announcer.

BOB BRYANT, formerly announcer of WJWQ, Chicago-Gary, has joined the announcing staff of WABC, Chicago.

EDDIE THAYER and Pat Ebert, graduates of Berk School of Radio, Minneapolis, are new announcers at KROH, Rapid City, S. D., and WBUI, Portage, Wis., respectively.

WHITMEL FORBES LATHROP and Elwood Stuts are new announcers of WRVA, Richmond, Virginia. McDonald has joined the reception department.

MAURICE GORHAM, director of North American transmissions of the British Broadcasting Corp., has been named director of Canadian and American centers to check up on BBC programs heard here.

MARTHA ROSS BIGGERSTAFF has been named regular announcer at WNOX, Knoxville.

GORDON TUELL, music librarian of KIRO, Seattle, has recently become the father of a girl, his second child.

TED ARNDT, publicity director of WSAZ, Huntington, W. Va., recently joined the Army.

ROLAND TRENC HAARD, formerly director of promotion of O'Meillia Outdoor Adv., has been appointed publicity relations manager of WATQ, Newark, succeeding Walter Patrick Kelly, now in the Army.

BRUCE MATTHEWS, formerly announcer of WAFQ and WOY, has joined the announcing staff of WPAT, Paterson, N. J. Matthews also works a full shift at the Wright Aeronautical Corp.

KEITH GUNTHER, assistant manager of WHN, New York, has reported for active duty as ensign in the Naval Reserve.

ROB WALKER, former of WWNY, Watertown, N.Y., has joined the announcing staff of WJTN, Jamestown, N.Y.

ART BOULDEN and Ken Job, announcers of CKC, Toronto, have joined the Royal Canadian Air Force.

CAPT. GORDON MCCLAIN, formerly announcer and manager of CKKR, Fort William, Ont., CKC, Toronto, and CKTB, St. Catherines, Ont., is now at the signal section of the Canadian Tank Corps stationed at Brockville, Ont., as an instructor at the officer's training camp.

ROSS GISDON, formerly of KUOA, Siloam Springs, Ark., has enlisted in the communications division of the Navy.

MARGARET SPESSARD, program director of KURW, Hutchinson, Kan., last August married to Bob McCreery of KIUL, Garden City, Kan.

LES MITCHEL, producer of CBS-Chicago, has succeeded Blair Walliser as director of the CBS daytime serial, Helen Trent. Mr. Walliser is now a lieutenant in the Coast Guard. His successor as producer of other network programs is Lou Jacobson on MBS Citizens of Tomorrow and NBC Bookstage Wipe out Walliser, his sister, on MSB Great Artists.

MARION STEVENS, for four years radio and literary editor of the Miami Herald, has joined the magazine division of the CBS publicity department. Helen Payne, former of CBS radio, and Betty Tolf of the publicity department of WPTF, Charlotte, have joined the CBS production department.

IRVING S. R. CARLIN, freelance radio and short story writer, has joined the publicity department of WMCA, New York.

HARRY CANNFIELD, guide of NBC-Chicago, has entered the Army. New guides are Gerald Ravenesco and John Condi.

JANE TRENT has joined WSBA, York, Pa., as news announcer-operator. He comes from WCHS, Charleston, W. Va.

EDmund DAWES becomes director of education of WIPJ, Philadelphia, succeeding William C. Galleher, who goes to Westinghouse, Joe Novenson, of WIPJ, announcer, has joined the Air Force, stationed at Kelly Field, Tex.

JACK STEWART, announcer of CFAC, Calgary, has joined CKCL, Toronto.

MIKE VOGEL, formerly chairman of manager's round table department of Motion Picture Herald and at one time with Loew's Theatres, New York, has been named director of publicity and special promotion of WHN, New York. He replaces Al Simon, now radio director of the New York branch of the U. S. Treasury Dept. war savings staff.

GILBERT FIELD, sales promotion director of WCHS, Charleston, W. Va., has enlisted in the Army.

BURLEigh SMITH, formerly announcer of KBRC, Abilene, Tex., has joined the announcing staff of KOB, Albuquerque, N. M.

VIVIAN KELLY, of the CBS education department, on July 26 was married to Lt. Marvins Peters in New York.

HENRY EAST, chief announcer of WEDJ, Columbus, Ga., has been transferred as temporary manager of WGPC, Albany.

During the marketing season of 1940-41, gross receipts of cotton in Memphis amounted to 4,938,659 bales, which, based on a fair average, would be valued at $270,550,696.00. More than 40,000 people make their livelihood from the cotton industry in Memphis. Memphis sales of vegetable and animal oils total nearly $20,000,000.00.

Memphis, the hub of this vast market, is today not only the cotton capital of the world, but it is also an industrial center of importance. For while cotton alone accounts for 17 to 18 per cent of total business transacted in Memphis, the diversity of her industry assures Memphis of a steady, year-round prosperity.

You can reach this market over WMC, the Mid-South's pioneer radio station.
MAURY HOLLAND Hollywood producer of J. Walter Thompson Co., has been transferred to the agency's New York staff, forcing him to relinquish his post on the War Dept. recorded shorts program. Com- mand Performance. Cal Kohl, producer of the weekly NBC Arid Music Hall, has taken over the assignment.

BERNICE NEWMARK, formerly advertising manager of Neirn Brothers, New York real estate firm, has joined the copy staff of Director & Lane, New York, while Irving R. Kuhl, formerly of the Halpern Ad. Agency, New York, has joined the agency as an account executive.

JACK PETTRICK, recently resigned vice-president of John Finkler Arndt Co., Philadelphia agency, has opened his own agency in Philadelphia in the Lincoln-Liberty Bldg., with the accounts of M. A. Brandt Co., Dries & Varnishes, and Browning-King Co., retailers of men's clothing, both of Philadelphia.

JOHN COHEN, account executive of Smith & Bell Ad., Los Angeles, has been appointed publicity director of the War Savings staff of the photog- raphic committee, Treasury Dept.

JANE FORCE, for six years continu- ously writer and producer of the Russell M. Seeds Co., Chicago, has resigned to join the production staff of WIBA, Madison, Wis., where she will be with her husband, Norman W. Rice, instructor in the Army Air Force training school at Madison.

THOMAS MAGUIRE, formerly radio timebuyer of Blackett-Sample-Hummer, New York, on Aug. 10 joined the CBS sales service staff.

Campbell to Army

C. LAWTON CAMPBELL, former vice-president and radio director of Ruthrauff & Ryan, New York, has been commissioned a major in the Quartermaster Corps of the Army. Recently appointed director of the agency's radio department is Donald M. Stauffer, formerly of the A. & S. Lyons talent agency.

JOHN W. POWER, previously ac- count executive of Sherman E. Ellis & Co., New York, has been appointed assistant director of research, replacing John Waite, now economist with the food division of OPA in Washington. Power has been industrial special- ist for Moody's Investors Service for six years. He was secretary of the National Transportation Committee under the chairmanship of ex- Presi- dent Coolidge, and special assistant to the late General Hugh S. Johnson in the NRA.

PHILIP BERNSTEIN, account ex- ecutive of Bennett & Jacobs, Chicago, has been elected vice-president of the Chicago office of the agency.

E. V. HAMMOND, manager of Stann- field & Blissie, Toronto office, now reports to New York. He had joined Tandy Ad. Agency, Toronto.

HELEN ARSTON, formerly copy writer of Mandel Bros., New York (department store), has joined Glass- er-Gailey & Co., Los Angeles agency in a similar capacity.

NEIL G. ROURKE, former account executive of Irvin Viulma & Co., Chicago, has been named a vice- president of the agency.

WALTER C. KRATZ, who resigned recently as vice-president of Lord & Thomas, Chicago, has been appointed exec- "utive, to join the Office of Coordinator of Inter-American Affairs in Washington. He has received his official appointment as an assistant director of the radio division.

DON COPE, New York producer of הציבורי & Rogers, is in Hollywood directing the weekly "Post" Today" (National General Corp., during vacation of Max H. Miller, West Coast manager-producer. Earl Stowell, New York busi- ness manager of Benton & Bowles, is in Holly- wood for his semi-annual checkup.

OTIS ALLEN KENYON has been appointed editorial chairman of the board of Kenyon & Eberhardt, according to Thomas D. A. Brophy, president. Other officers are Dwight M. Mills and Edwin Cox, directors, and Charles H. Wulff, treasurer.

LAURA B. MANG, assistant man- ager of music, Moses & Coates, Utica, N. Y., has been appointed media man- ager.

LARRY WHEELEY, formerly promotion manager of Halston Purina Co., St. Louis, on Aug. 1 joined Sherman E. Ellis & Co., Chicago, as manager in charge of Quaker Oats (Full- er) account.

CONSOLIDATED ADV., New York, has moved from 505 Fifth Ave. to new and larger quarters at 641 Madison Ave., telephone Murray Hill 3-7267.

Lord & Thomas Changes

EMERSON D. FOOTE, executive vice-president in charge of opera- tions of the New York office of Lord & Thomas, last week announced that the media and marketing operations and the sales depart- ment have been consolidated under the direction of Samuel E. Gill, former research director of the agency, and now director of market- ing and media. Working under Mr. Gill, each with equal rank and responsi- bility to the others, are J. S. Spiegel, formerly assistant media director and manager of printed media purchases; John D. Hymes, with Lord & Thomas for eight years, most recently as radio timebuyer, will be manager of radio purchases, including purchase and timebuyer, station. Miss Catherine C. McCarthy, former assistant to Mr. Gill, who has been named manager of the research depart- ment.

Wurtzel, Arby Settle Contract Controversy; Show Has New Title

CONTRACTUAL controversy between Harry Wurtzel, Hollywood talent agent, and General Autry, ra- dio and film cowboy singer-actor, was settled in late July prior to the latter's reporting to Washington as a military second lieutenant. The contract was negotiated personally by Mr. Autry. Both parties have agreed to the terms of the contract, which included an option on the former's services for the latter's personal appearances.

Continuing under sponsorship of Wm. Wringley Co., the weekly half hour CBS program featuring Autry, with the broadcast of Aug. 2 changed title from Melody Ranch to Sergeant Gene Autry and dramatizes exploits of his Army Air Force service. This new form of the program was made for Brown Stone, who during the season is permitted time out from Army duty to do his week- end NBC Aldrich Family, sponsored by General Foods Corp. Capt. Hal Raker of the 100th Pursuit Group, and formerly CBS New York assistant publicity director, has been assigned to duty at the network's Hollywood studio as Army representa- tive on the Autry series.

Luigi Romanelli

LUIGI ROMANELLI. Toronto band leader, who has been on Canadian radio stations practically since the in- ception of broadcasting in the Domin- ian, died on July 29 at Murray Bay, Que., of a heart attack while vacationing. He was 50 years old. His most recent appearance before the international microphone were with the Ontario Show early this summer on the BLUE program. He was born at Belleville, Ont., studied violin in England and Belgium.

Lt. Barron Chandler

LT. BARRON CHANDLER, USNR, formerly of the NBC Stud. Staff, has been killed in action while serving as com- mander of a motor torpedo boat, somewhere in the South Pacific. Chandler is the fourth NBC man to be officially reported killed in action.

GREEN ADV. AGENCY, New York, last Friday celebrated its 25th an- niversary in business, having been orga- nized in 1917. Lawrence Valestein, the original president, still holds that position.

WFBG

ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full cover- age of the Altoona trading area.
AFA Convention Report

Highlights of Advertising Federation of America's 1942 convention June 21-24 are available in a 32-page booklet that contains summaries of guest speeches, awards, and the president's annual report, convention resolutions and press releases. Copies may be obtained from Earle Pearson, general manager, 380 W. 42d St., New York.

Sabotage Rewards

KWWB, Hutchinson, Kan., offers $50 War Bonds to any listener who furnishes information leading to arrest and conviction of enemy aliens in Kansas. An announcement running daily urges citizens to report persons suspected of local police.

A

S

PROFESSIONAL magician he used to pull rabbits out of hats, but now George Gage, director of media and market research of Lord & Thomas, San Francisco, works "magic" with facts and figures—and does it mightily successfully too. Combining an analytical turn of mind with a thorough knowledge of station power and coverage, plus audience listening habits and other major points which go to successfully sell a sponsor's product, George buys time for many a choice account serviced by that agency.

Among these are Southern Pacific Co. (transport); Roos Bros. (men and women's furnishings); Safeway Inc. (institutional); Tide-water-Associated Oil Co. (petroleum products); Sunnyside Packing Co. (Rancho soap); Albers Milling Co. (flour).

Despite his knowledge of magic, George Gage's entry into advertising was not via the stage door. He confined that profession to school vacations. Born in Ottawa County, Kan., in March 1911, he attended public schools in that district, graduating from the State university in 1922 a Phi Beta Kappa.

Then he bought a country weekly newspaper, The Messenger, in his home county and operated it successfully as publisher and editor for a year. Selling the publication in early 1923 he moved to California to become executive secretary of the Calexico Chamber of Commerce.

Twelve months later George resigned that position to complete a year's post graduate study at Stanford U in economics and political science. Following that brief academic interlude, he joined the San Francisco staff of McCann-Erickson (then H. K. McCann Co.) where for nine years he rounded out his agency experience as copywriter, account executive and head researcher in that agency's three Pacific Coast offices.

Facts and figures chronicle his marriage to Hazel Carlson Southard of San Francisco in 1929. He is now the father of a boy. In 1934 he resigned his agency post to join George Raisin Growers Assn. as advertising and sales promotion manager, remaining with that cooperative organization until 1940. Then he accepted his present position.

Demonstrating his ability as "mathemagician", George had made scores of sales and distribution studies for national concerns. He has also contributed articles on sales promotion, advertising and research to trade and technical journals. Under the title, "The Editor and His People", he compiled a selection of editorials by William Allen White with H. O. Mahin as collaborator.

Mr. Gage is also author of "Serving Pacific Coast Markets From the Center", an industrial promotion book covering the West Coast, as well as a currently completed manuscript. The latter, "Creative Writing", deals with the craft of fiction.

Hecker Names Kudner

HECKER PRODUCTS Corp., New York, has appointed Arthur Kudner Inc., New York, to handle advertising for its flour and cereal division. Account includes H-O Oats, Heckers, Cream, Enriched Farina, Presto Cake Flour, Force, and three brands of flour, Heckers, Ceresota and Aristos. The company is currently presenting the Mogam Sisters, weekly quarter-hour show on 17 BLUE stations for H-O Oats, as well as a six time per week news period on WHN, New York, for Force. No new radio plans have been announced.

The trade is still talking about the way WMCA is changing the entire New York radio scene, with programming that keeps winning national awards against top competition... . lifting itself right into the national spotlight by doing so.

Offering advertisers their first chance to buy quality coverage of the New York market at a very low cost.

