why, Mr. Hatteras! Dear Sir! Please!

Where in the name of all that's native did you get the idea that WOR lays sound down only on New York?

1. Haven't we charted, mapped out, pointed, emphasized the exquisite fact that we cover all of one great state and the most densely populated portions of an additional six? And 63 counties in those states? With radio homes—4,500,000 of them—in those counties, and states? And 14 cities with 100,000 people each?

2. Haven't we told you that altogether the swellest combination of good newspapers in the nation—218 of them—list WOR's programs DAILY? And that these papers are read by 11,873,414 people? And that the benign editors of those papers in 19 states, including Canada, wouldn't list WOR's programs if their readers couldn't hear them?

3. Why, Mr. Hatteras, when you buy WOR today, you buy Bridgeport and Lancaster and Newark, Philadelphia, Wilmington, New London, and... Oh, 477 other cities and places, for the price of ONE station!

NOTE—SPOTBUYERS... WOR is now doing one of the nation's most intensely concentrated and effective jobs of group war market coverage this side of the Mississippi. It's something to remember when making war market selections.

at 1440 Broadway, in New York
"We've grown up with our folks, that's why

"We're One of the Family in Midwest America!"

"We sincerely appreciate this fine cooperation which Station WLS has given us for many years."—W. F. Graham,
INDIANA Agricultural Conference.

Yes, "for many years" WLS has worked hand-in-hand with every worthwhile farm event in Midwest America. Carried on-the-spot broadcasts to thousands of eagerly listening Midwestern families. Given them valuable, authoritative information on farm problems.

This explains why the people in this rich farming territory place full confidence in WLS—as in a respected member of their families. Obviously that's why

WLS Gets Results!

890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station

Management affiliated with Koy, Phoenix, and the Arizona Network—Koy Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
Don't sell yourself short on a schedule for your spots, when you can reach more than a million people in WDRC's Primary Area—at a local Hartford rate. For more than 10 years, this has been WDRC's policy: to have one rate for all advertisers, whether national, regional or local.

As a national advertiser, your cost is no higher than that of the many local accounts who use this station consistently and profitably. And the advantage is yours, when along with this rate structure, you have the outstanding coverage and programs of Connecticut's Basic CBS Station.

You get all three—on WDRC.
DON ED
CLOCK:
Timepiece, the hours being indicated by the position of its hands upon the dial plate (says Webster). The hour is at hand for you to advertise on KFAB, because right now the farmers are holding cash from the sale of their crops.

MONEY:
Silver discs and paper rectangles, which furnish the incentive for you to make, distribute, and sell your products. KFAB can help you garner more money, by helping you increase your distribution and sales. In fact, you need KFAB, to do a complete selling job in the important markets in this area!

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 23 • NO. 8 AUGUST 24, 1942

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Subscription $5.00 a Year  D Canadian and Foreign, $6.00
Published every Monday, 53rd Issue (Yearbook Number) Published in February

WRITE?
Dear WOL
we love you!
your listeners
RIGHT!

24,000 PIECES OF FAN MAIL
IN FIRST 13 WEEKS OF 1942

WOL  Washington, D.C.

BROADCASTING  Broadcast Advertising

Page 4 • August 24, 1942
The lustiest two-year old in Boston

May be it's that nourishing diet of 5000 watts on 590 kilocycles. Or the richness of our nineteen primary daytime counties. Anyway, WEEI's Food Fair program has outstripped everything of its kind in Boston—and it's only two years old.

Here's the record* at the end of the Food Fair's second year:

33% more audience than the nearest ranking participating food program in Boston—a seventeen-year-old.

300% more audience than the second ranking participating food program—a fifteen-year-old.

A record of winning 7 times the audience of a competitive food program which started out at approximately the same time as WEEI's Food Fair.

Built around three experts in cooking, marketing and entertaining—expertly merchandised—carefully produced—the Food Fair works six resultful days a week (10:45-11:00 a.m.) for advertisers. For the complete story about this healthy young giant, get in touch with WEEI or Radio Sales.

*From C. E. Hooper study December 1941–April 1942.

WEEI Columbia's Friendly Voice in Boston

ALL THOSE IN FAVOR

...of “going full network” at the very outset of the new CBS discount plan

And up went ten of the smartest and oldest hands in advertising
... Lever Brothers ... General Motors ... Chesterfields ... Armstrong Cork ... Luckies ... Wrigley ... Philip Morris ... Eversharp
... Coca-Cola ... Camels.

With 14 different programs ... 20 different time periods ... more than 9 hours of broadcasting on every station of the CBS network, these astute advertisers signal a new trend in radio—a trend that seems inevitable—“total coverage” of the vast CBS nationwide audience through the use of every CBS station.

The new CBS 15% net discount to advertisers using the full network has added from 7 to 47 extra stations on each of 14 programs at a fraction of the rate card costs.

More important still—to advertisers, to us, and to listeners—by making better programs available to more people ... by extending equality of listening opportunity to all ... full network broadcasting is increasing listening, increasing audiences, and thereby increasing the nationwide value of radio as America's No. 1 medium of information and entertainment.

COLUMBIA BROADCASTING SYSTEM

3 MORE HANDS GO UP!
—and Lever Brothers adds three new programs as this advertisement goes to press. The new hands:
General Foods Corp., Curtiss Candy Co. and The Texas Company
WHEN Harold J. (Tubby) Quilliam was a school-boy, he distinguished himself (and nearly extinguished his professors) with a diabolical talent for organizing "secret societies" and practical jokes which to this day are remembered with joy throughout the Northwest. He got fun out of everything. Today, Tubby is still organizing things, and still having fun. And that, no doubt, is why his KIRO is known as "The Friendly Station", and has grown spectacularly to become one of the great radio outlets in the Nation.

This sort of thing, to our mind, is one of the really gratifying sides of radio—the fact that brains and vitality and imagination are the factors of success, rather than ancient privilege and sheer weight. Take spot radio, for instance. Using spot radio, any smart agency or advertiser with a good little product can out-perform and out-smart his behemoth competition in one or two markets—then four or five more—and maybe, pretty soon, have another behemoth in its own right! And radio, we submit, is the only medium in which that kind of success is being constantly registered, today.

Here at F&P we have been privileged to help many new radio advertisers do a bang-up job with national spot. How about letting us dope out some plans for you? That's our favorite pastime, here in this pioneer group of radio-station representatives.
Networks Point to All Time Sales Records

Autumn Contracts Indicate Good Windup

NETWORK business is going to be good this fall. The first half of the year brought new highs in advertising revenue to all four of the nationwide networks and unless present indications are completely wrong, billings for the final half of the year will make 1942 a new record-breaker as far as network business is concerned.

As always, in war, a lot of things may happen to upset that prediction. Already priorities, scarcities and military demands have transformed many of the nation's leading manufacturers from producers of goods for civilian consumption to producers of armaments for military use.

It's Good So Far

 Naturally, this has affected advertising—and advertising by radio, as well as other media—for these manufacturers include some of the country's largest users of advertising.

But so far at least, business is good for broadcasters, and all signs point to its continuing that way. Roy C. Witmer, NBC vice-president in charge of sales, has this to say about the outlook for his network: "NBC's gross billings for the first six months of 1942 topped those for the same period in 1941 by 10% to 11%. This gain should be reflected in the coming season. I feel certain that NBC's commercial business will be considerably heavier than last year."

Edward W. Wood, MBS sales manager, reports that: "The first major revisions in the two-year-old Mutual volume discount plan, as presented to advertisers Aug. 1, 1942, show indications of bringing another swing of business to Mutual as was experienced in 1940."

"It is conceivable that manufacturers who heretofore have been unable to profitably avail themselves of transcontinental broadcasting will take advantage of this lowest cost advertising in network history. The improvements in Mutual's station facilities in the leading markets of the country, as well as in secondary areas, have been enthusiastically received by old and new advertisers."

Speaking for the BLUE, F. M. Thower, general sales manager, states: "To date the BLUE Network has signed 25 new clients during 1942. Among them are Socony-Vacuum four nights a week, Coca Cola six nights a week and the first seven-day-a-week commercial series in network broadcasting purchased by Ford Motor Co. New advertising agencies have been established to meet advertisers' problems during wartime. Certainly, if the trend established during the first eight months of the BLUE's independent existence is to be good indication, the broadcasting industry should be pleased with its prospects for the coming season."

CBS Looks Good

In the absence of W. C. Gittlinger, CBS vice-president in charge of sales, no official statement on the outlook for sales in this network could be obtained last week. The facts indicate, however, that the prospects for CBS are as optimistic as for the other major network.