Such as "Labor Arbitration", conducted by Samuel R. Zack (national awards for both 1941 and 1942 by Ohio State University) and "American Tobacco" (1941) and "Friendship Bridge" (1942) by Wenner's National Radio Committee... plus thousands of New York Times news bulletins every hour on the hour... Johannes Steel and Sydney Moseley, two of America's greatest news analysts... a succession of public service programs that few independents would care to tackle.

Text of Complaint

(Continued from page 22)

ket manufacturers, distributors, jobbers and retailers of phonograph records and electrical transcriptions.

(c) To prevent the use of phonograph records in so-called "juke box" locations in hotels, restaurants and dance halls;

(d) To prevent the use of phonograph records in the home;

(e) To prevent the use of phonograph records to radio broadcasting stations and "juke box" operators through the device of requiring manufacturers to boycott all distributors, jobbers and retailers who sell such records to radio broadcasting stations and "juke box" operators;

(g) To eliminate musical performances over the radio by media other than performances by members of the AFM;

(a) To require radio broadcasting stations to hire unnecessary "stand-by" musicians, members of the AFM, when such services are neither necessary nor desired through the device of requiring networks to boycott affiliated stations which refuse to meet demands for the hiring of "stand-by" musicians;

4. That the complainant recover the costs and disbursements of this suit;

5. That the complainant shall have such other and further relief as the court shall deem just and proper.

AFTERNOON STATION

NEW YORK

WMCA

... there's a fast, simpler way...
Dyke’s New Post

(Continued from page 12)

stated, “will be to insure proper coordination of policy, interpretation and timing of all special Government programs and campaigns and all information connected with the war effort, and to make certain that such war-connected programs and campaigns are efficiently planned, effectively executed, and that there is proper synchronization of all media channels.”

The Bureau of Campaign Administration will act as central control and clearance on all special war-connected programs, plans, projects or campaigns of an informational character conducted by any Government department, bureau or agency. In the case of individual Government campaigns, the Government department, bureau or agency concerned will delegate one individual as its “campaign manager” who will act as liaison with Mr. Dyke’s bureau.

Liaison with Council

Mr. Dyke’s bureau will also act as liaison with the Advertising Council, recently established by the advertising industry to work with the Government on all war advertising projects and headed by Dr. Miller McLintock, and with other organizations serving the Government on plans, distribution or creative work in connection with special programs or campaigns.

While the Bureau of Campaign Administration will exercise coordination supervision over campaigns initiated by other departments and agencies,” it was stated, “It will do so on an advisory basis, varying in the extent of its direction and supervision according to the advisability of talent in the particular agencies involved to lay out and execute successfully their own plans. The objective is to assure adherence to sound policies and consistency with other operations.

“The Bureau of Campaign Administration and the campaign managers will discuss with each OWI media bureau (news, radio, publications and motion pictures) the proper and practical use of that medium in connection with each campaign or program, and will obtain from the chief of each media bureau advice and approval of such media plans.

“The Bureau of Campaign Administration will be responsible for seeing that all programs or campaigns are executed in accordance with overall OWI policies and regulations.

In general, since advertising is recognized as an important information medium, the Bureau of Campaign Administration will advise as well as act as central control and clearance, on the use of advertising by all Government departments and agencies and on the use of war subjects, illustrations and the like by manufacturers in their own advertising.

Make Yours Radio!

The radio industry is in a position today to perform an outstanding service to the advertiser. . . .

Even if your product is off the market, you can’t afford to let it be forgotten. Radio will keep your name alive . . . the entertainment it provides in your name will build up for you a reservoir of good will. . . .

Mr. and Mrs. Public will show their gratitude for the enjoyment you’ve brought them. . . .

When the time comes, they’ll remember—and buy—your product.

DAVIS BROADCASTS

ON OWI PROGRAM

NOT TO BE construed as part of any plan to place Director Elmer Davis of the Office of War Information back on the air on a regular basis, as demanded in the Senate recently [BROADCASTING, Aug. 3], was the scheduled appearance of Mr. Davis on CBS Sunday, Aug. 10, at ceremonies of a special OWI production titled The Production Crisis. There are no present plans afoot to bring Mr. Davis, former CBS news analyst, back on the radio on any regular basis.

The program was to mark the first radio appearance of Mr. Davis since he assumed the chairmanship of OWI; also the first radio talks since they assumed their new posts of Admiral William D. Leahy, President Roosevelt’s chief of staff; Lieut. Gen. Dwight D. Eisenhower, commander of the U.S. forces in Europe, and Admiral Chester Nimitz, commander-in-chief of the Pacific Fleet. Gen. Eisenhower was to speak from London, Admiral Nimitz from “somewhere in the Pacific.”

Included on the program, during which the first awards of the Army-Navy Production Awards were to be announced, were to be WPB Chairman Donald Nelson; Undersecretary of War Robert Patterson; Undersecretary of Navy James V. Forrestal; William Green, president of the AFL; Philip Murray, president of the CIO.

PVT. JEFF HURLEY, formerly script writer of CKY and CLRC, Winnipeg, had his play Renelle Pass performed by the CBS Workshop. He is now in the Royal Canadian Dental Corps and wrote his play while at Camp Borden, Ont.

March wrote a series of feature articles about the Duke and Duchess of Windsor based on personal interviews with the famous couple.

On the personal side, the new “Martha Deane” was born at Star Lake, N. Y., south of the St. Lawrence River, attended St. Lawrence University and is married to William Bolling Taylor, an advertising executive now an Army man soon. Fond of gardening, music, the theatre and motion picture, Miss Young says her pet hate is to hear “Well, it’s 2:30 now—Martha . . .” signal for her program to go off the air for the day.
AWARDS of the Sporting News, St. Louis baseball periodical, to top 1941 baseball announcers on the Pacific Coast as decided by the paper's annual poll, were made July 29 by Publisher Taylor Spink. Mr. Spink flew to the Coast to present the trophies to Hal Berger of KMP/C, Beverly Hills, Calif., and to Mike Frankovitch, KFAC, Los Angeles. Bonnie Barnes, screen actress, accepted the award on behalf of her husband, Frankovitch, who is now away in the Army.

WNAX, Sioux City, la., now awards War Stamps to listeners for most constructive criticism received in answer to the question, "What do you think of WNAX?" Transcribed excerpts from the station's most popular programs are presented on each broadcast which is a daily feature for the attention of the housewife.

KSTP, Minneapolis, distributes Ye Little News Sheets, a weekly multi-grammed bulletin, to former employees in the armed forces. The four-page letter of station gossip is edited by Corrine Jordan.

KUAO, Sillou Springs, Ark., is now presenting The Ozarks at War under the direction of Storm Whaley, station manager. Program covers all phases of the war effort and puts local interpretation on many things being done in connection with civilian support.

KLZ, Denver, has requests for 50,000 strip tickets for its recent seventh annual free picnic at Lakeview amusement park. Built for a week with spot announcements and street car signs, the affair offered free show of KLZ talent, dancing, reduced rates on rides.

CHICAGO servicemen stationed at Camp Wolters, Tex., are interviewed on Camp Wolters Calling, weekly quarter-hour program transmitted at the camp by the public relations office on WGN, Chicago, for partners and friends of the men at home. Music for the program is furnished by the reception center orchestras of the camp.

IN KEEPING with the recently established policy to roadshow sustaining for sponsor consideration, NBC on Aug. 1 shifts its weekly half-hour Hollywood audience participation program, Hollywood Days, to Chicago, with New York origination scheduled for Aug. 8. Program features contestants in defining words, Haven MacQuarrie acts as word master, Prof. Charles Frederick Lindsey is judge with Webster's dictionary as final authority.

WCED, DuBois, Pa., is presenting WGED—Avenue Theater Bondonara, a vehicle for the stage of the local theatre urging the purchase of war savings.

WGN, Chicago, during August is using a special station break, "This is WGN, Fly for Navy," as part of the station's recruiting efforts for Navy Aviation Cadets.

EVENING HOUR network station rate for WSGN, Birmingham, BLUE affiliates will be increased from $140 to $180, effective Sept. 1. Current advertisers will receive the usual protection.

Radio networks and stations using Printers' Ink during the first seven months of 1942

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DAN LEE BROADCASTING SYSTEM
DISTRIBUTORS AGENCY
MUTUAL BROADCASTING CO.
NATIONAL BROADCASTING CO.
N.B.C. SPOT AND LOCAL SALES
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
KDKA, PITTSBURGH
KMOX, ST. LOUIS
KNX, LOS ANGELES
KNT, DES MOINES
KJO, DES MOINES
KYW, PHILADELPHIA
WAIC, NEW YORK
WBT, CHARLOTTE
WBT/WWE, BOSTON
WCAE, PITTSBURGH
WCCO, MINNEAPOLIS
WCP, BOSTON
WDR, HARTFORD
WFAB, NEW YORK
WEIR, BOSTON
WOR, NEW YORK
WFL, PHILADELPHIA
WGBH, CLEVELAND
WOL, FORT WAYNE
WGN, CHICAGO
WICC, NEW YORK
WGY, SCHENECTADY
WHDG, ROCHESTER
WIK, CHICAGO
WHO, DES MOINES
WJNO, NEW YORK
WJZ, WASHINGTON
WJZ/WZU, NEW YORK
WLAB, NEW YORK
WLB, NEW YORK
WLS, CHICAGO
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIoux CITY-JANSTON
WON, NEW YORK
WOR, NEW YORK
WOR, BOSTON
WOW, WORL, NEW YORK
WOW, FORT WAYNE
WGN, RICHMOND
WNCN, NASHVILLE
WTAH, CLEVELAND
WTVK, NASHVILLE
WWL, NEW ORLEANS

Picture of a radio sponsor getting ideas

Printers' Ink summarizes the thinking of advertisers and agencies with new ideas.

"Tuning in" this inspirational "show" are the advertising, management and sales executives who control the nation's largest advertising budgets. Some turn to Printers' Ink for new methods of merchandising radio programs to dealers. Others want ideas to make commercials more productive. Others want new radio testing techniques. All over is their general interest in all new merchandising and advertising ideas.

Your ideas on your market and station can be advanced with more force and effectiveness when they have the advantage of an introduction by Printers' Ink. The broadcasters listed here arc using it. You can, too, for as little as $50 on each one-sixth page on a 13-time schedule.
STATION ACCOUNTS

WINS, New York

Lancottie Forbes Co., Jersey City (La Canma Cordial and Cocktail), 12 weeks, thru Benman & Co., N. Y.

Martin J. Polack Inc. (Soldiers’ Souvenir Handbag), 12 to weekly, indef., thru Em. Magull, N. Y.

Chamberlin Technical School, New York (trade school), 12 weeks, thru Benman & Co., N. Y.

Ironhorse Yeast Co., New York, 12 is weekly, 11 weeks, thru Ruthrauff & Ryan, N. Y.

Luxor Hotel & Baths, New York, weekly, 30 weeks, thru Arthur Rosenberg Co., N. Y.

Old Country Trotting Assn. Minola, N. Y. (races), 6 as weekly, 12 weeks, thru M. H. Robinson, N. Y.

Queenie Kisttown Tunnel, New York, 6 as weekly, thru Grey Adv., N. Y.

Russ & Maple, New York, 3 as weekly, thru R. & M. Three Squires, 6 as weekly, thru Raymond Spector Co., N. Y.

Stanhope Cols., Salisbury, N. C. (proprietary), 40 weeks, thru Klinger Adv., N. Y.

Aeronautics, New York, 3 as weekly, 13 weeks, thru Klinger Adv., N. Y.

Goost, Mike Train, Assn., Goshen, N. Y., 18 weeks, thru weekly, direct.

Christian Radio Home & Gospel Church, New York, thru Wehner Corp., N. Y., 13 weeks, direct.

Brookdale Baptist Church, Jersey City, weekly, 52 weeks, direct.

KPO, San Francisco
California Grrown Sugar Group, San Francisco (best sugar), 2 as weekly, thru MacKay & Co., San Francisco.


Mechatronics Co., Wilmington, Del., 1 as weekly, thru Dillard Jacobs Adv., Armonk.


Lansdowne United Bakers, San Francisco, 176 as weekly, thru Ruthrauff & Ryan, San Francisco.

Kellogg Co., Battle Creek (Rice Krispies), 6 as weekly, thru Walter Thompson Co., Chicago.

Frank Johnson & Johnson, Brunswick, N. J. (ad kid), 3 as weekly, thru Young & Rubicam, N. Y.

Metro Goldwyn Mayer, New York (motion pictures), 1 as thru Donahue & Co., N. Y.

WIND, Chicago-Gary

Illinois Bell Telephone Co., Chicago, 15 as weekly, 4 weeks, thru N. W. Ayer & Son, Chicago.

Fred Kohler, Chicago (wrestling promotion), 6 as weekly, thru B. B. Leach, Chicago.

Metro Goldwyn Mayer, New York (Miss Minnie), 8 as thru Donahue & Co., N. Y.

Herald American, Chicago (newspaper), thru Chicago Daily News, Chicago (newspaper), 6 as, direct.

KFEL, Denver


WGY, Schenectady, N. Y.
Procter & Gamble Co., Cincinnati (Du), 15 as weekly, thru Computer Adv., Agency, N. Y.

Firestone Tire & Rubber Co., Akron, as weekly, thru Sweeney & James, Cleveland.

Olonog Co., Chicago, as weekly, thru Frelas & Frelas, Chicago.

Kellogg Co., Battle Creek, Mich. (Corn Flakes), 12 as weekly, thru J. B. Thompson Co., Chicago.


Readers Digest Assoc., Pleasantville, N. Y. (races), as weekly, thru BBDO, N. Y.

Johnson & Johnson, New Brunswick, N. J. (first aid kit), as weekly, thru Young & Rubicam, New York.

American Chicle Co., New York (Dentist Skipper), 15 as weekly, thru BBDO, N. Y.

Lever Bros., Cambridge (Vimms), as weekly, thru BBDO, N. Y.

Lever Bros. Cambridge (Swan Soap), as weekly, thru Young & Rubicam, New York.

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

Marlin Firearms, New Haven (raven blades), as weekly, thru Craven & Hedrick, N. Y.

N. Y. Telephone, New York, as weekly, thru BBDO, N. Y.

Great Atlantic & Pacific Tea Co., Albany, N. Y. (fresh peaches), as weekly, thru B. B. Leach, Chicago.

KJI, Hollywood
Bohemian Distributing Co., Los Angeles (Anne beer), 12 as weekly, thru Brodway D. Staff, Los Angeles.

Sudder Food Products Inc., Montecito Park, Los Angeles, 3 as, thru 4:30 p.m., thru B. B. Leach, Hollywood.

American Cigarette & Cigar Co., New York, 5 as weekly, thru Ruthrauff & Ryan, N. Y.

Lover malt & Maltcere Co., San Francisco (Mr. Hamilton’s dog food), 5 as weekly, thru Frederick Seid Adv. Co., San Francisco.