Appended to this brief resume of advertisers is a list of those already signed for programs this fall. This list speaks for itself. In addition to network advertisers who have remained on the air throughout the summer months form an equally impressive testimonial to the good state of network business. There is also a third list which might be called an "if" list, including the business that has not yet been placed but is supposed to be in the offering.

For example: Tommy Riggs & Betty Lou has done so well as the summer replacement for Burns & Allen that their sponsor, General Foods, is reported to be considering keeping them on into the winter for another product in a new spot. Lever Bros. may similarly continue The Remarkable Miss Crandall, starring Mary Boland, which has spent the summer in the Sunday night movie occupied during the rest of the year by Jack Benny's Jello program.

Autumn Prospects

There is talk of a sponsored series starring Ed Wynn, an outstanding network favorite not so many years ago. Y & R (Continued on page 52)

New Programs, Programs Returning After Vacations

BLUE

*GENERAL MILLS, Minneapolis (Wheaties), on Aug. 21 starts Jack Armstrong on show, Fri., 5:15-6:15 p.m. Agency: Knox-Reeves, Minneapolis.

TRIUMPH CLOTHING Co., New York (Glenmore Sweaters), on Sept. starts Dorothy Thompson on 76 stations, Mon.-Thurs., 10-10:15 p.m. Agency: Emil Marol Co., N. Y.

*Coca Cola Co., Atlanta (beverage), on Sept. starts Spotlight Bands, as title may be changed, on 134 stations, Mon. thru Sat., 8:15-9:15 p.m. Agency: P. Arey Adv. Co., N. Y.


CREAM OF WHEAT Co., Chicago (hot cereal), on Oct. 3 starts Breakfast Club on 76 stations, Fri. and Sat., 9:45-10:15 p.m. Agency: BDDO, Chicago.

WHEELENCIT STREET, Corp., Wheeling, W. Va., on Oct. 4 resumes Wheeling Steelmakers on 76 stations, Mon.-Sat., 9:30-10:30 p.m. Agency: Critchfield & Co., Chicago.

*GENERAL FOODS Corp., New York (Fast Toothies) on Oct. starts Don Windows of the Navy on 141 stations, Mon., Thurs., 6-6:15 p.m. Agency: Benton & Bowles, N. Y.

*BRION ad. Co., New York (Mini-Rub), on Oct. 6 starts Duffy's Tavern on 154 stations, Tues., 2-2:30 p.m. Agency: Young & Rubicam, N. Y.

TEXAS Co., New York City (gas and oil), on Nov. 28 resumes Metropolitan Opera on 174 stations, Sat., 2-5 p.m. Agency: Buchanan & Co., N. Y.

CBS

*CAMPBELL SOUP Co., Camden, N. J. (concentrated soups), on Sept. 18 starts an untitled dramatic program on undetermined number of stations, Sun., 5:30-6:30 p.m. Agency: Ted Bates Inc., N. Y.

*CONTINENTAL BAKING Co., New York (Wonder Bread), on Sept. starts daytime serial, as yet untitled, on undetermined number of stations, Mon. thru Fri., 10:45-11:15 a.m. Agency: Ted Bates Inc., N. Y.

*JOHN REYNOLDS Tobacco Co., Winston-Salem, N. C., on Sept. 27 starts an untitled dramatic program on undetermined number of stations, Wed., 7-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

*CAMPANA Sales Co., Batavia, Ill. (tablet goods), on Oct. 5 is expected to resume First Nighter on 54 stations. Fri., 7:30-8 p.m. Agency: Ackerly, Moore & Wallace, Chicago.

*COLGATE-PALMOLIVE-PETIT Co., Jersey City (dentifrice), on Oct. 3 starts undetermined show on undetermined number of stations, Sat., 5:30-5:35 p.m. Agency: Ted Bates Inc., N. Y.

*LEWIS-ROWE MEDICINE Co., St. Louis (Pills), on Oct. 3 starts Freckle Remover and Juila Sanderson on 50 stations, Mon.-Sat., 6-6:15 p.m. Agency: Roesch, Williams & Conyngham, N. Y.

*TEXAS Co., New York City (gas and oil), on Oct. 6 resumes Fred Allen on 114 stations, Mon.-Fri., 7-7:30 p.m. Agency: Buchanan & Co., N. Y.

*LEVER BROS. Co., Cambridge (Swan soup), on Oct. 6 resumes Burns & Allen on 114 stations, Tues., 9:30-10 p.m. Agency: Young & Rubicam, N. Y.
NBC Stations Form Regional For Coverage of New England

WEAF or WJZ to Be Available in New York Under New Project; Weed Is Appointed as Rep

FORMATION of the New England Regional Network, embracing the area's only two 50,000-watt stations, not only with six other outlets, was announced last Thursday by Paul W. Moracy, general manager of WTIC, Hartford, and chairman of the operating group.

The stations comprising the network are, in addition to WTIC: WBZ, Boston, also a 50,000-watt; WJR, Providence; WCSH, Portland, Me.; WLZB, Bangor. Supplementary outlets will be WFPA, Manchester, N. H., and WDRO, Augusta, Me., now on the Yankee Network but to be available on both networks.

New York Outlet

Also available to the network for New York coverage will be WEAF, NBC's New York station, and ESB key outlet. All of the stations are NBC outlets and it is presumed WEAF will be the primary New York outlet, unless other stations are added.

It was announced that all of the basic stations will be exclusive outlets for the regional network, with the exception of WCHS and WLJB, which are also available to the Yankee Network.

Headed by Morency

Operations will be headed by the group headed by Mr. Morency. It includes also Lee Walles, manager of broadcasting of Westcott & Co., New York, John J. Boyle, manager of WJAR, and William H. Rines, who heads WCSH; Thompson Guernsey, di- rector of WLJB; and Mr. McIntosh.

September Dedication

While the new network immediately became available to advertisers, there will be a formal dedication in early September, Mr. Morency said. A meeting of the operating committee, to devise plans, will be held Thursday in New York.

The stations will function as a cooperative association rather than as separate stations. The rate structure is a combination of the rates of the stations used, with line costs and other overhead absorbed by the group. When such plans are made available to the public, facilities will be made available at NBC in New York for the network, whether or not a new outlet is used, at no cost to the account. This will permit agencies to produce in New York and feed to the network through WTIC.

Because of New England's high centrally concentrated population in a relatively small geographical area, the group feels the network will be of considerable value in any introduction of new products. Since all of the stations are NBC outlets (save WJZ when it may be used) no serious problems of time clearance are foreseen.

May Light Towers

OBSTACLE MARKER lights on radio station towers are an aid to serial navigation and do not come into play until San Francisco and Coast dim-out ban ruling, according to Col. Ernest S. Moon, executive officer of the Fourth Naval District.

In a communication to Richard F. Connor, radio coordinator of the San Francisco navy, via Broadcasters Assn., Col. Moon stated that tower lights will remain on until ordered out by the Army Regional Command. In general, tower lights come under the same ruling. Neon call-letters and other lights on towers must be turned out to meet dimout regulations.

Private Questionnaire on Equipment Not Mandatory, According to McIntosh

IN ANSWER to inquiries received from stations regarding a questionnaire seeking detailed data on broadcast equipment related to the projected conservation program, WBP officials said last Friday the questionnaire sent out by an equipment manufacturer was not au-thorized but they had no objections to stations answering it.

Frank H. McIntosh, chief of civilian radio of the WBP's Radio & Radar Branch, asserted that stations, if they like, could answer the questionnaire on a purely volun-tary basis. He said there was nothing mandatory about it. WBP, he explained, had asked an industry committee representing manufacturers to supply it with data on civilian radio transmitters, but had not authorized the questionnaire, which went out on the letterhead of the private company.

The covering letter asked stations for detailed information on new program test cards, how many were in use, and how many were in a new operating stage, and said that the information would be used to answer questions submitted to the government.

Alexander H. Rogers

ALEXANDER H. ROGERS, founder of WLAW, Lawrence, Mass., and publisher of the Lawrence Eagle and Tribune, died last Thursday at his summer home in Seabrook, N. H. Although in ill health for some time, Mr. Rogers had taken an active part in management of his enterprises. He was a leading figure in civic, fraternal and charitable life. Surviving are his wife and his son, Irving E. Rogers, general manager of WLAW, and three grandsons.
**Special Committee Will File Report After Labor Day**

REAPPRaisal of the FCC policy established last April, which rigidly freezes all broadcast assignments except where the heads of the military establishment may certify need exists in the war interest, was authorized by the FCC. Commissioner T. A. M. Craven heads the special committee, which includes Commissioners C. J. Durr and George H. Payne.

Under existing policy, established in a memorandum opinion issued last April 27, retention of the status quo on new or changed facilities is required. Commissioner Craven, who fostered the survey, has maintained that broadcast and other services might be improved without incurring upon the "critical materials" requirements of the armed services. With the FCC in quarters next Labor Day, it is expected the committee will conduct its study and report in the early fall.