Lyon Van & Storage Co., Los Angeles (movings storage), 5 as weekly, thru BBD& Hollywood.

WWJ, Chicago
Evans Fur Co., Chicago (retail fur), 1 as weekly, thru John Craven & Co., Chicago.

Illinois Telephone Co., Chicago, 15 as weekly, 4 weeks, N. W. Ayer & Son, Chicago.

Pollock & Neesen, Chicago (clothing), 6 as weekly, thru 526 Wabasha, thru Irving Rocklin & Assoc., Chicago.

Herald American, Chicago (newspaper), thru 2750 Wabash & Chicago.

CHEX, Pennsylvania, Ont.
Wonder Bakeries, Ronto, 62 as thru J. G. Gibbons, Chicago.

WWBM, Chicago
Miles Labs, Elkhart, Ind. (Alka Seltzer), 6 as weekly, thru Wadse Adv., Chicago.

Great Atlantic & Pacific Tea Co., Chicago, 10 as, thru Parla & Feirt, Chicago.


Grove Lake, St. Louis (oldine), 6 as weekly, thru Russell M. Seeds Co., St. Louis.

WHN, New York
United Int. of Aeronautics (technical trade show), 5 as weekly, thru BBD& Peirce Adv., N. Y.

Carver Products, New York (Aridd), as weekly, thru Small & Seiffer, N. Y.

Ironized Yeast Co., New York, 5 as weekly, thru Ruthrauff & Ryan, N. Y.

WJZ, New York
Consolidated Edison Co., New York (dim), 12 as weekly, thru BBD& New, N. Y.

American Chicle Co., Long Island City, N. Y. (Dentifrice Gum), 4 as weekly, thru B. B. Leach, Chicago.

WABC, New York
Penn Tobacco Co., Wilkes-Barre, Pa. (Linke cigarettes, Winiboughy smoking Tobacco), 3 as weekly, thru H. M. Ayer & Son, N. Y.

New York State Savings Bank Asscn., New York, as weekly, thru Ruthrauff & Ryan, N. Y.

WWRL, New York
Roxy Theater, New York ("They all Kissed the Bride"), 10 as, 3 days, thru Kayton-Schiller, N. Y.

WNEW, New York
Marlin Firearms Co., New York (Marlin razor blades), 3 as weekly, thru Craven & Hedrick, N. Y.

I. J. Fox, New York (tum), 22 as weekly, thru 15 t w, weekly, direct.

WMAQ, Chicago
Marlin Firearms, New York (Marlin razor blades), 29 as, thru 13 weeks, thru Craven & Hedrick, N. Y.

Aircraft Prospect
CHESTER J. LAROCHE, New York board chairman of Young & Rubicam, is currently on the West Coast for conferences with Tom Girdler, head of Consolidated Aircraft, San Diego, on a national advertising campaign. It is un- derstood radio will be included.

Food Forum Goes To WOR in Shift
Quarter-Hour Program on WHN Plugs 15 Food Products

A MERICAN INSTITUTE of Food Products, New York, broker for food manufacturers and deal- ers, will shift the Food Forum from WHN to WOR, New York, effective Sept. 28. The program currently is aired on WHN for 15 food products produced by Insti- tutes, members and sole. Line-up of sponsors for the show when it moves to WOR has not been an- nounced. It will be presented Mon. thru Fri., 4:30-5 p.m.

Heard on WHN for the past three years, and previously on WMCA, the show will retain its regular format, featuring information on food and nutrition. Pro- gram is conducted by Dr. Walter H. Eddy, Institute president, and now expert consultant in the Office of the Quartermaster General, U. S. Army, and Peter H. Mason, economics director of the Insti- tute.

Receive Door Prizes
At each broadcast members of the studio audience receive a "Wealth of Health" baskets and "door prizes" consisting of samples of the sponsors’ products. Audience is invited to taste the products and give their reactions.

Current WHN sponsors and their products are: Albert Eilers, Inc. Broadcasting (colored tea); Aser Foods, New York (Hillman’s Real Mayonnaise, Wholesome N ew N ucoa); I. J. Grass Noodle Co., Cambridge; Otis P. Eddy, Inc. (first aid); Russel M. Seeds Co., New York (Golden Center Toasted Wheat Germ); B. Meier Co., New York, Dist. (Broadcast Redi-Meat); Treat Co., Brooklyn (potato chips); and Sundus Creamery Corp., Long Island City (creamed cottage cheese).

WOR’s Best July
TOTAL SALES volume for July of WOR is continuing to represent the best July in the station’s history, with 33 new accounts accounting for 40% of the sales volume of New York and a half times better than the station’s new business record for the same month last year. Jack Reiter of WOR follows the announcements (BROADCASTING, July 27) that 201 accounts had booked budgets for the first six months of 1942. In view of the increase, five WOR salesmen are receiving bonuses for surpassing their quotas for the past quarter. They are Otis P. Williams, Robert Wood, Victor Bennett, John Nell and John Shelton.
LOMAX & MALGAARD Co., San Francisco (Dr. Hamilton's dog food), in a campaign which started Aug. 3 is using four spot announcements per week on KIJI, Hollywood, and in addition participation twice and three times weekly in the Eddie Alpert program and Norma Young's Happy Hours that station. Contracts are for 12 weeks. Firm also sponsors participation in home economic and news programs and utilizes spot announcements on KSRO KJBS KROY KFIRE KGDM. Frederick Seid Adv. Agency, San Francisco, has the account.

PULZEX Corp., Los Angeles (bleaching solution), in a brief San Francisco campaign which started Aug. 3 is currently using from two to five spot announcements per week on KFRC KPO KGO. Agency in Lord & Thomas, Los Angeles.

UNIFIED INSTITUTE of Aeronautics, Hoboken, N. J. (technical trade school), currently sponsoring Never reel Theatre of the Air three-weekly on WHN, New York, has signed a six-week contract for George Hamilton Combs Jr., news commentator, for three evening periods weekly on the same station. Agency is J. R. Kupisch, New York.

NORRIS STAMPING & MFG. Co., Vernon, Calif., in cooperation with the Treasury, sponsors a Sunday afternoon half-hour program, United We Sing, on KNX, Hollywood, beginning Aug. 5, by the singing War Bonds and Stamps, the community song includes three persons from the audience who answer trues played by the orchestra. Art Baker is in charge and Lou Gluskin conducts the orchestra. Sterling Tracy is producer. Agency is Heinz Pickerling & Co., Los Angeles.

ATLAS BREWING Corp., Chicago (beer), has started participating sponsors of Glen McCarthy's Sport of Kings on WATF, Chicago, with a quarter-hour of race summaries and description of daily feature race six days a week. Arthur Meyerhoff & Co., Chicago, is agency.

DR. HEISSAND CLARK, through N. W. Ayer Agency, Chicago, has contracted for 150 five-minute programs on KLZ. Denver, on behalf of livestock and poultry remedies. Presented three mornings weekly, the program feature Smilin' Ed McConnell.

SOUTHWESTERN GAS & ELECTRIC Co. has renewed for third year through June 30, 1945 Reddy Kilowatt half-hour news program three weekly over KWKII, Sheepshead.

CHATTANOOGA ELECTRIC Power Board will sponsor Flying for Freedom, NBC Radio Recording Division transcribed series, on WDOD, Chattanooga, Tenn. In line with the tendency of local stores to use recorded series, Betty and Bob has been renewed for the second 13 weeks by WROL, Knoxville, Tenn. and WCHS, Charleston, W. Va., in behalf of grocery stores for 65 programs. Foley Department Store will sponsor 156 programs of Let's Take a Look in Your Mirror on KFRC, Houston, Tex.

KOUH, Rapid City, S. D. has signed for three transcriptions by Ted Steele and Grace Albert.

MCKESSON & ROBBINS, Bridgeport, Conn., will sponsor Arthur Van Horn's Transradio News period on WOR, New York, twice weekly, for Colux Tooth Powder starting Sept. 15. J. D. Tarber & Co., New York, handles the account.

JORDAN MARCH Co., Boston department store, has placed a series of 15 minutes programs with WORL, Boston, to be heard twice weekly on Bob Perry's 990 Club. Music, short talks and fashion hints are featured. John C. Dowd, Boston, is agency.

PET MILK SALES Corp., St. Louis (Evaporated milk), in a 52-week campaign starting Aug. 11 will sponsor the quarter-hour transcribed program, Mary Lee Taylor, twice-weekly on KFIB, Los Angeles. Agency is Gardiner Adv. Co., St. Louis.

CENTRAL WINERY Inc., Fresno, Cal. (Lango wine), in a 52-week campaign starting Aug. 10, will sponsor 15 spot announcements weekly on KFWB, Hollywood, Gerald F. Thomas Adv. Corp., Fresno, has the account.

WAGA, The Blue Ribbon Station of the South, is doing a job for the newshungry in Atlanta. In addition to full leased radio wire service from United Press, WAGA carries Associated Press dispatches originated by The Blue Network. Morgan Beatty, Earl Godwin, Hillman & Lindley and other distinguished names in newscasting are introduced to Atlantans by The Blue Ribbon Station.
Guest editorial (Continued from page 32)

...too much emphasis, I can agree with many of the contentions within the article. Much of the advertising on the air is repetitious, boresome, and juvenile. That was my belief before I started writing for radio; and it has not changed to date. But I cannot join with Mr. Littell in passing a blanket judgment on the radio field as a whole, merely on the basis of what a so-called survey seems to bring to light. Nor would I say that erratic advertising is limited to the radio field alone.

But passing by Mr. Littell and the Reader’s Digest, with their over-pessimistic survey, examine the standards of affairs for a moment which, no doubt, are likely responsible for the violent assertions made. Like Mr. Littell, I am but one person, responsible only for my own views...

I am not bothered as much be the quality of radio commercials as by their length and wordiness. There is far, far too much repetition in advertising copy. Radio writers neglect to give their listeners the credit for an average quota of intelligence. Once a point is made, simply and honestly, it need not be gone over again and again for effect. In fact, any force a statement has at its utterance is lost in aimless repetition. The best example of the error of repetition can be found in those five minute commercial transcriptions used on the air, spots that could be made just as effective, probably more so, if cut down to one minute, preferably less. And not content with the going-over given the copy by the transcribed voice, the client or agency sends along a paragraph or two for the station announcer to tack on, resulting who is already dulled by an over-ambitious gift of gab. That, definitely, is not smart salesmanship.

Then, too, in five commercials, some of the less important advertisers, working with limited budgets, seem to assume that they have to realize as much for their money as possible; but they consider only the length of the copy, not its quality. And their vision is just about as limited as their budget. They fail to observe that a forceful 100-worder is worth infinitely more to them than a spot that rambles on and on, evading the point rather than stating it in a business-like manner. Advertisers, in a way of speaking, are actually calling on people in their homes. They should learn the courtesy of stating their business and getting on the air in the shortest time possible.

Big Shows, Too!

But let this point be made clear. Bad copy is, by no means, limited to small stations. In fact, I have heard commercial copy on the big network shows that almost made me feel ashamed of us for radio. I have read agency copy that would make a conscientious high school boy shudder, some of it with a 75-word opening sentence, much of it relying upon trumped-up assertions for effect, all of it taking far too much time to get to the point.

I believe the unique attraction of the music spot has been blighted by overuse. Advertisers are riding the medium to death. There seems to be too much “keeping up with the Joneses” in radio. More effort should be made not only to keep up with the Joneses—but to surpass them. In short, instead of copying threadbare ideas and appropriating tawdry attention-getting stunts, advertisers should try to exercise a little originality and freshness. Surely, in a field as vast and young as radio, there can be found enough ideas so that outmoded ideas are reserved. And at least an attempt at originality is something that might not harm the air. In such a field, there can be found enough men with fresh ideas of their own.

Brief, Forceful Copy

If I were an advertiser, sponsoring, for example, one of the daytime serials, I’d ask that copy be limited to brief, forceful spots of perhaps 40 seconds each, before and after the program proper. I’d have no such sickening cooked-up conversation carried on by a character now between two drooling housewives. They tell me it sells the product; but, even so, it’s just a new way of selling a bill of goods in a way more reminiscent of the old medicine show days. And from what I observe, it appears that listeners are weary of being fed extraneous claims for advertised products. They’d be much more receptive if the sponsor would take his product down from its magic pedestal and introduce it as a simple, handy, worthwhile aid to everyday comfort and convenience. Obviously, certain radio writers have assumed that they were to write an actual drama around their product, being told to dramatize their wares.

Very often, too, in all forms of sales copy—not limited to radio alone—the patriotic motive for buying is distorted, stretched, hamstrung, exaggerated, and otherwise used as a commercial tool. I was never one to demonstrate my patriotism in a loud and blatant manner; but it does disgust me to find advertisers preying upon the natural upswell of patriotism in wartime.

Economy of Wardage

I believe that all-around economy produces more good radio copy than any other factor. Economy of wardage, economy of claims and assertions, economy of time. Decide on the patriotic motive to be made—the one and only point—and make it. Clip those words off with a sure, clean stroke. The listener—the average listener—doesn’t have to be war-hammered with the verbal sledge hammer or frightened into his second childhood by siren-sharp caterwauling. An advertiser who, in his own mind, has faith in his product should have faith as well in the ability of his prospective customer to recognize its worth.

That, God and Mr. Littell willing, should make way for better radio listening and better sales results.

Buzz in WIND

APIOLOGY was one subject engineers in the transmitter of WIND, Chicago-Gary, were wishing they had studied when a swarm of bees took over one of the tuning houses recently. After four days of tenancy, the bees were dissolved by a bee expert.
INS Breaks Story On Spy Sentence

NEWS EDITORS faced a knotty problem last Friday morning when INS put on the wire at 8:13 an exclusive story announcing that the President had affirmed the findings of the military commission that tried eight alleged Nazi saboteurs. The story stated that six of the eight would die by sundown and was carried by INS station as well as newspaper clients.

The story was cleared through both the press and radio branches of the Office of Censorship. This clearance, of course, merely ruled that the story is not “censorable”.

About 9:00 that morning, AP and UP carried stories from the White House that the President had not yet finished studying the evidence. At his 10:30 press conference the President, in reply to inquiries, said he had not yet rendered his decision, which Washington correspondents had been awaiting eagerly for days.

CBS put on the flash at 8:14 a.m., just as received from INS. NBC carried it at 8:35 after checking it with the Office of Censorship and with the NBC Washington news bureau. It also was announced by NBC between 9 and 10 a.m. on WEAF and network news programs. The BLUE put on the bulletin at 8:53 via bulletin on WJZ and on the network as part of a news program originating in Chicago but not heard on WJZ.

MBS said Friday that it had not carried the story as it does not get INS service and understood that “news editors should hold it up for release by the White House.”

Heiney Promoted

JOHN HEINEY, former promotion manager of WJSV, Washington, has been promoted to acting program director as a replacement for Richard Lindkroon, now in the Navy. Heiney is the originator and part owner of Professor Quiz. Before joining the station, he was in the Washington Post promotion department for five years. Earlier, he was with the U. S. Chamber of Commerce.

Petrillo and Justice

(Continued from page 7)
a postponement,” Mr. Padway said.

“We seriously object to the Government’s obtaining this order without notice and also object seriously to any extensive delay. Evidently, the Government suit must be extremely questionable when they show no desire to press their motion.

In fact, we think the suit was brought by Arnold to test out some of his pet economic theories which have been repeatedly repudiated by the Supreme Court.

“All the musicians union of 140,000 members is endeavoring to do is to prevent unemployment.”

Capital vs. Labor!

Mr. Padway charged that while the AFM had to fight to keep its members off relief, “the record manufacturers are becoming fabulously rich without sharing a just portion of their profits with the hard-working musicians.”

Though some rumors were afoot that the Dept. of Justice never intended to prosecute the AFM case, these were quickly proved false as the Department invited industry representatives to a Saturday morning meeting. Material for affidavits was presented at this session and ground work was laid for the Sept. 16 hearing in Chicago.

Arnold Handling Personally

Further shuttering these rumors was indication by the Justice Department that Thurman Arnold, Assistant Attorney General and head of the Anti-Trust Division, would appear personally at the Sept. 16 hearing in Chicago. Supporting him will be Holmes Baldridge, chief of the Anti-Trust Division’s litigation section, and Victor O. Waters, Special Assistant to the Attorney General, who handled the ASCAP and BMI consent decrees, as well as Mr. Britt. Mr. Waters was detained in the Department in Washington last week to work on the AFM case despite the pressure of business at the department’s New Orleans office where he is in charge.

Among those slated to attend the Saturday morning conference, along with other industry representatives, were Neville Miller, NAB president, and Sidney Kaye, special copyright counsel for the NAB. Representing National Independent Broadcasters were Edwin M. Spence, NIB managing director and secretary-treasurer, and Andrew W. Bennett, general counsel.

Made Work’ Precedents

While the Department faces legal obstacles on the “made work” issue, because of Supreme Court rulings in the hod carriers and truck drivers cases, it is understood to have developed an impressive case for presentation at the Sept. 16 hearing.

A recent ruling by Judge Goddard in the U.S. District Court for the Southern District of New York, is believed to support the Department’s claim that the AFM has been guilty under the Sherman Act. Judge Goddard’s ruling July 28, in a case where a union tried to prevail upon a motion picture distributor not to distribute films to theaters using non-union help, held the union was perpetrating a “reverse secondary boycott”.

The department is understood to see definite hope of clearing legal confusion over the “made work” issue by means of the AFM recording ban. Though many anti-trust suits have been filed under criminal provisions of the Sherman Act, filing of a civil suit offers opportunity to get the case before the U. S. Supreme Court. Moreover, the AFM case is said to involve an effort to destroy an entire industry whereas the cases on which the Supreme Court has ruled in the past involved merely efforts to get concessions for labor.

One-Time Only

As the Aug. 1 AFM disc ban went into effect, both advertisers and agencies expressed confusion over the Petrillo’s statement in his letter to Elmer Davis indicating AFM sanction for music transcribed for transcriptions played only once.

In a letter to the American Assn. of Advertising Agencies, Petrillo, answering an inquiry, stated:

“The Federation at this time has no objections to the making of transcriptions as outlined in your letter. However, in order to avoid any confusion in the future, it is necessary that you submit a request for permission to this office each time a transcribed musical program is to be made.”

On Aug. 5 the national office of the AFM in New York told George S. McMillan, secretary of the Assn. of National Advertisers, that:

“The AFM would at its discretion permit its members to make transcriptions for commercial broadcasts providing such recordings are played but once and then destroyed.

“Each individual request should come through the recording companies and the master disc filed with AFM headquarters in New York at 1540 Broadway, or Chicago at 175 W. Washington St., or assurance given that it (the disc) will be destroyed.”

The AAAA and ANA were un...

(Continued on page 46)
ESSO TO PROMOTE "CARE SAVES WEAR"

FACED with the gasoline problem and the resultant decrease in service to motorists, Esso dealers in the eastern territory covered by Standard Oil Co. of New Jersey on Aug. 15 will start receiving special promotional material for the Esso "Cares Saves Wear" campaign to be promoted on the Esso Reporter newscasts and in newspapers.

The copy will stress Esso's newest dealer service to motorists interested in getting extra miles from their tires—a tire tread depth gauge which measures the maximum number of miles still obtainable with a set of tires, if properly serviced.

Esso Marketers has renewed for 13 weeks its newscasts heard every hour on the all-night all-music show, "Keep It With Music," on WJZ, New York. The news programs, are the only spoken word on the show, presented seven times weekly, 1-7 a.m. Renewal was effective Aug. 3. Agency in charge of the Esso Reporter programs is Marschalk & Pratt, New York.

Utility Dimout Series

DIMOUT regulations are stressed in seven consecutive shows placed on WJZ, New York by Consolidated Edison Co., New York. Edison asks New Yorkers to "keep your eyes, instead of to the energy." BBDO handles the account.

KSTP AND FT. SNELLING shared honors with a spectacular military float that led the recent Minneapolis Aquatennial parade. Later the coronation ceremonies of the annual summer sports and fun festival were transcribed by the KSTP engineering staff for reprocessing and distribution by the War Dept., at the request of the Aquatennial, to all camps where Minneapolis soldiers are stationed. Float also called attention to the Army Hour carried by KSTP.

War Silences Advertising Critics

(Continued from page 12)

From the priorities standpoint, media which sell advertising time and space have not yet experienced the dire conditions predicted at the beginning of the war. Although some of their raw materials have been curtailed, the curtailment has not approached that in other industries.

Were it inclined, OPA could cut advertising revenues by manipulating price control regulations and schedules. Thus far OPA has followed the assurances given by Mr. Henderson, but there has been no specific test on the question whether advertising expenditures would be squeezed in an effort to keep prices down in a specific instance.

Bread, which supports a healthy chunk of national and local advertising, is a good example of this situation. Prices bakers can charge for bread have been frozen at March levels, but the prices they must pay for their raw materials and labor are free to go upward. Eventually the squeeze will force bakers to petition OPA for relief. Then the question will be whether OPA will provide relief or tell them to eliminate advertising as one way to ease the squeeze.

In addition, OPA still has on its staff some who would like to standardize consumer goods and label them with Government grades—two activities widely regarded as inimical to the best interests of advertising. In fact, a recent price control schedule for meats includes a provision requiring packers to put Government grade labels on all the meats they sell.

Consumer Experts

OPA's Consumers Division, which always has been considered the hotbed of anti-advertising influences in the war effort, also has turned to advertising in an effort to tell consumers what the war is about. The division has established a Commercial Relations Bureau, staffed with men like Wroe Alderson, of Curtis Publishing Co., Victor M. Ratner, formerly with CBS and latterly with Lord & Thomas, and William H. Wells, formerly with a book publishing firm.

Another agency, which will make extensive use of the advertising industry's facilities, is the Office of War Information. Its Bureau of Campaigns, which this week takes over former NBC Advertising chief Ken Dyer's advertising unit of the Office of Facts & Figures [BROADCASTING, July 20], and is specifically charged to work with all existing advertising media (see page 12).

A survey of Washington advertising trends is not complete without reference to the reassuring message recently sent by President Roosevelt to the Advertising Federation of America convention or the recent statements made by the Commerce Dept. showing what it has done to promote good relations between Government and advertising.

The former is regarded as being in line with the President's effort to promote unity while winning the war is the major task before the country, while the latter is nothing more than a reiteration of an attitude that always has prevailed at the Commerce Department. However, in normal times, Commerce has never exerted much influence against efforts of more vigorous agencies to institute reform campaigns.

KRIC Loses Four

KRIC, Beaumont, lost four men to the Army in four days: Joe Trum, program director to Army Air Forces; Hoyt Wertz and Craig Lawson, announcers, to Army Air Forces, and Jesse Trail, engineer, to Signal Corps.

"It took those eggs at WFDF Flint Mich.; to hatch this idea!"
The Other Fellow's Viewpoint

**Bullseye!**

**EDITOR, BROADCASTING:**

I was greatly interested in your classification of TIME as 'radio.' They believed that the public would believe this. Indeed, Caesar Petrillo, the former president of the American Federation of Musicians, might be said to have made the point when he told a meeting of broadcasters in New York that the musicians might be paid $250 to $500 an hour for an hour's program. If so, the NBC chain, which paid them as high as $2,000 an hour, two weeks later, when the NBC chain was formed, we paid them as high as $2,000 an hour. After two years on the air they made two transcontinental tours, playing to packed houses at $2500 a week. A demand for advertisers was tremendous, for there was no such thing as an anti-trust suit to stop Petrillo.

In the meantime, I think we can do no worse than to stay with Petrillo by insisting that all rules and regulations in radio in effect in favor of musicians revert back to the pre-Dec. 7 status for the duration of the war, and give the small radio stations and small radio advertisers a breathing spell.

**WILLIAM H. RANKIN,**

Wm. H. Rankin Co., Adm.,
New York, Aug. 5.

Agency Man Agrees

**EDITOR, BROADCASTING:**

Your editorial "Flogs That Are Ugly" should strike a chord with the way for serious thinking and acting by radio advertisers and their agencies.

I am inclined to agree with the Reader's Digest stand in accusing a considerable portion of radio advertisers of time in their products with the war effort. Personally, I believe this crime applies more to local advertisers than to national advertisers.

We hear a great deal over local stations these days about helping Victory by purchasing radio and So's clothing—cr helping to win the war by purchasing So and So's furniture or shoes.

Local agencies have a problem in explaining to their clients the unpatriotism of such commercials and their bad effect upon the listeners.

**DAN RIVKIN,** Advertising Philadelphia, Aug. 3.

A Veteran Speaks

**EDITOR, BROADCASTING:**

Last Thursday I wrote James Caesar Petrillo and told him how unjust his remarks were on recordists and remote-control hotel sustaining dance and concert programs—most of them around midnight!

Little does he know how much small advertisers and small radio stations have improved their 12 to 24 hour a day programs through the use of recorded music and hotel orchestras and bands—without in any way competing with the pay of musicians—for the benefit and entertainment of our war audience. If each paid only 10 cents to hear such programs, then the musicians might be entitled to their share, but radio stations and advertisers pay for their time and the cost of such recorded programs and they are free to listen. That is the American way.

When advertising agencies started commercial radio 20 years ago, there were many men like James Caesar Petrillo, who did not believe there was a place in the business of advertising for commercial radio. They used propaganda to kill it, but the newspapers and the trade press came to the aid of the advertising agencies. With their help, the battle of free radio was won. That was about 1924-5 and orchestras were paid from $250 to $500 an hour. The first Joseph Knecht's Goodrich Silvertown Orchestra, was paid $10 per man for an hour's program, $50 for Joseph Knecht. Two years later, when the NBC chain was formed, we paid them as high as $2,000 an hour. After two years on the air they made two transcontinental tours, playing to packed houses at $2500 a week. A demand for advertisers was tremendous, for there was no such thing as an anti-trust suit to stop Petrillo.

In the meantime, I think we can do no worse than to stay with Petrillo by insisting that all rules and regulations in radio in effect in favor of musicians revert back to the pre-Dec. 7 status for the duration of the war, and give the small radio stations and small radio advertisers a breathing spell.

**WILLIAM H. RANKIN,**

Wm. H. Rankin Co., Adm.,
New York, Aug. 5.

The figure published served as the starting point for this issue's advertisement compilation.

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New Quebec Network

NORTHERN QUEBEC Broadcasting System goes into operation about Sept. 1, with a permanent 16-hour daily network of CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que. The three 250 watt stations become one unit connected by leased lines, the CNIB and in Canada, and will be fed from Montreal and Quebec by French and English network shows of the Canadian Broadcasting Corp. Local or national spot and transcribed shows will originate at the key station CKRN. General manager of the Canadian Broadcasting System is Jack Cooke, who holds the same post with Northern Broadcasting & Publishing Co., Timmins, Ont. Jean Legault is manager of the system, with Dan Carr as commercial manager and George Pope as chief engineer.

Air Force Lady

LIEUT. GEN. H. H. (Hap) ARNOLD has "drafted" a woman to work alongside flying officers in a key spot in the Army Air Forces. She is Idella Grindlay, office manager of NBC production department, who grew up with the network after going to work March 4, 1924. Herbert Hoover was inaugurated. Miss Grindlay will work under former NBC Assistant Production Manager Howard Nussbaum as Administrative Assistant to the Chief of Radio, Army Air Force.

National Spot and Local Show Increase at WJZ

LOCAL AND NATIONAL spot business of WJZ, New York, shows an increase of 75% for July over the same month last year, and the previous four months of operation show an increase of 33 1/3% over the same period in 1941, according to John H. McNeil, manager of the BLUE's key station.

Suggested as factors in this substantial climb in business are: streamlining of WJZ when it began operating under BLUES on an independent basis; adjustment of rates to fit existing war-time conditions; and favorable re-distribution of listener audience due to night shifts operations of war industries.

**BROADCASTING**

The Other Fellow's Viewpoint

**Bullseye!**

**EDITOR, BROADCASTING:**

I was greatly interested in your classification of TIME as 'radio.' They believed that the public would believe this. Indeed, Caesar Petrillo, the former president of the American Federation of Musicians, might be said to have made the point when he told a meeting of broadcasters in New York that the musicians might be paid $250 to $500 an hour for an hour's program. If so, the NBC chain, which paid them as high as $2,000 an hour, two weeks later, when the NBC chain was formed, we paid them as high as $2,000 an hour. After two years on the air they made two transcontinental tours, playing to packed houses at $2500 a week. A demand for advertisers was tremendous, for there was no such thing as an anti-trust suit to stop Petrillo.

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**BROADCASTING**

August 10, 1942 • Page 45
Oh, Say Can We Sing?

As mournful as a weeping willow,
I ask you, Mr. J. Petrillo,
if you'd consider letting me just hum, "Sweet Land of Liberty."

MARGARET FISHBACK
New York Herald-Tribune

A busy industrial, farm and W A R producing market gives our listeners more income for more buying.

Who at Des Moines is 'Heard Regularly' all over IOWA with 50,000 WATTS from the center of the State

J. O. MALAND, Manager
FREE & PETERS, Inc.
National Representatives

Williamsport, Penna.

W V A N K

Broadcasting

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

No. 1 Rep. - The Katz Agency Inc.