The formal minute adopted by the FCC on the committee's functions, reads:

The Commission appointed a committee comprised of Commissioners Craven, Payne and Durr to make a study of pending applications and to report thereon, having to do with the use of materials for the construction or change of broadcasting facilities, and to submit to the Commission their conclusions as to what changes, if any, in the memorandum of April 27, 1942, the Commission should recommend to the Board of War Communications and the War Production Board.

**Automatic Denial**

The present licensing policy prescribes virtually automatic denial of applications involving installation of new equipment (whether or not it may be on hand or in inventory). New station assignments are frozen tight, unless the Secretary of War, or the head of the War Production Board, prescribes that the installation is essential in the war interest. Since promulgation of the April 27 order many applicants for improved facilities have dropped their applications because of the rigid nature of the "freeze".

Commissioner Craven consistently has held that transmitters now in the hands of stations or in manufacturers' inventories are not adapted for Army-Navy requirements, and that their use commercially would in no way be adverse to the war interest. He has maintained, on the other hand, that use of such equipment would make possible better service in the war interest, and in radio's effort to build public morale.

**PRINCIPALS of Can You Top This? on WOR, New York, as they appeared at the 'Beer and Bustle' program, which was recently broadcast by WOR. Their performances were a nostalgic tribute to the good old days of the gay nineties.**

**Broadcasting** • Broadcast Advertising August 24, 1942 • Page 11
Strike Threat Seen: AFM Ranks Upset

Union Board Holds Stormy Session In Chicago

WHILE THERE was surface calm last week in the music controversy precipitated by James C. Petrillo's ban on production of new transcriptions and records, surface activity apantly developed, with at least one threat of a strike against radio.

The AFM board, with Czar Petrillo reported in an ugly mood, met nearly all last week in Chicago but nothing emanated from its closed sessions at the Drake Hotel. Executives of MBS met, too, last Wednesday and Thursday as new strike talk developed because of the status of negotiations of the Pittsburgh AFM local with WCAE, MBS outlet in that city.

While there have been some reports that AFM will seek a postponement of the Sept. 16 argument, no formal postponement plea had been entered by the union up to Friday. In Washington, however, it was learned that Joseph A. Padway, chief counsel for AFM, and general counsel of the parent AF of L, had left by plane for London with Daniel Tobin, AF of L official, to attend a British labor conference. It was not thought he would return by Sept. 16. Whether, in the light of his absence, a postponement plea will be made, was problematical. It was also questionable whether the court would be disposed to grant a postponement at this late date, particularly since the Government has stated that it will be ready to appear as scheduled on Sept. 16.

The strike talk was somewhat al-

layed last Friday, however, but por-
tents of a crisis of some kind were seen prior to argument on Sept. 16 before the Federal District Court in Chicago on the move of the Dept. of Justice to enjoin AFM, Petrillo and his international executive committee. Assistant At-
torney General Arnold, who per-
sonally will direct the Government's case, was gathering evidence for the presentation.

That all is not tranquil in mu-

sician ranks was evident as the Petrillo ban entered its fourth week. The Chicago board sessions, it was reported, were stormy. Moreover, name band leaders were beginning to complain about lack of custom-
ary radio recognition. It was re-
ported, particularly from the Mid-
west, that numerous sessions, act-
ing independently, have demon-
strated their indignation over Pet-
trillo tactics by performing rec-
ords and transcriptions without identifying the bands.

AFM Board Meeting

This appeared to be a revival of moves taken by many stations sev-

eral years ago when the National Assn. of Performing Artists, made up of band leaders and other per-
formers, attempted to exact addi-
tional royalties from stations but lost out in the courts. The band leaders soon found, as a result of non-recognition of their records on the air, that phonograph record and music sales dropped off consid-
erably and their box-office popu-
larly also waned.

The AFM board met Tuesday through Thursday. In addition to President Petrillo, there were pres-

tent C. L. Bagley, vice-president, Los Angeles; Harry E. Brenton, financial secretary-treasurer, Bos-
ton; and executive committee mem-

bers Chauncey A. Weaver, A. Rex Borden, Philadephia; Walter M. Murdoch, Toronto, all officers of the organization who have been named defendants in the Government anti-trust suit against the union.

On the preceding Sunday, the union ran full page ads in the Chicago Sun and Chicago Tribune and on Aug. 17 in the Chicago Daily News. The advertisements were titled "Explanation of the American Federation of Musicians' position in the recording and trans-

cription fight." Displayed were the texts of letters to Petrillo from FCC Chairman James Lawrence Fly dated July 22, and from Elmer Davis dated July 28, and Petrillo's replies to them [BROADCASTING, Aug. 3, 10].

While the Pittsburgh situation was not finally settled last week-

end, it nevertheless was felt a strike crisis had been averted. It is under-
stood Leonard Kapner, man-
ger of WCAE, Hearst-owned out-
let, has agreed with the local to rehire his house orchestra on Sept.

1, but without a contract. The sta-
tion has taken the position that it cannot contract for a staff orches-
tra until the national union's tran-

scription and record issue is cleared.

Free Flow of Music

In one other city it was reported negotiations with the local had been stymied because of a provi-
sion in the station's contract guar-
anteeing what amounts to "free flow of music". The station insisted that the Petrillo ban violated that provision and therefore it was not

(Continued on page 48)

Latham Joins MBS In Sales Position

JOHN R. LATHAM, formerly executive vice-president of the American Network, representing FM stations MBS Autumn, 24 as assistant sales manager, W. E. Macfarlane, Mutual presi-
dent, announced last Thursday follow-
ing an executive meeting held at the Hotel Ambastor in New York. Mr. Mac-
farlane also an-
ounced immediate plans to en-
large the network's New York office at 1440 Broadway. Mr. Latham, well-known in eastern radio, was for several years in charge of time-

buying for Young & Rubicam, New York, and later served as presi-
dent of the American Cigar & Cigarette Co.

Engaged in the American Net-
work to survey the potentialities for an FM network, Mr. Latham upon his appointment executive vice-president of the organization in charge of the New York offices, which were serv-
ing FM broadcasts as sales rooms re-
representatives pending the time when the proposed network would be ready to begin operations. The entry of America into the war has made an FM network definitely a post-war proposition, freeing Mr. Latham to make the affiliation with MBS. He will serve under Edward W. Wood, MBS sales manager.

Draft of Married Men

By Christmas Is Seen

IN DECLARING that married men with working wives and single men with dependents could expect to be called before Christmas for military service, Maj. Gen. Lewis B. Hersey, Selective Service chief, speaking in Evanston, Ill., last Friday, insisted that every "eligible" case women and old men would replace able-bodied men of draft age even in vital lines.

This pertains that the manpower situation in broadcasting may not be alleviated despite the fact that the industry has been declared es-

sential by Selective Service. Also it was indicated by Gen. Hershey that many industries now deemed essential may not be in that classi-
fication within a short time [see Selective Service and War Man-
power story on page 81].

Trimount Blue Program

For Dorothy Thompson

TRIMOUNT CLOTHING Co., New York, will begin its third series on BLUE when it resumes commen-
tories by Dorothy Thompson, analytist and columnist Sept. 20. Miss Thompson broadcast on BLUE for Trimount, makers of Clipper Cigarettes, from March 15 to June 11 this year under a 13-week contract, occupying the 8:45-9 p.m. slot on Thursday. She will be heard Sunday 9:45-10 p.m. under her new contract, also for 13 weeks.

Transferred William Hillman and Raymond Clapper, columnists and commentators on the BLUE last fall. Agency is Emil Mogi Co., New York.
Radio Tax Plan ‘Submitted’ to Senate

Text of Hearings
Reveal Secret Project

A PLAN to tax radio, prepared jointly by the Treasury and the FCC, but not recommended for adoption by that agency, has been submitted to the Senate Finance Committee, it was revealed last week through publication of a section of committee hearings on the nearly seven months old tax bill recently passed by the House.

The plan, submitted it was said, only because the Senate Finance Committee had made a request last year for a project after that committee had thrown out a proposal to tax receipts of networks and stations, to the tune of $12,500,000 would levy on radio either through direct graduated tax based upon stations’ transmission power or a graduated tax based on net time sales. A table on taxes which begins at 100 watts would find a station with that size transmitter being taxed $100 and graduates to $1,000 for 50,000 watts.

Based on Net Sales

The tax based on net time sales would be imposed on 60% of those stations which own networks and stations at rates graduating after a $100,000 exemption. The rates, after the exemption, were not recommended or submitted with the plan. Obviously this had been left to the Senate committee’s discretion. Part-time stations would be subject to rates equal to those applicable to full-time stations. Network net time sales would be taxed at 8%, applied after an exemption of $100,000. [See full text of plan and tax table on this page.]