Petrillo and Justice

(Continued from page 43)

nderstood to feel the AFM had removed confusion from the statement contained in Petrillo's letter to Elmer Davis. There was no clarification of many other angles which bothered transcribers, spon-
sors and agencies, placing a large amount of spot business observed that one disc, for example, was often used as many as 100 times in a single week in one station. Each agency differs to some degree in the way it handles transcription campaigns. Networks, of course, only use transcriptions a few before certain hours in the evening. The network had they not determined to how handled transcriptional business was to assist in every possible way so that the public may not be denied the right to hear music produced by the many ex-
cellent organizations in our educational institutions.... There is an issue of restriction of the freedom of expression as guaranteed in the Constitution as well as an issue of public welfare.

Wallenstein's Comment

When the ban went into effect, Edward Wallenstein, president of Columbia Recording Corp., de-
cided the order springs from "no labor dispute." Mr. Wallenstein said that "union musicians are well paid; they receive $10 to $21 per hour for their recording ser-
vice; no demand has been made for an increase in this ample compensa-
tion; and there has been no con-
troversy with the men on employ-
ment conditions. Employment spreads through the year and is normal in scope." Mr. Wallenstein continued:

"We believe the order was made because the records we manufac-
ture are purchased through or-
dinary trade channels by broad-
casters who use them on radio sta-
tions for public entertainment and by owners of coin machines for use in 'juke boxes'. We receive no fees or royalties from these uses; we are not permitted by law to control the uses of records after they are sold; the courts have so ruled, and Mr. Petrillo knows this is true. If the prevention of such uses in Mr. Petrillo's aim he has taken a means to accomplish which is unreasonable, unfair and lawless."

As the Government began its legal battle against Petrillo and the AFM, moving into its first of-
cial stages last Monday in Chicago, Daniel B. Britt, special assistant to the Attorney General in charge of Chicago regional Anti-Trust Di-
vision office, moved to secure an im-
mediate temporary injunction by the end of the week against the AFM order. Appearing before Federal Judge Michael L. Igoe, Mr. Britt requested and secured an order "requiring the defendants to appear in court by Friday to show cause why a temporary in-
junction should not be granted pending the final hearing of the case."

The Government suit named James C. Petrillo, president of the union, and the following officers, C. L. Horan, secretary, Los Angeles; Fred W. Birnbaum, secre-
tary, Newark; Harry E. Bren-
ton, financial secretary-treasurer, Boston; and executive committee members: Chauncey A. Weaver, Des Moines; J. W. Parks, Dallas; Oscar F. Hild, Cincinnati; R. Rex Riccardi, Philadelphia; Walter M. Murdock, Toronto, Ont.

Specific Charges

Under the Sherman Anti-Trust Act, the complaint specifically charges Petrillo and his co-defend-
ants with combination in restraint of trade (1) to prevent the manu-
facture sale and distribution of phonograph records and electrical transcriptions; (2) to eliminate from the market all manufacturers, distribu-
tors, jobbers and retailers of phono-
graph records and electrical transcriptions; (3) to prevent radio stations from broadcasting musical compositions recorded on phonograph records and electrical transcriptions; (4) to prevent the use of phonograph records in so called "juke boxes" located in hotels, restaurants and dance halls; (5) to prevent the use of phonograph records in the home; (6) to prevent the sale of phono-
graph records to radio stations and "juke box" operators by re-
quiring manufacturers to boycott all distributors, jobbers, and re-
tailers who sell such records to ra-
dio stations and "juke box" oper-
ators; (7) to eliminate all musical performances over the radio except those performed by members of the AFM; (8) to require radio stations to hire unnecessary "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio networks to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians.

Recorded Programs

Countering Mr. Petrillo's claim that 90% of all music broadcast is recorded, the complaint states that approximately 75% of station time is.
Abuses in German Language Programs Are Tirmed ‘Generalities’ at Meeting


In a letter to Mr. Fly urging him to consider personnel engaged in broadcasting German language programs in the New York vicinity.

85% Signed Up

Meanwhile, the foreign language committee reports that 85% of the foreign language stations have turned signed codes on practices which were mailed by the committee.

The society’s reports have brought about a general feeling of satisfaction of the work of the committee at the FCC, it was said.

Meanwhile it has been decided by the committee and OWI that henceforth all foreign language transmissions circulated among stations, including those of the Government, must be accompanied by an English translation.

Elmer Davis Apprised

Elmer Davis, OWI head, was also brought up to date on work of the committee in a meeting last Friday. Attention of Mr. Davis and his staff was called to several stations which the committee reported to be consistently “stepping out of line”, following which an arrangement was worked out whereby any further complaints on foreign language broadcasts sent to Government agencies will be relayed to the FLRWCC.

Mr. Simon declared that the committee is being greatly assisted in its work by program writers and directors of most foreign language stations. It was brought out that on questionnaires sent to stations asking for specific information on time given by stations to Government announcements and programs, results due have by “conservative estimate” shown these stations have contributed more than $600,000 if translated to time sales.

C.S.E. 22

Stephens Store started “Young Stars of To-morrow” half hour show June 1935

be on station WHEC contin-

Stephens Store
One of Rochester’s Leading Apparel Shops
Renews Program ON WHEC 8th Straight Year

Started with WHEC in depth of the depression. Exclusive WHEC client ever since. The program’s commercials are “low and price” — we have to prove it the next day. 416 consecutive weeks and new contract proves we do. That’s why 20 other WHEC customers also have renewed without a break for the past 5 years or more!
The Twin Port Cities of Duluth-Superior

BUY 41.2% MORE FOOD than Tulsa!

KDAL Duluth, Minnesota

British Columbia Land of Opportunity

First With Local Business, Too

Vancouver Canada

J. H. McGillvrea (U.S.) Ltd.

in Canada (Canada)

Now More Than Ever

Extra Base Hits with WCHS Charleston, W. Va.

The Northwest's Best Broadcasting Buy

WTCN Blue Network

MINNEAPOLIS ST. PAUL

OWNED AND OPERATED BY ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.


Wage-Hour Group Asks Belo Review

DECLARING the Supreme Court was "erroneous" in its June 8 decision that the Belo Corp., owner of WFAA, Dallas, and publisher of the Dallas News could maintain its present employee wage contracts (BROADCASTING, June 15), the Wage and Hour Division, Labor Department, under L. Metcalfe Walling, administrator, last week asked the highest tribunal for a rehearing of the case.

In its petition, presented to the court by Solicitor General Charles Fahy, and signed by Warner W. Gardner, solicitor of the Labor Department, Wage & Hour centered its argument for rehearing on the fact that the Supreme Court, on the same day it decided the Belo case, handed down a decision, which it was claimed, contradicted the Belo decision.

In the case of Overnight Motor Transportation Co. Inc. vs. Missel, case allied to the W&H Division, it was claimed the Supreme Court ruled against a weekly wage contract being allowed to include overtime pay whereas the court allowed such a contract in the Belo case.

The petition contended that the W&H Division had always divided a weekly salary into the hours worked to get an hourly rate of earnings and that a base week's pay could be computed on the maximum number of hours allowed before overtime rates begin, not a weekly wage which would include both regular hourly rate and overtime rate. The petition further declared that overt time requirements of the Fair Labor Standards Act were not satisfied by a weekly salary sufficient to yield the minimum wage and time and a half the minimum rate for overtime.

Wider Attitude Fought

The petition argued that the court's decision would give "wider latitude" in wage contracts "than that which Congress granted" in the Fair Labor Standards Act. On this point the petition said section 7(a) of the act (on wage contracts) could be relaxed by section 7(b) "in return for a uniform wage upon an annual basis" but that Congress had declared could follow only an agreement "made as a result of collective bargaining by representatives of employers certified as bona fide by the National Labor Relations Board."

The petition declared that "serious confusion" has been introduced into administration of the Wage & Hour Act, "by the apparent inconsistencies between the Belo and Missel decisions which will produce unnecessary litigation" and added that the Belo decision "offers strong support to schemes contrived to evade the requirements of the Act."

At the Supreme Court it was said no action on the petition can be expected before the middle of October when the court will reconvene for the fall term.

‘THE WOMAN BEHIND THE MAN...’

Wife of husband who volunteered for Army

By JAMES F. CLANCY
Sales Promotion Manager
WTIC, Hartford

WE'LL CALL this one: "The woman behind the man behind the gun."

It's a story of a radio station, a valuable piece of broadcast prop-erty and a personality.

The station is WTIC, Hartford, the sponsor G. Fox & Co., one of New England's largest department stores, and the personality Ben Hawthorne.

For over eight years, Hawthorne has put the Fox Morning Watch on the air every weekday morning between 7 and 9.

Genial, quick-witted and happily commercial-minded, Hawthorne has become the very voice of the Fox organization. In fact, the two names, Hawthorne and G. Fox & Co., have become almost synonymous to New England listeners.

Well, Ben has left WTIC. He volunteered for Army service. We can't replace Hawthorne. Our lis-teners are going to miss him. We knew that and so did his sponsor. Now, G. Fox & Co. is as fine and as cooperative as any sponsor who ever invested in watts. When its executives received the news that Ben was going into the Army, they didn't "blow up" and yell that their Morning Watch was ruined. Rather, they asked Paul Morency, WTIC general manager, whom he would suggest to take Hawthorne's place. It wasn't an easy job. There was much worrying, much discussion and many conferences.

Then bang! It came like a bolt out of the blue. Mrs. Ben Hawthorne! So, she carries on. She made her bow to her husband's listeners last Thursday, Aug. 6, and they liked her. There was no "sob stuff" about

hobby joining the colors. She used the same format which Ben had been offering, including "Bessie Bessie", Ben's mythical cow.

Mrs. Hawthorne is no stranger to radio. Several years ago she appeared on WTIC's The Women's Radio Bazaar. One of her best as-sets—she can write—and countless plays have come from her radio-wise pen. In fact, there is authentic writing ability in the Hawthornes. Ben himself is a great grandson of Nathaniel Hawthorne.

The Hawthornes have given up their home in Wethersfield, Conn. They themselves designed and built a small house on the nearby estate of Dr. C. C. Hoffman, roentgenologist in the medical department of the Travelers Insurance Co. The house is but 16 feet square, contains two rooms, has a spacious lawn, and will be known as "The Little House." Because of its diminutive size, the town of Wethersfield has assigned it a number, 350 1/2 Main Street. It will be here that Mrs. Hawthorne will live and plan "The Morning Watch"—just another in that fast-growing army of American women who are carrying on.

REVIVALS of plays by Norman Cor-win, radio playwright, heard on WNYC, New York under the title The Corwin Cycle are being continued through August. Joel O'Brien, formerly Corwin's assistant during the CBS series 26 by Corwin, directs.
Department Store's One-Year Test

Buffalo Retailer Now An Active User Of Radio

AFTER a radio test of one year, contract negotiations with J. N. Adam & Co. and the Buffalo Broadcasting Corp. stations WGR-WKBW, have again been renewed with greater vigor and a more comprehensive program structure.

J. N. Adam & Co., following their first year's experience in broadcasting, have evolved one of the most impressive, completely serviceable, general radio programs of any department store in the country.

Production Programs Stressed

During the course of the coming year an outstanding feature will be a series of 26 dramatized night-time production programs, dealing with selected themes on pleasant trends. And each morning, Monday through Saturday, over WGR from 10:00 to 11:15 a.m. J. N. Adam's present a Jean Ames production. Interviews and music with local and national celebrities, as well as entertainment and information directed particularly to housewives. Topics covered include Red Cross, Civilian Defense, sugar rationing, charity work and general war activity.

Commercial portions of the program are invariably at the conclusion. For example, on a recent program Connie Boswell, who was appearing in town was interviewed. By previous arrangement the last question asked concerned her preference in dresses most suited for travel. She recommended cotton as very serviceable and practical.

The commercial to follow dealt with the complete displays of cotton dresses at J. N. Adam's. On another instance, when Jean Ames was interviewing Mrs. Burdette S. Wright, wife of the general manager of the Curtiss-Wright airplane factory and in charge of day nursery work with defense workers, she talked of denim clothing for the "small fry" and the J. N. Adam commercial was tied-in with their suggestion in denim. These daily periods are brief and direct.

During the afternoon, Jean Ames again returns to the air over WKBW from 4:00 to 4:05 p.m., Monday through Friday, for a listeners questions period.

Complete Spot Schedule

In addition to these regular programs, a complete spot announcement schedule, strategically placed, rounds out the entire effort.

Walter E. Anderson, director of publicity for J. N. Adam & Co. is in direct charge of planning and selection of the program topics, while John L. Kimberly, of the J. N. Adam advertising staff, handles the mechanic of the entire schedule.

During May, on the new J. N.


Adam special drama series, four new presentations were aired. Each script used on these evening programs is original, written by Herbert C. Rice, director of production for the Buffalo Broadcasting Corp. in collaboration with Mr. Anderson. The accompanying musical score is composed especially for each broadcast. Full orchestra, a complete cast and sound effects are used, resulting in a production that rivals many "big time" network shows.

One of the great successes of the J. N. Adam radio program has been in exploiting and tieing-in inner and exterior store displays, newspaper advertising and the radio features, using one to capitalize on the other for results. In several instances, they have devoted as much as six full columns of space to publicize a particular evening program, and regularly carry a full-column ad in the radio section of the Buffalo Sunday Courier-Express to publicize their weekly programs. In addition, a number of their spot announcements are used to build-up special programs. The stations cooperate through their own promotional facilities, bus and car cards and courtesy announcements.

According to Mr. Anderson, J. N. Adam's aim in radio at the present time is to build recognition and goodwill for the store. Long range results rather than immediate return are considered far more important, although J. N. Adam's get both from the use of radio, he said.

Show To Be Filmed

SPECIAL FILM short based on the MHS Army camp program This Is Part I, will be produced by Ted Lloyd for release by Paramount Pictures, with all profits going to the Army Emergency Relief. The film will show a typical broadcast with Tom Slater as m.c.

The Music Is Now Available

FROM WALT DISNEY'S TECHNICOLOUR FEATURE

Bambi

LOVE IS A SONG

TWITTERPATED • THUMPER SONG

LET'S SING A GAY LITTLE SPRING SONG

LITTLE APRIL SHOWER

Free copies for the profession may be obtained from

Broadcast Music, Inc.
580 Fifth Avenue • New York City

August 10, 1942 • Page 49
KOBAK DESCRIBES PROGRESS OF BLUE

ADVERTISERS, their agencies, and prospective sponsors of the BLUE, last week received a special four-page letter from Edgar J. Kobak, executive vice-president of the BLUE, summarizing the progress made by the network in its first six months of operation as an independent network.

In addition to a discussion of BLUE programs, publicity, promotion and sales policies, the letter states that 18 stations have joined the BLUE since its separation from NBC, while 62 extra stations are also available to advertisers for special coverage requirements other than that provided by the network's 123 affiliates.

The letter also lists by advertiser, title of program and number of stations the network's 25 active accounts, and its future bookings totaling 11.