A great deal of conjecture has been expressed in Government and industry circles for some time on the possibility of a radio tax. It had also been reported that the Treasury and FCC had jointly drawn up a tax plan. However neither agency had released any information on the plan because, as it was declared in submission of the proposal to the Senate, no recommendations for adoption had been made. It was indicated that officials of both agencies did not think the plan feasible and that they also felt it to be discriminatory.

Plan To Senate

The plan was therefore submitted to the Senate committee in executive session—behind closed doors. Discussions at these hearings are not made available for publication. The plan then was published in the committee’s record, it was said, because of the insistence of some committee members as well as outside interests. It was included along with a letter submitted to the committee Aug. 13 by Randolph Paul, Treasury general counsel.

Also, the Treasury as recent as a fortnight ago [BROADCASTING, Aug. 17] emphatically declared it had not “recommended” a radio tax. This was in an address by Mr. Alvord, chairman of the Senate Finance Committee, in which he was quoted as saying “we have not recommended a proposal along these lines, such a tax would necessarily interfere with the operations of the broadcasting industry.”

‘Explanatory’ Proposal

Mr. Paul, in his letter to the Treasury plan of last year, also unrecommended by that agency, which dealt primarily with a tax on network and station gross receipts. However, in a proposal of Aug. 1941 plan was at the request of the House Ways & Means Committee, eventually to be dropped in the Senate. A summary of the plan was being submitted to the committee at the request of Mr. John B. Haggerty, International Allied Printing Trades Association. In his 1941 memorandum on the taxation of radio broadcasting be included with his testimony before your committee.

He pointed out that the Senate Committee last year, after dropping the gross receipts tax on radio, had requested the Treasury “to explore” the possibilities of a radio tax and indicated that the plan would be submitted last week, was now in accord with that request.

Meanwhile, Ellsworth C. Alvord, NAB tax counsel, vigorously protested against the “25 to 30 million” tax on net time sales proposed by Mr. Haggerty to the Senate committee Aug. 3 [BROADCASTING Aug. 10] in a letter to the committee Aug. 17.

Mr. Alvord declared Haggerty’s proposed tax “would seriously jeopardize the extraordinary and commendable contribution to the nation’s defense effort which radio is now making.” He also said “there is no justification for the imposition of a discriminatory tax of this nature upon any industry and most certainly not an industry engaged in the dissemination of facts and information.”

NAB Stand

The NAB counsel confirmed that “the Treasury has not recommended and is not recommending (jointly with the FCC, or otherwise) the adoption of a special tax upon the radio industry” and suggested a review of the letter to the committee from Mr. Paul.

The new tax plan of the Treasury and FCC was reportedly referred to by Mr. Alvord. “We trust,” Mr. Alvord said, “that your committee will again reject any proposal to impose a special tax upon the radio industry, and we are confident that your committee will afford the industry and others interested an adequate opportunity to present their views as to the advisability of such an action.”

Not Seriously Considered

Consensus in Government, industry and labor circles was that no serious consideration was given to a discriminatory tax proposal for radio. The Aug. 10 lashing of the Haggerty proposal by FCC-Chairman James Law-

**Is the Wartime Audience Up or Down?**

**Refuting CAB, Hooper Replies to Lewis: 'It Is Up'**

Dear Mr. Lewis:

Our staff's concentration on the factors inherent in accurate radio audience measurement has created convictions of what is right and wrong about methods of measuring radio audiences. Individuals and department heads in various organizations on our extensive client list have sought our point of view but yours is the 'official' request for clarification of the most needlessly confusing condition existing in all advertising. How can there be two measurements of the same thing which are so far from being equal to each other?

All Are Up

Two weeks ago, when relatively meager information had been released to show the degree to which the CAB records and ours were at variance, a large circulation magazine approached me for a statement on the subject. What I gave out included the following:

"A detailed analysis of our records revealed nothing but confirming evidence of consistently higher listening since May 15 compared with the same period a year ago. In addition to the "Radio Use Index" below, we find that:

1. The "Available Audience Index", which reports by individual time periods and in terms of broad averages the size of the group at home and awake, is and has been up.

2. The "Average Network Program Rating", issued twice monthly to show the audience size to network programs compared with all broadcasts, is currently up and has been constantly higher since May 15 compared with a year ago.

3. The "Recruiting Efficiency Index", (i.e. our continuing measurement of the percent of those at home and awake who are listening to the radio) has been consistently up.

"Whereas the audiences have actually increased the apparent decline reported by CAB is explainable in terms of simple arithmetic, with no mystery to any eighth grader. Each organization rates a program by dividing total interviews in program listeners. We use "total homes called" (including 'not at home'). CAB uses only completed calls in its divisor. A simple example will show how the CAB index of nighttime listening can decline even when listening goes up if some change like rationing causes a larger proportion of the people to stay home. (Our records show drops in the first half of each month since May 15, whereas the seasonal trend based on previous years' record calls for increases.)

Example 1: 100 homes were called in 1941. 20 were found 'listening', 20 were 'not at home'. Hooper 'Sets-in-Use Index' would have been 20.0; CAB would have been 25.0 (20 + 80 = 250%). In 1942 let those at home increase from 80 to 85 per 100, let 'listeners per 100 homes' increase to 21. Hooper 'Sets-in-Use Index' increases to 21.0: CAB drops to 24.7 (21 + 85 = 247%)."

**MR. LEWIS POSSES THE QUESTION**

**Dear Mr. Hooper:**

I am approaching you to request your best and most complete explanation of how these two statements appearing in the press during the same week can both be right. The first says listening is down 4%; the second says listening is up 17.5.

"Broadcasters have been hearing that gas and tire rationing would keep people at home—with an ear glued to the radio—and who have introduced this hope into their sales arguments, will find no support in the Cooperative Broadcasting's index of radio listening. CAB's index of nighttime listening stands at 23.4 for June of this year, a drop-off from 24.4 for June of last year."—Business Week, June 25, 1942.

"The continuous evening radio use index published by Hooper Radio Reports stands at 22.2, up 3.2 from 19.0 in the corresponding report of last year."—Radio Daily, July 27, 1942.

Because we are interested in reaching the largest possible radio audiences with vital war information—and in doing everything possible to help maintain those audiences, these contradictory measurements are of vital concern to the Office of War Information. We would like an explanation, if there is one, of why two such diametrically opposite conclusions are reached by two organizations, the work of both of which is measurement of the same thing, namely, radio audiences.

**WILLIAM B. LEWIS**,

Chief, Radio Bureau, Office of War Information, Washington, Aug. 18.

*As identical letter was also sent under same date to A. W. Lehman, Cooperative Analysis of Broadcasting.*

**Comparative Audience**

Your letter and the prominence given more recently to the detailed second quarter review released by CAB, both by the trade and general press calls for a more complete response. A simple chart will help.

The subject matter for the chart is our 1941-1942 "Sets-in-Use Index" of evening listening, which, if added, is radio's longest comparative record of audience size. This index is and has been continuously based on "Total Homes Called" in basic network areas cities in which we have uniformly asked the question "Were you listening to the radio just now?" continuously since November, 1935. The question and the statistical treatment we give its answers, is credited [Column 3, page 13, Stanton: How Radio Measures Its Audience, 1941] with supplying to radio an "absolute" measurement of comparative audience size.

Because of the seriousness of the current controversy, it is constructive to point out that CAB has no such direct record of "Sets-in-Use" [Column 1, page 14: Stanton: How Radio Measures Its Audience, 1941]. Its index is a composite of adjusted program ratings, which are themselves subject to many variables, the best known of which is stated in CAB's definition of its own rating, the memory variable. Furthermore, method changes in October, 1935, and again in October, 1940, destroyed long time comparability in all CAB records. Our first view of the increase in listening recorded in our January 1942 Index compared with the five preceding Januarys seems to us to reveal perfectly normal radio behavior on the part of a nation at war. The subsequent narrowing of the spread between 1942 and 1941 in February and the drop in March, 1942 was explainable in terms of the decline in the dramatic quality of war news from both the Pacific and from Europe. Also in March and later in April, when the substantial drop took place in 1942, we were privately calling the attention of the industry to a probable listening surfeit due to omnipresent radio-borne war announcements.

This resulted from the unrestrained competition by Government departments and war agencies for free radio time. Out of this competitive situation came the Advertising Council with the resultant War Information Network Allocation Plan which brought first a stop to the deluge of releases and more recently a rush out of chaos.

As Expected

By early May (before gas rationing and before tire conservation had become a reality) our index was again up as compared with 1941. This we interpreted, in our release to the industry, to be the expected constructive influence of the elimination in 1942 of the previously traditional May 1 confusion traceable to Daylight Saving program time schedule changes.

As can be seen at a glance in the chart, May "Sets-in-Use" was up 2.8 over May, 1941. (The drop from Continued (on page 59))

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**HOOPER "Sets-in-Use Index"**

1941-1942

**JAN. FEB. MAR. APR. MAY JUN. JUL. AUG.**

<table>
<thead>
<tr>
<th>Month</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>71.6</td>
</tr>
<tr>
<td>Feb.</td>
<td>68.1</td>
</tr>
<tr>
<td>Mar.</td>
<td>64.2</td>
</tr>
<tr>
<td>Apr.</td>
<td>65.5</td>
</tr>
<tr>
<td>May</td>
<td>62.2</td>
</tr>
<tr>
<td>Jun.</td>
<td>60.9</td>
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<tr>
<td>Jul.</td>
<td>59.7</td>
</tr>
<tr>
<td>Aug.</td>
<td>58.5</td>
</tr>
</tbody>
</table>

*Average Sets-in-Use in Basic Network Areas Sunday thru Saturday Evenings. Hours surveyed 6:00-10:30 P.M. New York Time. Source: Hooper Radio Reports*
Making the Cash Registers

**JINGLE, JANGLE, JINGLE**

**WSIX**—now 5,000 watts (day and night) on 980 kilocycles—is giving *multiplied* coverage of the rich Nashville market.

- Advertisers report healthy sales increases directly traceable to our new power and frequency. Such gains are further enhanced by the boom-time prosperity of this entire trading area.

Though serving a much larger territory than before, and serving it with a much clearer signal, WSIX nevertheless has made—as yet—no increase in rates. Old 250-watt rate card still in effect. It's a BUY!

**SPOT SALES, INC.—NATIONAL REPRESENTATIVES**

---

5000 WATTS

WSIX

"The Voice of Nashville"

980 KILOCYCLES

NASHVILLE, TENN.
Walker FCC Acting Chairman As Fly Makes Extensive Tour

WITH FCC-BWC Chairman James Lawrence Fly away on leave for several weeks, Commissioner Paul A. Walker last Tuesday was designated acting chairman of the Commission. Mr. Fly, it is understood, has gone to the West Coast and plans to inspect FCC's explorations there, including Radio Intelligence Dept. and Federal Broadcasting Service units. His itinerary has not been announced.

While Commissioner Walker was named acting chairman, he is presiding intermittently over telephonic spot announcements for Rem and Relief cough medicines, on a similar scale to that used last year. Firm at that time ran spots three-weekly nation-wide from Sept. 20 through March. Agency is Joseph Katz Co., Baltimore.

Other Campaigns

Although no details are available at present on specific plans, other companies that have started placing their advertising are: Mustertol Co., Cleveland; Vick Chemical Co., New York (cough drops); and Smith Bros., Poughkeepsie (cough drops).

Stock Remedy Campaign Placed on 16 Stations

Dr. HESS & CLARK, Ashland, O. (stock and poultry remedies), started a nationwide campaign using five-minute transcriptions featuring Smilin' Ed McConnell, philosopher-hymn singer, the first week in August. Airs six times weekly for a 52-week period on 16 stations: WLS, WLB, KGO, KLZ, WHO, WJR, KPRC, WCCO, WYK, KDKA, KEX, KFEG, KMOX, WBB, KFH, WNAK.

Last year's campaign lasted for only 20 weeks and included transcriptions on farm topics on 12 stations, with live announcements on five outlets. Agency is N. W. Ayer & Son, New York.

Hobler, Gosborn Elevated by B&B Elections of the board of directors of Benton & Bowles in New York Aug. 19 resulted in the elevation of Atherton W. Hobler, president since 1932, to the post of chairman of the board. Chester Bowles, currently on leave as OPA administrator for Connecticut, Mr. Gosborn and Mr. Hobler.

Third of Families Listen in Evening

CAB Finds Monday Is Best Of The Weekday Evenings

ONE-THIRD of the radio families in the United States tune in their sets for some broadcast during an average half-hour between 7 and 11 p.m. of any weekday night in the winter season, according to the annual report of the Cooperative Analysis of Broadcasting covering the use of radio sets in the period May 1, 1941, to April 30, 1942.

Monday was the weekday last winter with the highest average listening; followed by Tuesday and then the CAB, the analysis showing that 35% of the sets were in use in the average half-hour. This record was credited to two of President Roosevelt’s broadcasts on that evening—the Bill of Rights program and the President’s report on “The Progress of the Nation”, which scored both of its highest average half-hour ratings of 83.3 and 83.5% of the radio set owners.

Sunday High Spot

Sets in use in the average half-hour of a Sunday night range up to 40%, according to the report; at 7 p.m. nighttime listening at its low point Saturday when one fourth to one-third of the radio families have their sets in operation. The daytime average of sets in use is about one-half of the nighttime percentage.

Average listening was less on the other days, except Sunday. The percentage of sets tuned on Tuesday was 83%; Wednesday, 31.9%; Thursday, 34.2; and Friday, 29.7. The Sunday average climbed to 38.6%, while Saturday's was 27.3%.

The CAB analysis, which also reports the use of sets by geographic sections and income groups, is based upon approximately 700,000 completed interviews in 33 radio network cities.

Ben Stanley

BEN STANLEY, market reporter for WFBL, Syracuse, died suddenly at Crossenavia, N. Y., Aug. 16. Stanley, a one time newspaperman with a heart attack shortly after his morning broadcast.

Dorrance's New Post

DICK DORRANCE, formerly general manager of FM Broadcasters Inc., is now a vice president of Facts & Figures, has been appointed assistant chief of Government liaison in the Radio Bureau of the Office of War Information. He will serve under Philip Cohen, chief of the division. Function of the division is to make contact with all Government agencies on their radio plans. Mr. Dorrance, a well-known radio writer, also writes at WOR, New York. Recently he has been editing the news letter of the Broadcasters Victory Council.

Greyhound Bus Renew

PACIFIC Greyhound Lines, San Francisco (bus transportation) has renewed for 52 weeks its weekly quarter-hour program, Romance of the Highways on 28 Mutual-Don Lee stations in the Western States. This marks the beginning of the seventh consecutive year for the sponsor on this network. Pursuing the theme “Serve America Now—See America Later,” the program is dedicated to its listeners as a goodwill and service feature. Commander A. W. Scott conducts the program in the role of narrator. Agency is Beaumont & Homan, San Francisco.

Coca-Cola Plans

PAUL DUDLEY, writer-producer who has handled such shows as the Treasury Hour, the Tums Pot O’ Gold series, and Treasure Chest, has been named coordinator of the Coca Cola Co.’s Spotlight Band six times weekly program, when it starts on the BLUE Sept. 21. In cooperation with Phillips Carlin, Mr. Dudley is establishing a writing-direction staff in New York, Chicago and Hollywood, as well as engineering-production staffs at various BLUE affiliates to facilitate technical operations. The program will present leading bands from whatever point in the nation they are playing. Agency is D’Arcy Adv. Co., New York.

Page 16 • August 24, 1942

BROADCASTING • Broadcast Advertising
The Chinese say one picture equals 10,000 words.

Picture the lush KFYR-era this war year:

Crops bringing highest returns in a generation:

Rich acres giving the highest yield ... attested by these photographs—taken within twenty miles of Bismarck. The picture is the same in all the prosperous Northwest.

Cash in on this added BUYING power. Sell your story on KFYR. Northwest's DOMINANT station. Since its birth KFYR has been a friend of farmers. Naturally they turn now to KFYR-advertised products ... to spend their extra wealth.

* The Chinese say one picture equals 10,000 words.

KFYR Bismarck
550 Kilocycles • N Dak • 5000 Watts
$500,000 Is Price In Sale of WEEI
Boston Outlet Formerly Held By Lease Bought by CBS

ACQUISITION of WEEI, Boston, by CBS for approximately $500,000, ending a six-year lease of the station by the American Tobacco Co., has been announced last week. The transaction, while discussed with the FCC, is not subject to its approval of that agency since CBS has previously been licensee of the station.

CBS announced that the purchase, effective Aug. 31, will in no way involve change in policy, personnel or program structure and that WEEI will continue as its key station in Boston. The FCC policy against network leases of stations, it is understood reliably, was largely responsible for the purchase transaction. CBS has been paying approximately $250,000 a year for lease of the facilities of WEEI.

Fellows Remains

Discovery of a so-called "reversionary clause" in the CBS lease of the station led to conversations with the FCC regarding acquisition. WEEI was the only one of eight stations operated by CBS which it did not own outright. It is the first acquisition by a major network of a station since CBS purchased KNX, Los Angeles, in 1935 for approximately $1,500,000.