WGET Shifts Staff

Six staff members of KGET, Greenville, N. C., are affected by recent shifts. Jimmy Simpson, former music director and announcer, becomes program director to replace Margaret J. Laughinghouse, who turns to fulltime managerial work. Other changes: Carl J. McKinney, chief announcer; Hank Tribble, chief engineer; Frances Simpson, first fulltime woman announcer; and Hoy Whitlow, continuity.

ACORN (Ky.) AIN'T NO MIGHTY OAK!

Great sales from little Acorn (Ky.) grow out of much-need--since 57.5% of Kentucky's total effective buying income is in the Louisville-Teddy area! Here, too, are 52.6% of the state's radio homes--one of every 15.7% of which is reached by WAVF, at rates far less than for any other medium. That's our story in an acorn--shell--complete coverage, lowest cost! Let us show you what it means in sales results.

Baseball Bangtails

PSYCHIC appeal of two horses named "Shortstop" and "Red" was too much for Byrum Saam, baseball reporter of WIBG, Philadelphia when he recently visited the Camden State Park tracks. He played the horses for the daily double with $5.60 and left the park $134 ahead.

A WAAC IS SALUTED by Erle Smith, news editor of KMBC, Kansas City, and June Martin, the station's Food Scout commentator. The candidate for the Women's Army Auxiliary Corps is Doris Leedes (right), secretary in the KMBC publicity and promotion department, who was among some 500 chosen throughout the nation for an officer's rating.

Complaints Hit Tobacco Advertisers

(Continued from page 7)

Distinguished doctors for the sole benefit of their own profession, nor were they merely to find out if Philip Morris cigarettes were any different.

Medical Tests Criticized

The FTC charges Philip Morris paid for tests made and that these were undertaken by "persons without training and experience sufficient to make them accurate and scientific." The charge adds that publication of the findings in medical journals does not constitute proof of the superiority of Philip Morris cigarettes over other brands.

Further argument is made that claimed "hygroscopic" agents (moisture removers) in the cigarettes have never been proved to lessen irritation to the smoker's throat and that proffered reprints by Philip Morris of papers on influence of these agents on cigarette smoke have never been sent to those requesting reprints.

In addition the FTC states that Philip Morris "has falsely represented and advertised" in claiming (1) that its cigarettes cause no throat or nose irritation; (2) that when smokers have changed to Philip Morris every case of nose and throat irritation due to smoking has cleared completely or has definitely improved; (3) that cigarettes may be consumed "without smoking penalties." Other alleged claims of Philip Morris are cited in the complaint such as: That the effect of smoking Philip Morris is "strikingly contrasted" with that of other leading brands; that competing brands are three times as irritating for inhaled and irritation caused by them lasts five times as long as that caused by Philip Morris; that eminent doctors have found that inhaling is a condition for which Philip Morris cigarettes are beneficial and exceptional.

With regard to its subsidiary, Dunhill cigarettes, Philip Morris is charged with misleading the public to believe these cigarettes are manufactured in England and imported into this country. The complaint points out that in radio, newspaper and periodical advertising of Dunhills, Philip Morris claims "this new superior cigarette is blended to the private formula of Alfred Dunhill Ltd." A company of this name manufactures and distributes cigarettes, tobaccos and pipes from London and is said to be essentially an English company. Philip Morris manufactures cigarettes under the Dunhill name for distribution in this country.

Camel and Dunhill

In support of its claim that the Dunhill advertisements are misleading, the FTC states the only indication of domestic origin of the cigarettes is to be found in the required factory notice and a "Made in U.S.A." in small type. Advertising for Revelation smoking tobacco, another Philip Morris subsidiary, was also subjected to FTC complaint on the basis of alleged claims. Camel Tobacco held outstanding superiority over other pipe tobaccos; it was free from bite; that measurably better action on the mouth and throat had been established and proved for Revelation; difference between Revelation and competitive tobacco is "fundamental"; and that properties and qualities claimed for Philip Morris cigarettes are also true of Revelation.

Kools Quit Claims

Meanwhile the FTC also announced last Saturday that the Brown & Williamson Tobacco Corp., Louisville, has agreed to cease certain representations in the sale of Kool cigarettes. The FTC said these representations included claims that smoking Kools during cold months will keep the throat clear; that these cigarettes constitute a remedy for colds or by changing to them a person may expect curative results; and that

TESTING?

Reach a big chunk of ILLINOIS ... do your testing thru the DECATURE station

BROADCASTING • Broadcast Advertising
smoke from the cigarettes is easier on the throat than other brands.

In the usual FTC procedure, 20 days are allowed respondents for answering complaints. However, it was explained that in involved complaints, such as this concerning the tobacco companies, continuances usually are asked for time to prepare replies. It was said that if the companies do not agree to cease the representations complained against, the hearing will probably be conducted in the FTC's New York offices since both companies have offices in that area.

No Company Comment

If the companies continue their advertising in the present form it was said a "cease and desist" order will be served. The companies then have the right of appeal to the Federal courts.

No statements were forthcoming last week from either companies or the agencies handling their accounts. There had not been sufficient time for a careful study of the companies, it was said. It is not expected that information for publication on procedure of the companies will be released until shortly before the close of the 20-day limit.

In view of the fact that continuances are reasonably easy to secure from the FTC some time may elapse before any direct action will be taken.

School Teachers Study Radio at WGY Studios

WGY, Schenectady, in cooperation with public school authorities, has opened a Radio Workshop to train elementary and secondary school teachers in the use of radio in classrooms, script writing and production.

The workshop, directed by Max U. Bildeeia, supervisor of the Bureau of Radio & Visual Aids of the State Education Dept., will give 20 teachers a three-week course with plenty of homework to supplement morning and afternoon lectures and discussions. Victor Campbell is WGY's representative on the Workshop staff.

Air School Advance

TO GIVE parents and other adults unable to listen to the CBS School of the Air of the Americas during daytime hours, an idea of the series CBS has scheduled three programs typical of the School for broadcast at 8:30 p.m. Aug. 14, 21 and 28. As arranged by Lyman Bryan, CBS educational director and chairman of the CBS Adult Education Board, and Leon Levine, producer of the School series, the three special programs will emphasize "promotion of the war effort among the second generation," the aim of the 1942-43 series. Titles of the three programs will be "Science at Work: An American Pageant," and "Role of Youth in War."

Reynolds, Philip Morris Heavy Users Of Time on Both CBS and NBC Hookups

CITED in Federal Trade Commission complaints last Saturday for "misrepresentations and false advertising" R. J. Reynolds Tobacco Co., Winston-Salem, and Philip Morris & Co., New York, are two of the heaviest timebuyers on NBC and CBS.

R. J. Reynolds, through its agency, Wm. Esty & Co., New York, promotes Camel cigarettes on 114 CBS stations, Mondays, 7:30-8 p.m. with Vaughn Monroe's Orchestra; on Camel Caravan, 114 CBS stations, Fridays, 10-11 p.m.; and "How'm I Doin'" on 80 NBC stations, Thursdays, 7:30-8 p.m. Prince Albert tobacco, also named in the FTC complaints, a product of R. J. Reynolds, is promoted on The Grand Ole Opry on 89 NBC outlets, Saturdays, 10:30-11 p.m.

Philip Morris is currently presenting two shows over CBS, Philip Morris Presents on Fridays, 9-9:30 p.m. on 114 stations; Crime Doctor, 114 stations, Sundays, 8:30-9:55 p.m. On NBC the tobacco company's program is Johnny Presents on 35 stations, Tuesdays, 8-9 p.m. Meanwhile Philip Morris is scheduled to start a weekly half-hour show Sept. 8 on 105 NBC stations, Tuesdays, 8-9 p.m. with Pacific repeat, 9:38-9 p.m. (PWT).

The program, scheduled to replace Johnny Presents, will be built around Ginny Simms as m.c. and vocalist. Featured also will be David Rose's orchestra with the Bombardiers, male vocal quintet. Vick Knight, recently appointed West Coast producer and manager of the Biow Agency, handling Philip Morris accounts, will be in charge of production.

Squibb Doubles Budget Of Latin American Time

E. R. SQUIBB & Sons, New York, has doubled its advertising budget for South America and the Caribbean area for the fiscal year July 1, 1942-43, according to an announcement last week by A. F. Connolly, vice-president of Dowland International Inc., agency in charge of Squibb's foreign advertising.

Prompted by faith in the future of Latin America, the increase for the coming year calls for a substantial institutional campaign, as well as promotion of Squibb Dental Cream. All types of radio will be used along with newspapers and magazines and will range from 30-second spot announcements to half-hour programs.

New Candy Spots

SCHUTTER CANDY Co., Chicago, has appointed Roche, Williams & Cunningham, Chicago, to make a three-market test for Hitt's Honey candy bars. One-minute announcements have been placed 45 times a week on WJR, Detroit; KMOX, St. Louis, and KDKA, Pittsburgh.

Hyatt Heads WJHO

F. MARION HYATT, chief engineer of WJHO, Opelika, Ala., has taken over the additional duties of general manager succeeding John Herbert Orr, it was announced last week. Other WJHO changes are the promotion of James T. Ownby to commercial manager and the naming of Jacqueline Melton as women's editor and traffic director.

Lance Show Also Sustaining

MUSICAL PROGRAM, titled Sunday Toastechee Time, launched on 60 BLUE stations Aug. 9 under sponsorship of Lance Inc., New York, for Toastechee Chokers, is offered to remaining BLUE affiliates as a sustaining show under the title Easy Listening. War restrictions place commercials on the sustaining. Featured on the show are Edward Medich, singer of religious songs; Paul Leaville, band leader, and a quartet. Morse International Inc. handles the account.

ADLER TO EXTEND RADIO PROMOTION

ADLER SHOES, New York, will increase its radio advertising Sept. 1, with participations on WJZ, New York, and will probably augment its spot announcement schedule by adding a substantial number of independent New York stations in the fall. Amusing and entertaining shows will be used in preference to news or other serious material.

In line with its policy to use programs of interest to women, Adler, which specializes in Elevator shoes, to make men look taller, has signed for participations thrice-weekly on WJZ's variety show Ed East in Breakfast in Bedlam. A sponsor of Here's Morgan on WOR, New York, the shoe firm has renewed a contract with WQXR, New York for 14 announcements weekly, using a new type commercial.

To denote the effect produced by wearing Adler Elevator shoes, chimes are played at two different pitches. Success of this musical symbol is said to be the main reason for expansion to other stations, so that a similar technique may be widely used. Consolidated Adv., New York, handles the account.

Test for Sparkies

QUAKER OATS Co., Chicago, through Ruthrauff & Ryan, Chicago, is conducting a test for Sparkies with transcriptioned station break announcements 19 times a week on KSD, eight times a week on KMOX, St. Louis, and 19 times a week on WMHD, Peoria. Contracts are for 13 weeks.
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Station Location Engineering
Forle Building, Washington, D. C.
Telephone National 7757

HECTOR R. SKIFER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

SPOOKY JUKE BOX
Speling Shortwave Alarms
Guests In N. J. Tavern

WEST ORANGE, N. J. had a 24-hour spy scare of its own last week, because of a barroom juke box with a defective tube. Guests at a local tavern sensed fifth column and summoned the FBI when an innocent-looking juke interrupted its routine renditions of such favorites as "Tangerine," and began to spread alarming aviation messages like "Plane 77 is ordered from Trenton to Washington."

An FCC agent broke the case by discovering the defective tube. Ordinarily, the music originated in a nearby dining room, and was transmitted by longwave to the tavern. The defect had converted the receiving set on the loudspeaker to shortwave, and made it tap the airline channel.

BROADCASTING

James to Air Force
E. F. H. JAMES, former director of promotion and publicity for the BLUE, on Aug. 8 reported for active duty at Miami Beach as a first lieutenant in the Army Air Force. A veteran in the radio field and a native of England, Mr. James joined NBC some 15 years ago, and was head of its promotion department until the first of this year, when the BLUE separated from NBC. No successor had been named by the BLUE last week to fill Mr. James' position.

CBS MONITOR UNIT OPERATED BY FCC

AFTER receiving information that CBS was to abandon operation of its San Francisco shortwave monitoring station on July 31, the FCC on Aug. 1 took over operation and maintained the station with supervision resting with the Commission's Foreign Broadcast Intelligence Service.

The post currently operated by CBS for the Office of War Information's coverage of the Pacific area, is intended to widen operation of the post. All information picked up by the post will continue to be utilized by the OWI and other affected Government agencies.

CLASSIFIED

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. Bold face triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Need Two Combination Announcer-Transmitter Engineers—State salary and experience in first letter. WMGG, Brunswick, Georgia.


WANTED: SALES MANAGER—Experienced, low pressure, high percentage checker. Excellent opportunity. Box 719, BROADCASTING.

Experienced Commercial Continuity Writer—To head department of four people. Also experienced woman writer for department stores. Send complete information first letter. WMUP, Pittsburgh, Pa.

Program Director-Announcer—Capable of assisting management small local Southern station. Give full details. Box 720, BROADCASTING.

Sales Promotion and Publicity Man—For Washington, D.C. station. Give experience, references and salary in first letter. Box 721, BROADCASTING.

Traffic Engineer—First or Second Class. No experience necessary. Good salary. WJTN, Janesville, New York.

ANNOUNCER—Need two capable, experienced general announcers for regular shifts. Good wages: ideal living conditions in Florida's most prominent, wealthy market. Give full detail of experience in first letter. Be prepared to send transcriptions on request. Box 725, BROADCASTING.

Local Station in Virginia—Has opening for chief engineer and operator. Submit qualifications and salary expected. Good first letter, with data available. Box 724, BROADCASTING.

Transmitter Operator—First class license. Experience desirable. 5 kw network station. Directural antenna. Contact KBCJ, Sioux City, Iowa.

ANNOUNCER-ENGINEER—First class license, preferably Progressive small Southern station. Good pay for short week. Box 723, BROADCASTING.

Wanted—Experienced, draft exempt, energetic, young radio advertising salesman with references. KBBW, Hutchinson, Kansas.

Situations Wanted


Other ads appear elsewhere in this issue.

Page 52 • August 10, 1942

BROADCASTING • Broadcast Advertising
Be a RADAR Specialist with the United States Navy...

Here is your opportunity to serve your country and advance yourself at the same time. The U.S. Navy needs 5,000 picked men to install, operate, maintain and repair RADAR equipment—the secret ultra high frequency apparatus used to locate airplanes. If you are an Amateur, Service-

man or Engineer YOU may be eligible.

You go into the Navy as a Petty Officer with food, quarters, uniforms, medical and dental care supplied plus pay of from $60.00 to $106.00 monthly. After the successful completion of eight months technical training you are eligible to immediate promotion to the rank of Chief Radioman with pay up to $175.00 monthly the first year and up to $200.00 per month thereafter—with opportunities to remain in the service permanently.

Go to your nearest Navy Recruiting Station TODAY (generally in your local post office) and find out how YOU can take advantage of your technical knowledge. THE NAVY NEEDS YOU!
Decisions...