Harold E. Fellows, general manager of WEEI since CBS leased the station in 1936 and prior to that commercial manager under the Edison operation since 1932, will continue in his post. Station offices will remain in the Edison Bldg. but additional space will be used by the premises occupied by the station at the Colossus. All of the full floors, CBS announced. WEEI operates with 5,000 watts fulltime on 590 kc. The transmitter is located on the Mystic Valley Park- way in Medford, Mass.

CHOV in Operation

CHOV, Pembroke, Ont., went on the air for the first time Aug. 18, located northeast of Ottawa, Canada, to a large Army training camp than any other station. The station is owned by the Ottawa Valley Broadcasting Co., and equipped with RCA 350-watt transmitter. It is managed by Mr. E. G. Archibald, and is represented by Stovin & Wright, Toronto.

Fiberglas Series

HOME CLEANLINESS and top furnace efficiency will be the key note of a consumer advertising campaign to be started in September by Owens-Illinois Glass Corp., Toledo, for Fiberglas Stove Dust-Stop Filters. In addition to newspaper and radio copy, the distributors will be offered scripts of spot announcements for placement on local stations. Young & Rubicam, New York, handles the account.

NBC DROPS 'RED'
15-Year-Old Identification — Called Unnecessary

FAMILIAR for more than 15 years to radio listeners and to those in contact with the broadcasting business, the term "The Red Network" will be dropped completely by NBC after the end of this month. Roy C. Witmer, NBC vice-president in charge of sales, last week wrote the network's clients and their agencies as follows:

"Since the complete separation of the Blue and Red networks months ago, we have been discontinuing the use of the term "Red Network" in our advertising and promotion. The process has been a gradual one, in order to give time for all concerned to get used to the change.

"We feel that, from now on, use of the term Red Network is no longer necessary to designate the network operated by the National Broadcating Company, so, effective Sept. 1, 1943, we shall drop it entirely and thereafter use only The National Broadcasting Company or NBC.""}

OLD HANDS MEET as Paul White, CBS director of program sales, and Edward Stovin, RCA ex-programmer, are seated at the recent INS dinner given at the Waldorf-Astoria, New York, in honor of the three INS reporters responsible for the spy scoop.

Proposed Transfer Of WOV Dropped

Bulova Withdraws Petition at Governmental Cancellation

CANCELLATION of the proposed sale of WOV, New York, by Arde Bulova to Mester Bros., Brooklyn food and chemical manufacturers, for $300,000, was approved by the FCC last Wednesday. Commissioner Paul A. Walker, sitting on the motions docket, granted the motion of the present owners to dismiss the application without prejudice.

The transaction, originally filed with the FCC last April, was evolved in keeping with the FCC policy of protecting the public interest in real estate realization, especially in the New York area, with a view to direct sales.

Paramount Buys Time To Plug 'Holiday Inn'

PARAMOUNT PICTURES Inc., in its effort to promote the extensive radio promotion of "Holiday Inn," has purchased time on CBS for a musical prelude, Aug. 29, 9:30-10:15 p.m. The prelude, which will be heard in Berlin's tunes from the film, with Fred Astaire, singer-dancer; Bing Crosby, and Betty Jane Rhodes, radio and movie actress, taking part.

Paramount has recently used two single-time BLUE broadcasts for the show, and in addition has started transcribed announcements over West Coast stations, with further spots in local stations thruout the country in connection with the film's national release Sept. 6. Buchanan & Co., New York, is agency.

New CBS Theatre

CBS last week announced that it had purchased the first new theatre for the Broadway district for origination of its programs. The new theatre is the New Yorker at 252 W. 64th St., and will be ready for operation purposes after Sept. 15. The Camel Caravan, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., is the first show set to originate in the new theatre.

Gramling's New Book

OLIVER GRAMLING, editor of PA Inc., radio subsidiary of the Associated Press, has written another book, to be titled Free Men Against Isolation. New York, will publish in October. It will be a history and eyewitness account of the present war as told through speeches, news releases and press telegrams. Mr. Gramling in 1940 wrote A.P.: The Story of the News, which was a best seller.

More Firms Take Full NBC Hookup
Several Sponsors Earn 10% For 125-Station Network

NBC advertisers taking advantage of the network's 10% discount plan by using at least 125 NBC stations now total seven, according to the network last week. In addition to The Voice of Firestone, sponsored by Firestone Tire & Rubber Co., and the Philip Morris & Co. Johnnie Presents show, announced in Broadcasting Aug. 10, the following NBC programs are being sold by NBC:

American Tobacco Co., New York, has added 24 NBC stations to Kay Kyser's College of Musical Knowledge for Luckies, bringing its total to 125; Brown & Williamson Tobacco Co., Louisville, which added seven stations to Tommy Dorsey, summer replacement for Red Skelton, bringing its list to 127 stations for Red, form district and cigarette shows; and F. W. Fitz Co., Des Moines (shampoo), adding eight stations to the Fitz Bandwagon, raising its total to 139 NBC stations.

P&G Shows Return

On Sept. 12 when Procter & Gamble Co., Cincinnati, returns two of its shows to NBC, each will carry an additional NBC network of 12 stations, including stations in the network, namely Abe's Irish Rose for Drene and Teel, and Truth Or Consequences for Ivory. Last year those shows were on 48 and 63 NBC stations.

Agencies for the shows are Lord & Thomas, New York, for American Tobacco; Russel M. Seeds Co., Chicago, for Raleighs; L. W. Ramsey Co., Davenport, Ia., for Fitz; H. W. Kastor & Sons, Chicago, for Drene and Teel and for Ivory, Compton Adv., New York.

SOUP, SOAP PLANS TESTED BY HEINZ

H. J. HEINZ Co., Pittsburgh, has not considered any other product than soup: the introduction on Oct. 1 of a complete line of condensed soups, according to the agency, Maxon Inc., Detroit. All soup companies are converting their packaging to condensed soup in compliance with the War Production Board order of July 31 prohibiting the canning of uncondensed soup.

Meanwhile Heinz has been conducting a live test of its granulated soup product, which is distributing advertisement. One-minute announcements two to five times an hour have been run by WIBX, Utica, WJMJ, Lansing, and WJTN, Jamestown, N. Y.

The soup product is manufactured by National Aniline Co., Buffalo, and national distribution will not be completed for several months. It is in the same price range as Dreyfuss manufactured by Procter & Gamble Co., Cincinnati, at present distributed by seven out of the 120 wholesale Heinz branches. Maxon Inc., Detroit, is agency.
Mr. Frank R. Bowes  
Radio Station WBZ  
275 Tremont Street  
Boston, Mass.

Dear Mr. Bowes:

October 7, 1935 marked the start of Esso Marketers' first radio program on WBZ. Since then we have sponsored four five-minute news periods per day, six days a week, from that date on.

These news periods, combined with the excellent New England coverage provided by WBZ, were more than successful in selling ESSO products. Furthermore, listeners came to look upon the "Esso Reporter" as a friend providing a definite service to them. In order to strengthen this feeling and to give us more coverage on every day of the week, we purchased, in 1939, two additional Sunday news periods on WBZ.

This is the seventh consecutive year that Esso Marketers have maintained this heavy schedule on WBZ and I thought it would be in order for us to express our complete satisfaction with the job that you have done, and are doing, for us.

I sincerely hope that we may continue to maintain these happy and successful relations for many years to come.

Sincerely yours,

J. E. Bouchard  
Vice President

COLONIAL BEACON OIL COMPANY  
NEW ENGLAND SALES DIVISION  
BOSTON, MASS.

4 ESST NEWS PERIODS...
6 DAYS A WEEK...
NEW ENGLAND COVERAGE...

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NEW ENGLAND COVERAGE...

Broadcast Advertising  
August 24, 1942 • Page 19
Litigation Unlikely On Consent Decree
Government Doesn't Intend To Reopen RCA Litigation

THE DEPARTMENT of Justice does not have in mind reopening of litigation against RCA and other companies engaged in manufacture of radio apparatus in its effort to have vacated the 1932 consent de-

A close-up of the bolt and nut which the W.P.B., in Washington gave Morrie Andorn, has been using tessibel, a retired army mule, to carry the mobile unit. He is shown above having a little trouble keeping up with a parade.

Because of the tire shortage, special events Sidney Andorn has been using tussibel, a retired army mule, to carry the mobile unit. He is shown above having a little trouble keeping up with a parade.

A view of the control board which Morrie L. Winslow showed to the W.P.B. to prove that the bolt was needed.

640 kc. Petitions
Acted on by FCC

A SERIES of applications seeking assignment on the 640 kc. clear channel occupied by KPI, Los Angeles, as the dominant outlet, were either dismissed or designated for hearing by the FCC at its meeting last Tuesday. In view of the freeze order on allocations, stemming from the shortage of critical materials, there is little likelihood of favorable action on any of these applications during the war.