AUGUST 3

WINB, New York City—Granted modification of construction permit to extend completion date to 11-1-42.

W2AF, Waco, Tex.—Granted extension of license to be expired on completion date to 9:30-42.

AUGUST 4

WMBO, Albuquerque, N. Mex.—Granted building and construction application for modification of license.

NWDI, San Francisco—Granted modification of construction permit to extend completion date 150 days after grant.


AUGUST 5

WPRA, Mayaguez, P. R.—Proposed to remain active.


Applications...

WSWB, Pittsburgh—Modification of license to change corporate name to WWSW.

WDAE, Tampa, Fla.—Special service authorization to operate on WDAE with a 5,000-watt unlimited time, employing directional antenna having a 15-degree beam width in frequency monitor and extension of construction permit and completion date of construction.

AUGUST 6

WCBX, New York—Modification of construction permit to extend completion date.

W2AQL and W2CQB, New York—Same, sharing time with W2CQF and W2CQB.

WRCX, New York—Same, sharing time with W2CQB.

W3CJ, Youngstown, O. —Voluntary assignment of license to the WFMJ Broadcasting Co.

Tentative Calendar...

NEW, Hennessy Broadcasting Co., Butte, Mont., construction permit for 1490 kHz, 250 watts unlimited; NEW, Bartley Creekhead, Butte, same (further consolidated hearing, Aug. 10).

Bailey Joins Navy

WILLIAM BAILEY, of KYW, Philadelphia, formerly an NBC announcer and program writer for Transistor Inc., New York talent agency, was commissioned a lieutenant July 28 and was assigned to the Radio Section, Navy Bureau of Public Relations, the following day. It was stated that Bailey's assignment was given to him because of his ability to take on older men for public relations tasks in order to release younger officers for active sea duty.

Johnny Johnstone on Tour

G. W. JOHNSTONE, director of news and special features of BLUE, left last week for a nine week tour of BLUE stations. He will confer with managers and examine local news and special features setups. He returns Aug. 22.

Actions of the

FEDERAL COMMUNICATIONS COMMISSION

AUGUST 1 TO AUGUST 7 INCLUSIVE

Robert Snider, engineer of WOWO-WGL, Fort Wayne, has joined KTUL, Tulsa. He is succeeded by Stanley Bailey, formerly of KOCV, Valley City, N. D.

J. R. DAVIS, chief engineer of KQFN, North Platte, Neb., is the father of a boy born July 26.

RUSSELL H. PRAY, formerly engineer of KYA, San Francisco, and for the past two years president of the Independent Broadcasting Assn. of 200+ stations, has been named international representative of the organization, concentrating on broadcast finances.

WEBSTER JONES becomes engineer at the transmitter of KFEL, Denver, to replace Dan Sjodin who has joined the Army.

JIM SCHUTZ, chief engineer of WCAE, Pittsburgh, and Alex Mester, staff engineer, were fathers of baby boys born recently.

BOB RITNER has left the engineer staff of WCAE, Pittsburgh, to attend Navy engineering school.

LUE DONSON, former engineer of WCAE, St. Paul, Minn., has joined the engineering staff of KBIX, Muskego, Oka.

SQUADRON LEADER LEN FORBES, former operator of CKCL, Toronto, is now in charge of the Royal Canadian Air Force wireless school at Guelph, Ont.

JAMES GRANT, operator of CKCL, Toronto, and Ernie Wilson, transmitter operator of CKCL, have joined the Royal Canadian Air Force.

LEN READ and Buster Crawler, operators of CKCL, Toronto, are now in the Royal Canadian Air Force.

MARDIS ANDERSON of WBRL, Columbus, Ga., engineering staff, has been transferred as acting chief engineer of WETM.

LLOYD BECKWORTH, formerly of WLAG, La Grange, Ga., is now on the engineering staff of WRHL, Columbus, Ga.

GEORGE KIRCH, chief engineer of WICO, Bridgeport, Conn., on July 18 moved to Fort Dix, N. J., as assistant to the chief engineer of the station's Commuter's Club program.

RAY FANCY, control operator of WCP, Chicago, is on leave as an officer of the Signal Corps training in Chicago.

AUDREY MIDTHHELL has joined the engineering staff of WOPH, North Bay, Ont.

AFRA, WABC Seeking Accord Over Two Points

TO SETTLE the two points of difference still remaining in the contract with the American Federation of Radio Artists covering staff announcers and program writers at WABC, CBS key outlet in New York, representatives of the union and the station will meet Sept. 1 in New York offices of Mrs. Lillian Pose, regional attorney for the Social Security Board. The points in question cover the length of the new contract and the wage increases.

Official count of the referendum ballots held among members of the union to amend the organization's by-laws, eliminating this year's convention, was made this week. The AFRA plan being to read the results at the AFRA board of directors' meeting on Aug. 15. The referendum was held through July 31 in deference to the request of the Office of Defense Transportation that contracts be held up in this field to free the nation's transportation facilities for the war effort.

Dr. Valdemar Poulsen

VALDEMAR POULSEN, 63, Danish co-inventor of wireless telephone and discoverer of the Poulsen arc and waves upon which his method of radio telegraphy is based, died recently, according to the National American Denmark Assn. The news was relayed from Copenhagen, Denmark, a London newspaper. With the late Prof. Reginald Aubrey Fessenden, American physicist and engineer, Dr. Poulsen is credited with being the inventor of the wireless telephone. However, world-wide notice came to him when he invented the telegraphophone, in 1899.
FCC Announces Lenient FM Policy, Battling Wartime Material Shortage

SEEKING to counteract the wartime shortage of materials, equipment and skilled personnel necessary to the maintenance of a broadcasting station, the FCC Aug. 4 announced a new and more lenient policy for licensing FM and ST (studio-transmitter links) stations.

The new ruling states that all holders of construction permits will be allowed to operate present existing facilities, provided construction has reached a point where the transmitter is capable of being operated to render a substantial service. FM broadcasters obtaining such licenses must show the FCC that additional construction is not possible at this time and must assure the Commission that construction will be completed according to the standards of the FCC as soon as the required materials and engineering personnel are available.

Serious inroads on the progress of FM already have been made by wartime shortages with many holders of construction permits for high-frequency facilities voicing their intention of quitting or have actually turned in their construction permits. Failure to obtain equipment was the cause in practically all cases.

28 Authorizations

According to FCC records, there are now five FM stations in operation with 23 stations operating under special temporary authorizations pending the completion of their construction in accordance with their CPs. Upon appropriate application the authorizations may be renewed by licenses. An additional seven stations are now on program tests and have asked for licenses. The FCC states that two other construction permits will be affected by the order.

Six permits building ST links, which connect studios and transmitters, will come under the policy.

Applicants for further new facilities, however, are barred except under special circumstances by an earlier freeze policy announced in the FCC's memorandum of April 27 which banned all new FM grants, among others, in the interest of material conservation.

The Commission observed that the Communications Act does not make extensions of time within which to complete construction unless it appears that such construction can be accomplished within a reasonable length of time. It was further stated that special temporary authorizations on a short time basis were undesirable. However, the FCC stated, it was desirable to encourage such service as is possible to licensees having FM receivers. Accordingly, the decision was reached that licenses should be allowed, whenever possible, to cover partial construction in cases where construction is completed but personnel is lacking.

Applications for such licenses must show (1) diligence in construction and proof of performance; (2) the actual status which the applicant believes sufficient to provide acceptable FM service; (3) materials and technical personnel for construction and proof of performance (Section 6, Form 320); (4) determination to proceed with final construction when conditions again warrant.

Wage-Hour Group Rules On Auto Driving Time

AFFECTING broadcasting salesmen and other station employees whose duties require them to drive automobiles, the Wage & Hour Division of the Dept. of Labor ruled Aug. 3 that time spent in automobile travel on business for an employer must be considered time worked under the Fair Labor Standards Act. However, the Division's opinion included that time spent driving back and forth from work is excluded from the decision.

The Division declared that "since an employee who drives an automobile is required to expend continuous effort and energy and has no opportunity to relax, sleep, eat or otherwise pursue his own interests, all the time which the employee spends in driving an automobile on the business of his employer is time worked under the Fair Labor Standards Act. If, however, an emploee works regularly at a fixed place of employment, the time he spends driving to and from work is not ordinarily to be considered time spent on the business of his employer and need not be treated as hours worked."

AFM Notice in Philadelphia

PHILADELPHIA Musicians Union, Local 77, AFM, has sent notice to the independent radio stations that present agreements covering the studio orchestras are soon expiring. The communications asked for a meeting at which time the resident officers will attend for the preliminary meetings. Contracts expire this fall with WDAS and WPEN. Negotiations are expected to be opened for the first time with WIBO, which will soon go fulltime with 10,000 watts.

Montana IBEW Pacts

AFTER several weeks of negotiation, four Montana stations-KGEE KGIR KEKM KFPA-have signed contracts with IBEW. They provide improved working conditions, including vacations with pay, double time for holidays, sick leave, senior preference, and a military clause guaranteeing reinstatement upon return from service.

PHILCO Corp. has been awarded the new Army-Navy pennant for achievement in production of war equipment, James T. Buckley, president, announced. Now converted 100% to war work, the company is making communications equipment for tanks, airplanes, shell fuses, and heavy duty storage batteries.

WBNY Music Pact

STAFF musicians of WBNY, Brooklyn, who have been on strike since June 6, will return to work at the station Aug. 24 under a new contract signed last week by the station with Local 902 of the American Federation of Musicians. The strike was called by 802 as a result of a deadlock on certain terms in WBNY's renewal contract with the local. The station wanted to reduce the musicians staff to three for the summer months, but the union insisted on a full musician quota of six on a year-round basis. New pact stipulates a crew of six at $50 per week.

PRECAUTION, explains Ramsey Williams, announcer of WFEA, Manchester, N.H., who claims his special mike enables him to hear his own voice, thus eliminating danger that the Czar of Music will find a way to curtail audition transcriptions, too. Ramsey sees one trouble with his invention... it has no dial.

Watt Bites Man

DURING a recent tune-up, the new 50 kw. transmitter of WWVA, Wheeling, ungratefully bit the man who brought it into being. Chief Engineer Glenn Boundy was making adjustments in a maze of equipment when an assistant cut some directional towers and grounded some condensers. Boundy now has a bandaged hand to show for 15,000 volts that arched his fingers after an inconsiderate relay condenser stuck as he touched the condenser.
BAHAMAS-U.S. PACT PROTECTS 640 KC

AGREEMENT for the mutual protection of the 640 kc. clear channel between the United States and the government of the Bahamas has been announced by the FCC. The agreement stipulates that if the Bahamas' only station, ZNS, Nassau, which operates on 640 kc., should ever increase above its present 5,000 watts, it shall not erect a directional antenna to limit radiation toward the U.S. to 392 mw./m. inverse distance field intensity at one mile.

It was further agreed that except in case of emergency affecting the public safety and property, ZNS shall not operate between 11 p.m. and 7 a.m. mean astronomical time for the longitude 5 degrees west of Greenwich and one hour prior to Nassau sunrise.

The United States had agreed that the secondary service of ZNS would be afforded protection from future assignments on 640 kc. as a Class I-B station in accordance with the NARBA. The exception is that the U.S. reserves the right to operate independently on 640 kc. in the Pacific Coast.

The 50,000-watt KFI, Los Angeles, is the dominant I-A station on the channel. Other stations on the frequency, all of which are limited to 3000 watts daytime and 1000 watts nighttime, are WAD, Norman, Okla., and WSKC, Columbus, O., 500 watts limited to KFI at night.

These conditions are pending with the FCC seeking advice to the 640 kc. channel. They are WCKY, Cincinnati; WKBG, Greensboro, N.C.; WPDE, Cleveland; WHEC, Cincinnati; WOKO, Albany, N.Y.; and WHCU, Ithaca, N.Y. The first four are for use with 50,000 watts and the last two with 5,000 watts.

Commentator in Marines

PAUL W. DOUGLAS, 50-year-old economist and University of Chicago Radio faculty member, who volunteered as a private in the Marines during World War II, has completed the recruiting training program at Parris Island, S.C. Douglas has also completed the recruit training program at Parris Island, S.C. Through Douglas has conducted the recruiting training program at Parris Island, S.C. Through Douglas, Smith, Parris Island commandant, said he will be used to address recruits worldwide, what this war means to them and the nation.

Radio Industry Mobilized by Treasury, Bond Sellers Are Organized by Cities

AS PART OF the Treasury Dept.'s current drive to coordinate radio's promotion and sale of War Bonds & Stamps, meetings are being held in various cities throughout the country to spur individual and cooperative sales efforts. Some meetings are attended by members of the Treasury's staff while others are conducted by SESAC, voluntary liaison body between the Treasury and the broadcasting industry in the campaign.

At a meeting in New Orleans on July 31, the five local stations participating in the direct sales campaign met with a Treasury representative to map the campaign carefully. Station managers present at the meeting included the following:

- P. K. Ewing, WDSU; C. C. Carlson, WJBW; James Gordon, WNOE; Harold Wheelahan, WSBM; and Howard Summerville, WWO.

Others also attending were Gerald P. Flood, representing the Treasury; Joseph M. Rault, chairman of New Orleans Radiations staff; Mark Bartlett, deputy administrator for Louisians; and Joe L. Kileen, chairman of publicity.

New Orleans Plans

Plans were drawn for a cooperative kick-off by the five stations featured by an hour program utilizing local musical talent and an outside band. Planned for the program would be a musical program and a band for the municipal auditorium, the program will also feature an announcer of each of the five stations in addressing their respective stations. Specific sales plans will be developed by the stations individually.

In addition the stations have received assurances of full cooperation from the New Orleans Federal Reserve Bank through Earl Paris, managing director of the bank.

Southeastern states are being supervised by C. Knox Massey, radio director of Harvey-Massen- gale Co., Durham, N. C.; Edward D. Parker, representative of the Treasury's staff, and Mobile, Ala., representative of the Treasury's staff, and Mobile, Ala., representative of the Treasury's staff.

Several stations have been assigned to a direct sales campaign for the Treasury's staff. These stations are:

- WCI, Boston;
- WHIG, New York; and
- WBBM, Chicago.

Already several stations have been assigned to the Treasury's staff. These stations are:

- WCI, Boston; and
- WHIG, New York.

Some stations have already begun their sales efforts. Others are expected to begin soon.

Carlson, WJBW, was also busy fighting.

Earl Godwin, associate editor on Watch the World Go By, BLUE series sponsored by Ford Motor Co., Detroit, in celebrating its 50th anniversary as a White House correspondent, his eighth as news commentator.