Dismissed without prejudice were the applications of WCKY and WKRC, Cincinnati, for assignment on 640 kc. with 50,000 watts.

The FCC simultaneously denied petitions and designated for hearing the applications of WHK & WOK, Columbus; WCLE, Cleveland; WBIG, Greensboro; WOKO, Albany, and WHCU, Thaca, all related to the so-called 640 kc. case.

RCA-NBC Brief Moved

RCA-NBC have been granted a 30-day extension or until Sept. 21, to file a brief in answer to the MBS 10-million-dollar triple damage suit. A stipulation of extension was entered by Judge William J. Campbell of the Federal District Court of Connecticut. The case has been assigned to Judge John P. Barnes. The suit was filed on the heels of the NBC-Marine Broadcasting case that recently ended in the Supreme Court with remand.

Arnold's Contention

Assistant Attorney General Thurman Arnold, in the memorandum, contended that the companies which were parties to the original decree have no basis upon which to oppose its termination. In the arguments, counsel for RCA, General Electric and Westinghouse objected to such a procedure and claimed it deprived them of their legal rights. The original decree, entered in 1932 by the Federal District Court at Wilmington, Del., provided that Westinghouse and GE divest themselves of their stockholdings and membership on the board of RCA, which resulted in independent operation of the radio company in various radio fields. The original complaint also involved AT&T, Western Electric and General Motors, but these complaints were dismissed coincident with the decree.

While there was considerable speculation regarding the reason for the Attorney General's move, it was thought that the Department had in mind moving its motion to vacate the decree, patent procedures involving radio other than radio. The decree, it was believed, hampers the Department in its effort to procure full prosecution. Some mention was made in informed quarters of aspects having to do with glass manufacture. Mr. Arnold, in his memorandum accompanying his motion, said that court action vacating the consent decree would impose no additional burdens on any of the parties. He held that if the motion is granted, no legal interest of the defendants will be impaired in any way.

"Though it is our view that it is unnecessary for the court to take any formal action to protect the defendants' rights in this respect," Mr. Arnold concluded, "we would have no objection to an order that vacated the decree without prejudice to any rights the defendants might have (1) because of the entry of the decree; and (2) because of its existence from the date of its entry to the date it was vacated."

Respondents are expected to file their memorandums in opposition to the Government motion this week. Federal Judge Albert B. Maris, of Wilmington, who presided at the arguments in Philadelphia, said he would hand down his opinion from Wilmington after perusal of the memorandum.

RCA Offers Programs

Rockefeller Offers War Trade Effort
Appeals to About 500 Firms Interested in S. A. Field

TO MAINTAIN goodwill and continue trade practices throughout the war Nelson A. Rockefeller, Coordinator of Inter-American Affairs, has announced a project to enlist cooperation of U. S. businessmen in maintaining advertising in the other Americas. Requests for cooperation have gone out to approximately 500 manufacturers and business firms interested in foreign trade, was announced.

Ad Program Suggested

A planned and coordinated advertising program has been suggested by Mr. Rockefeller, designed to explain to our neighbor countries the reasons for U. S. shortages in certain products because of conversion to war work. Other Government agencies joining in the project include the Departments of State, Commerce and Treasury.

An arrangement has been made for Department of Commerce representatives to call on manufacturers to explain details of the program. These representatives will also explain why the savings in expenses in the project may be charged against income taxes.

Mr. Rockefeller praised the cooperation of South American republics in the war effort and declared this "same spirit of cooperation is manifest in the fields of news, radio and other publicity media."

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Arnold's Contention

Assistant Attorney General Thurman Arnold, in the memorandum, contended that the companies which were parties to the original decree have no basis upon which to oppose its termination. In the arguments, counsel for RCA, General Electric and Westinghouse objected to such a procedure and claimed it deprived them of their legal rights. The original decree, entered in 1932 by the Federal District Court at Wilmington, Del., provided that Westinghouse and GE divest themselves of their stockholdings and membership on the board of RCA, which resulted in independent operation of the radio company in various radio fields. The original complaint also involved AT&T, Western Electric and General Motors, but these complaints were dismissed coincident with the decree.

While there was considerable speculation regarding the reason for the Attorney General's move, it was thought that the Department had in mind moving its motion to vacate the decree, patent procedures involving radio other than radio. The decree, it was believed, hampers the Department in its effort to procure full prosecution. Some mention was made in informed quarters of aspects having to do with glass manufacture. Mr. Arnold, in his memorandum accompanying his motion, said that court action vacating the consent decree would impose no additional burdens on any of the parties. He held that if the motion is granted, no legal interest of the defendants will be impaired in any way.

"Though it is our view that it is unnecessary for the court to take any formal action to protect the defendants' rights in this respect," Mr. Arnold concluded, "we would have no objection to an order that vacated the decree without prejudice to any rights the defendants might have (1) because of the entry of the decree; and (2) because of its existence from the date of its entry to the date it was vacated."

Respondents are expected to file their memorandums in opposition to the Government motion this week. Federal Judge Albert B. Maris, of Wilmington, who presided at the arguments in Philadelphia, said he would hand down his opinion from Wilmington after perusal of the memorandum.

Kraft Gets Ketchikan

EDWIN A. KRAFT, operator of KINY, Juneau, Alaska, on Aug. 18 was authorized by the FCC to operate a new station at Ketchikan, Alaska, using 1,000 watts full-time on 930 kc. Mr. Kraft, also owner of Northwest Radio Adv. Seattle, takes over the facilities of the former KGBU in Ketchikan whose license, held by James A. and E. W. Britton, expired and was not renewed. Mr. Kraft has renamed the station KTKN.

WESX in Marblehead

LOCATED in Salem, Mass., WESX on Aug. 18 was authorized by the FCC to move its main studio to Marblehead, Mass., and the Commission also waived Rule 3.30 so as to permit continuing announcement of the station's location at Salem. WESX was established in November, 1939 with 100 watts on 1290 kc. a combination headed by Charles W. Phelan, formerly with the Yankee Network.

BILL BACHIER, producer of the CBS One and Only Caravan Hour, is compiling a book form the Treasury Star Parade transcribed at the request of the Treasury. The book will be sold at the same title as the parade and is scheduled for an October release by Farrar & Rinehart, New York.
North Carolina is the South's Greatest State

IN AGRICULTURE

NORTH CAROLINA
$221.8 (Millions)

AVERAGE OF NINE OTHER SOUTHERN STATES
$133.3 (Millions)

CASH INCOME AND GOVERNMENTS Source: Department of Agriculture, 1940

IN INDUSTRY

NORTH CAROLINA
$1,420.6 (Millions)

AVERAGE OF NINE OTHER SOUTHERN STATES
$536.5 (Millions)

VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufacturers, 1939

WPTF with 50,000 WATTS in RALEIGH is North Carolina's No.1 Salesman

NBC 680 KC

FREE & PETERS, INC. National Representatives
How Effective Is Radio Promotion?

Advertising Officials Are Surveyed By WOR

RADIO STATIONS spend sums of money for promotion without knowing how effective it is, judging by the results of a survey just released by the promotion department of WOR, New York, and conducted by Paul Stewart & Associates.

To determine the interest and needs of advertising executives in radio promotion and research, the survey organization, following the plan developed by Joseph Creamer, WOR promotion and research director, arranged an independent research among advertising leaders to obtain their impressions of promotion and research activity.

The group interviewed, consisting of 35 selected agency executives and prominent advertising managers, were almost unanimous in decrying the absence of factual data. Furthermore, they maintained that it was hopeless to wade through a mass of promotional material in hopes of finding a fragment of fact.

What They Want

They recognized the value of good promotion but contended they want material which is factual, local in color, dated, file-sized if the material is to be kept—and above all, the impression of being able to study listening trends, sales effectiveness studies, trends in national spot billings and cost-per-thousand circulation figures for each radio program comparable with similar cost figures for newspapers and magazines. In the third question general comments and suggestions were sought as to station activity which could be indulged in during the war.

Their Interests

The war effort of radio stations was of little or no interest to the men interviewed. But they were all vitally concerned with obtaining authentic information concerning the shifting of audiences due to listeners' war efforts. They were also particularly interested in any change in listening habits causing a shift of audiences during the early morning, daytime and nighttime.

Of the total interviewed, 32 were exceedingly anxious to obtain any promotional material elaborating on specific time availability. Some of these men said that little of this had been done in the past and others felt this would help circumvent the current favoritism shown by salesmen for their pet clients.

It was also suggested that this type of information could be useful in two ways—in aiding a client snap up new opportunities to keep his name before the public, or in improving his position and in revealing possibilities for new accounts interested in the station.