CREOLE MANAGERS unite to promote U.S. War Bond in New Orleans via radio as officials of five stations determined to "go the limit in pushing sales by joint cooperation as well as individual effort." Seated (1 to r) are: James Gordon, WNOE; and Harold Wheelahan, WSBM; standing, Howard Summerville, WWO; and P. Flood, Treasury; P. K. Ewing, WDSU; C. C. Carlson, WJBW, was not present in photo.

BROADCASTING • Broadcast Advertising
WHKY TO ASSUME
REGIONAL STATUS

COMPLETE installation of new equipment, preparatory to WHKY, Hickory, N. C., shifting to 1520 kc. and boosting its power from 5,000 watts day and 1,000 night with a four-tower directional array at night, was announced by Manager W. T. Hix. Equipment tests will be completed sometime this month with an approximate date for assumption of the new facilities. WHKY currently is operating on 1400 kc. with 250 watts.

The new brick transmitter building has been built on a 21-acre tract about two miles southeast of Hickory. A Collins transmitter and Johnson phasing unit have been installed under the supervision of E. S. Long, chief engineer of the station. Antenna will be for 205-foot Winchager towers.

WHKY received its construction permit for the change and increase just last Jan. 6, but due to difficulty in obtaining materials the stated date has been postponed until this time. Station is a member of the BLUE Southeasteren Network.

Chicago Group Unites
To Aid Air Recruiting

PLANS to assist in Navy and Army Aviation cadet recruiting activities were discussed after election of officers recently by the newly formed Chicago Radio Management Club, composed of radio directors of 20 leading Chicago agencies [BROADCASTING, July 20].

Earl Thomas, McCann-Erickson, who organized the club to give group assistance to Government war agencies in Chicago, was elected president; Buckingham Gunn, J. Walter Thompson Co., vice-president; Lee Strahorn, Lord & Thomas, secretary; Lewis Goodkind, Goodkind, Joice & Morgan, treasurer. Trustees appointed to serve for three months are: Ward Dorrell, Henri, Hurst & McDonnell; John Gordon, Needham, Lewis & Brody; Lt. Holman Faust, Mitchell-Faust Adv. Co.; Fred Marshall, Boswell & Jacobs.

Speakers at the meeting were Paul McElrue, sales manager, NBC, Chicago, and Lt. J. Smith Ferebee of the Navy aviation cadet recruiting service.

FORD MOTOR Co., Detroit, which last week introduced Roy Porter as alternate for Earl Godwin, news commentator, on the "World Go By" [BROADCASTING, Aug. 3], has inaugurated a policy of guest interviews on the program. Present guest was John Leigh, gas station attendant, who refused to sell gas to Leon Henderson, OPA Administrator. Agency is Maxon Inc., Detroit.

DR. JAMES ROWLAND ANGELL, public service counselor of NBC, and president emeritus of Yale, has accepted a six-year membership in the National Council of Education of the National Education Ass'n, Dr. Angell was elected at a recent council meeting in Denver.

FROM PARKING LOT to pasture may soon be the cry of parking attendants. Here Georgia Mae, western singing star of WBZ, Boston, shows how she escapes gasoline rationing. She rides the horse from her home to the studios.

Disc Ban Hit
(Continued from page 9)

ever, such as the recent order for recruiting union members to make phonograph records and the ban on a broadcast by a high school orchestra, Assistant Attorney General Thurman Arnold is at least making the public conscious once more of the sort of abuses that are fostered in the name of unionism.

"The principle obstacle that stands in the way of the Government suit is the Hutcheson case decision in which the Supreme Court interpreted the Clayton and Norris-La Guardia Acts so broadly as to virtually foreclose any chance of successful anti-trust action against labor unions."

"The Justice Dept. now contends however, that the offenses alleged in the present proceeding are outside the scope of the Hutcheson decision, as the actions complained of have no bearing on 'terms or conditions of employment' and therefore are not entitled to the protection intended for labor by the Clayton and Norris-La Guardia Acts."

"It is to be expected that the Pettrillo case will reach the Supreme Court. The outcome will be awaited with interest."

"J. Caesar Dixit" 

"I. Caesar Dixit" is the title of an editorial in the Washington Post, which makes the point that Mr. Pettrillo knows perfectly well it is mathematically impossible to make new records "for home consumption" provided the recording companies guarantee that none of them ever get into a juke box or any commercial radio stations. The Post said that "Jimmy has allowed himself to be maneuvered into a logically, morally and perhaps legally indefensible position —although we dare say that causes him no serious loss of sleep. His union has gone on record as declaring music to be indispensable to morale, and very probably it is. It has also been pretty generally agreed that morale is one of the indispensable ingredients of victory, and very likely it is."

"Very well: Jimmy has decided that if America needs music to win a war it will get it on his terms or not at all. Thus Jimmy is in solitary control of an absolutely essential war industry. If that doesn't suffice to bring Jimmy and his union under the jurisdiction of the War Labor Board, instead of the sadlly ineffective Labor Relations Board, we shall abandon our last faint hope of ever again living in a rational universe."

If James Caesar Pettrillo gets away with his two recent mandates, it will be because important interests are ready for the sake of peace to submit to as dictatoral a system as Hitler ever dreamed of," according to the Norfolk Daily News. The News says that "what will arouse the public is the realization that what may be heard over the radio is to be determined by the restricted authority of one man and that amateur musical organizations are to be barred from the air, at least from the programs."

"That is a tremendous power over the cultural life of the country to be exercised by one man, who needed nine years to pass through four grades of the Chicago public schools."

Pegler Amused

Westbrook Pegler, syndicated columnist, is frequently critical of organized labor operations, found it "amusing that all the indignation over the forbiddance on the further manufacture of canned music for the radio and in the jukes is directed at Jimmy Pettrillo, the dictator of the so-called Musicians' Union, when Mr. Jimmy is merely exercising powers which were placed in his hands by the New Deal, confirmed by decisions of the New Deal's Supreme Court and protected against legislative impairment by the New Deal's political agents in Congress and specifically in the Labor Committee of the Senate.

"He is erroneously reported to have gotten $46,000 a year when the fact is that, what with expense allowances and other valuable considerations, his income is nigh onto $80,000. He is not a thief and he is pretty much of a loner in the union racket, having little truck with the bosses of other big combinations. Under the terms of his union's constitution he can maintain himself in office until he dies, and he has the right to suspend any part or all of the constitution at will and he can call off elections and fire out of the union any rival officer who gets along with him."

Petrillo's "arrogant order reeks with restraint of trade," says the New York Herald-Tribune."

"The end, however, worthy, hardly justifies his means, which are both intolerably ruthless and unutterably stupid. It is unnecessary to elaborate the point that because some persons want work is no excuse for victimizing the public. And as for the small radio stations, the bars, restaurants and soda fountains that he would deprive of canned music, how many does he think can or will substitute live musicians? Almost none. If his order holds, many of the radio stations will close, depriving other labor of jobs; silence will succeed the juke box, and new records for the home will be wanting."

[For text of editorial "Petrillo As a Case Study" in the New York Times Aug. 5, see page 20.]

In Southern California...
Reeves Heads Group Designed To Foster Trade's Interest

"TO FOSTER the interests of those having a common trade, business, financial or professional interest" in the recording industry, 13 independent recording studios were formed last week into a trade association called Assn. of Recording Studios.

Incorporated in New York State with directors listed as Hazard E. Reeves of the Reeves Sound Recording Studios, and E. V. Brinkerhoff of Brinkerhoff Studios Productions, the new organization has no temporary officers. Mr. Reeves, president; Ray S. Lyon, vice-president; Marjorie Wolsky of Advertisers Recording Service, secretary.

According to Mr. Reeves, the idea for the organization was developed well before the ban on recordings for radio and jule boxes by James C. Petrillo, president of the American Federation of Musicians, but the unification of the 13 independent recording studios will be a distinct advantage in the current battle with the AFM. First meeting of the group took place last Friday in New York, at which time the AFM ban was discussed, in addition to Mr. Reeves' report on his recent conferences with the WPB, during which he has set forth a presentation with statistics and accounts of the services performed by the recording industry. In this way, the group hopes to identify itself more with the radio industry than the record business for purposes of better priority ratings.

The association, which plans to meet monthly and elect permanent officers in September, is open for membership to any person, firm or corporation in the vicinity of New York City . . . provided only that such person, firm or corporation own, lease or operate professional recording or transcription machinery.

Membership, to date, includes Associated Music Publisher Recording Studios, WOF Recording Service, Brinkerhoff Studios, Advertisers Recording Service, G. Schirmer Recording Studios, Bost Record Co., Frankay and Jackson Reprintening Studios, Carnegie Hall Recording Co., Reeves Sound Studios, Carl Fischer Inc., Audioscriptions Inc., Rockhill Radio Inc., and Tone-Art Recording Co.

Redbow Plans

GRAHAM Co., New York, packer of Redbow dry-cured grocery products, through its newly appointed agency, Blaine-Thompson Co, New York, will use spot radio on a test basis starting Sept. 21. A former user of foreign-language stations, Graham has signed a six-week quarter-hour period on WOV, New York, but will not be confined to foreign-language radio in its fall promotion.

Haggerty Repeats Plea for Radio Tax

In Hearings Before Senate Committee

STILL DETERMINED to hang a discriminatory tax on radio net time sales, John B. Haggerty, president of the International Brother-Abbied Printing Trade Assn., last Monday appeared before the Senate Finance Committee with a request that the committee recommend a levy of $25,000,000 yearly on the net time sales of what he termed "the highly profitable radio networks and commercial broadcast stations."

Somewhat varying the technique he used in proposing the same tax before the House Ways & Means Committee April 14 (BROADCASTING, April 20), Mr. Haggerty went into detail in quoting alleged profits of some stations and networks, 700% being the figure quoted in one instance.

Job Displacement

Mr. Haggerty lit upon the alleged high income of CBS, NBC and stations WOR and WHN of New York to secure his point "that those who secure these enormous profits should be called upon to pay their proper share of our winning of the war." In his testimony before the House committee, Mr. Haggerty had not mentioned the war—he had declared, however, that "these unused profits are derived through the displacement of the jobs of some 25,000 skilled printing trades workers through the diversion of advertising from the printed page to radio broadcasting."

This latter statement was disputed by the International Brotherhood of Electrician Workers (AFL) in a statement by its international president, Ed J. Brown, who contended that "the printer's organizations have made their most substantial gains in membership simultaneously with the expansion of radio broadcasting."

CBS was said by Mr. Haggerty to have advertised its 1942 first quarter dividend to be 680% on its invested capital, other than on the stock issued as stock dividends, despite the proposed 40% normal tax and other taxes and the proposed 94% excess-profits tax in the new tax bill.

He then added that NBC, CBS, WOR and WHN, "which radio stations and networks secure less than 60% of the net yearly income of the radio-broadcasting industry, paid into the Treasury last year some $7,800,000 in taxes, or some 20% more than reportedly is to be paid by the whole broadcasting industry this year."

Dividend Payments

These companies, after the payment of the taxes, Mr. Haggerty said, were able to pay dividends of $4,500,000 in the case of NBC; CBS paid $5,500,000; WOR has a net income of more than $500,000 and WHN's net income was $600,000. Further concerning WHN he declared paid-in surplus of $11,000 had a net income for the last two years in excess of $400,000.

Quoting other figures, Mr. Haggerty said CBS, with a capital, other than that represented by stock dividends of less than $500,000, had a net income of $10,000,000 after allowing $1,400,000 for depreciation and after payment of taxes of $12,500,000, had a net income of $1,000,000.

With regard to the objections raised by the IBEW, which had denounced the radio tax before the Senate Committee last year as well as before the House committee this year, Mr. Haggerty declared he is in error in calling his proposal "a punitive tax."

However Mr. Haggerty implied the tax might be punitive and discriminatory when he said members of the new committee and members of the IBWE will not call "taxes which will leave the privileged few radio networks and commercial radio stations with yearly net profits, as in the case of the network of some 700%, and others with well over 100%, on their investments, after the payment of the new tax, other punitive or discriminatory."

Some Exemptions

Mr. Haggerty also said that "stress is always laid upon the alleged injury" which such taxes would inflict on the small station owners. He declared that some stations receive only between 13% and 37% of the advertising dollar "which is paid to broadcast over these stations."

Mr. Haggerty said, "there is plenty of room from which to collect excise, or franchise taxes from those who pay such unusual commissions, discounts, and rebates in order to secure advertising from the advertising agencies and radio networks."

Concluding his testimony, Mr. Haggerty suggested that stations operated by educational, farm, religious or labor organizations, on a nonprofit basis, be exempt from his proposed tax.

The NAB as yet has filed no answer to Mr. Haggerty's proposal but assured BROADCASTING that a statement would be filed with the Senate committee within a short time. The same assurance was received from the IBEW. Both organizations quickly followed up Mr. Haggerty's proposals to the House committee last April.

James Church Resigns

JAMES CHURCH has resigned as director of the CBS Second Husband program, which he directed for Air Features, subsidiary of Blackett - Sample - Hummert, New York, agency handling the show for Sterling Products. Martha Atwell has taken over the program in addition to directing Mr. Keene on BLUE and Young Widder BRACE on NBC. Both bands are handled by R-S-H. Carroll Case has resigned as script editor of Air Features. His duties will be absorbed by the agency's other script editors.

AFTER YOU, UNCLE SAM!

Your copy of BROADCASTING is mailed in time to arrive on schedule every week. If it is a little late in coming, please remember that our armed forces have first call on all transportation facilities.
"ADVERTISING IS AN ESSENTIAL INGREDIENT OF A FREE SOCIETY"

says JESSE JONES, Secretary of Commerce of the UNITED STATES.

"American advertisers have done, are doing and we are sure will continue to do a highly effective job of proving the many values of advertising to a free nation fighting for its freedom.

"If there were no other reasons why the Department of Commerce believes in advertising, the contributions to speeding war work, which the press and the radio of the country are making, would be sufficient explanation of our faith in advertising as an essential ingredient of a free society."

(from a letter to the N. I. A. A., June 29, 1942)

To those 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.
Decisive Leadership

WKY has

28.3%

more listeners

THAN ALL THREE OTHER OKLAHOMA CITY STATIONS PUT TOGETHER

BULLETIN!

JULY 16.—(Special.)—On basis of May-June, 1942, Hooper Report just received, WKY has 33.2% MORE LISTENERS than ALL THREE other Oklahoma City stations combined! WKY's Total Listening Index, 56.5; Station "B", 19.6; Station "C", 11.5; Station "D", 11.3.

This is leadership! Not by an eyelash! Not by a head! But positively and decisively out in front by several lengths!

Morning, afternoon and evening, more persons listen to WKY than to all three other Oklahoma City stations combined . . . 28.3% more as measured by C. E. Hooper, Inc., from December, 1941, through April, 1942.

Such audience leadership gives WKY unquestioned leadership in SELLING POWER in the Oklahoma City market. This is why WKY is . . . MUST be . . . the choice of advertisers who conscientiously try to get the maximum for every advertising dollar.