A definitely major interview favored information on the competitive position of a station in the matter of signal power.

Although some of these who answered in the affirmative felt this was an obvious necessity, others felt that it was a major factor to clients in station selection.

This comment was tempered with the thought that the extent of power was not always the vital factor in the decision since it depends on the job to be done and the size of the area to be covered. In general these men concluded that it is a necessary consideration in selecting stations and the facts should be within easy access of the prospect. A minority felt this information was not important.

Most of those interviewed said that it was not necessary for stations to attempt to compare cost-per-thousand for radio with similar figures for magazines and newspapers. Their objection is based upon the fact that there never has been—and some even thought never would be—an acceptable yardstick conceived for comparison.

Nonetheless they indicated a deep interest in the competitive standing of a station in audience circles. The men interviewed, 33 wanted the information through promotion channels. Each was careful to emphasize the necessity for accurate information. As long as the information was competent and recognized they were definitely interested. A few emphasized the value of Help in filling in the gaps and studying several trends but suggested more concrete evidence regarding audiences.

The Other Fellow

A majority of those questioned also were in keeping with how other advertisers had used radio successfully. On this last point, one respondent maintained that stations have forgotten this basic fact.

In the section devoted to research, the survey attempted to learn whether advertising men desired a compilation of each program for which sponsorship is provided. The bulk of those who answered in the affirmative felt the information would be useful, emphasizing the particular value of this type of information on local programs. All stressed the need for greater factual basis than is currently furnished. One man thought there was too much emphasis on selling, and said that such information, if accurate, would make any other type of selling unnecessary.

As a type of circulation information, the respondents expressed a preference for a rating in homes of all incomes, in terms of men, women and children. A few suggested circulation in terms of thousands of homes and two were in favor of a rating in telephone homes.

Listening trends obtained through research are very much wanted, the results show. The interviewees considered listening habits the most important. In this, they desire information broken down by time of day and season. The effect of gas rationing and the interest in news as a result of the war were considered factors on which the respondents are desirous of more information.

Other information desired is sets in use over a 24-hour period and type of home. This would be of effect on such programs as the quiz show provide another sphere of query.

Most of those questioned thought that a listening area map based on

Representative List of ADVERTISING EXECUTIVES INTERVIEWED IN WOR Survey

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Agency/Client</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myron Kirk</td>
<td>Director of Radio</td>
<td>Arthur Rubner, Inc.</td>
</tr>
<tr>
<td>Horton Mallison</td>
<td>Director of Station Relations</td>
<td>George MacGregor Advertising</td>
</tr>
<tr>
<td>George Carlin</td>
<td>Advertising Manager</td>
<td>Colgate-Palmoiff-Boyer</td>
</tr>
<tr>
<td>J. M. Allen</td>
<td>Radio Director, Asst. to Lee Bristol</td>
<td>J. M. Allen</td>
</tr>
<tr>
<td>Alfred Lippman</td>
<td>In Charge of Radio</td>
<td>Bristol-Myers Co.</td>
</tr>
<tr>
<td>Joseph Lowes</td>
<td>Advertising Director</td>
<td>General Electric</td>
</tr>
<tr>
<td>Cynthia Drew</td>
<td>Asst. Radio Director</td>
<td>General Electric</td>
</tr>
<tr>
<td>Linne Nelson</td>
<td>Radio Timesayer</td>
<td>General Electric</td>
</tr>
<tr>
<td>J. McSweeney</td>
<td>Sales &amp; Timebuyer</td>
<td>George MacGregor Advertising</td>
</tr>
<tr>
<td>Morgan Ryan</td>
<td>Acct. Exec. &amp; Timebuyer</td>
<td>H. M. Kiesewetter</td>
</tr>
<tr>
<td>F. W. Coste</td>
<td>Director of Radio</td>
<td>F &amp; F Advertising</td>
</tr>
<tr>
<td>Blane Butcher</td>
<td>Asst. Radio Director</td>
<td>Lumen &amp; Mitchell</td>
</tr>
<tr>
<td>J. S. Davidson</td>
<td>Head of Radio Dept.</td>
<td>Federal Adv. Agency</td>
</tr>
<tr>
<td>Carlos Franco</td>
<td>Director of Station Relations</td>
<td>Young &amp; Rubine</td>
</tr>
<tr>
<td>John E. McMillin</td>
<td>Vice-President &amp; Radio Director</td>
<td>London Office Co., Inc.</td>
</tr>
<tr>
<td>Glen Jocelyn</td>
<td>Vice-President</td>
<td>Sherman K. Ellis &amp; Co.</td>
</tr>
</tbody>
</table>

(Continued on page 44)
Blue Network Steps Out
In Style "On Its Own Hook"

Signs Many Leading Programs to Give NBC
And CBS a Race for Listener Interest

By Wauhhall La Hay.

It's high time somebody paid a compliment to the Blue Network. It's all very well for you to sit back and say, "Humph—she's talking about a division of NBC," and let it go at that. But I'm not. The Blue has been doing a magnificent job of developing a unit in itself, in developing new programs; in stretching some old ones away from other networks; in selling itself to you and me—the listening public.

Not that you and I care much where we hear a program, or on any network, on any station. If we like a program well enough, we follow it around. If we can't find it, we take steps to track it down. It's just that in the new few months of its existence as a separate network, Blue has done a mighty fine chore.

Two Children's Favorites.
In the children's program field it has signed up "The Lone Ranger" and "Jack Armstrong." The former is on three half-hours a week and has been since May. It has a higher rating, I'll bet, if it were on five quarter-hours a week, as an earlier time! "Jack Armstrong" airs on the Blue the latter part of August with five 15-minute shows a week, Mondays.

In the news field, Blue has taken the bet by selling Fred Karl Comstock's "Watch the World Go By"—which has a weekly and by taking Raymond Gram Swing from NBC (although he still hasn't severed his Mutual connection) and setting him to Symco-Vacuum four nights a week. Incidentally, have you noticed that since Mr. Swing has another program ("Three Sons") he is doing a distinguished job of the accolade and, when it goes commercial. WLS will air it for this territory.

Blue also has sold, since Feb. 1, "Alisons and her Tune Twisters," on that nickel-nickel-fifth-minute five nights a week on 170 stations and "Counter-Spy," a half-hour thriller, starts on Sept. 28 for Mail Pouch Tobacco.

"Alias John Freedom," a very fine program indeed, starts Aug. 3 on Blue under the "separateness" plan. In that case, Blue would like network programs, but their budgets will not swing such a deal. So—Blue's program is a group of advertisers get together and, together, buy a network show. Joe Glutz of the Glutz Broom Company is the big sponsor of the first week, the Amalgamated Button Hook boys have it the second week, the Old Reliable World, it makers, have it the third week, and the Little Jim-Dandy Furnace Company takes it the fourth week. Each sponsor gets a mention on each program, but the bulk of the program is commercial, on one program in a month, say, goes to a certain outfit. That's the Blue Network.

In the fact, the Blue is stepping right along with the Blue—sharing its progress, and doing a big job of its own. New ideas, new programs, and new accounts—it's no wonder that WENR's listening audience is increasing by leaps and bounds.

You get a big plus with WENR. On cost alone, it's the best buy in Chicago. As for performance, just ask any WENR advertiser. Time buyers are recognizing the value. The proof—national spot income for July was up 91%—largest in WENR's history. Why not investigate this opportunity?
Joe Miller Holds Labor Ruling Applicable to Individual Cases

Contests Wage & Hour Division Ruling, Posing Series of Questions for Their Consideration

OPINIONS of the Wage & Hour Division of the Dept. of Labor on computation of overtime payments for announcers are answered in a letter from Joseph L. Miller, NAB Labor Relations Director, now being circulated among member stations.

Recently the Wage & Hour Division, in an opinion handed down by Charles H. Livengood Jr., division chief, decided that announcers coming under codes and contracts of the American Federation of Radio Artists, were entitled to special talent fees when requested for specific programs and the fees should be considered as regular compensation in computation of overtime rates [BROADCASTING, July 27, Aug. 5].

Ruling Challenged

This gross earnings basis for computing overtime is contested by Mr. Miller which indicates it can be applied only in individual cases. He points out that "an announcer, while working on a commercial program is often, in fact the employee of the sponsor. Hence when the announcer is the employee of the sponsor his talent fee should not be added to his station salary in determining his overtime rate."

Mr. Miller explains that the Wage & Hour Division has not taken an inflexible attitude but "have advised us that they are willing to modify their opinion if we can convince them that they have erred."

Meanwhile, he advises "it would be well for all stations to look at the facts in their own cases, to see whether their announcers' overtime should be based on station salary or gross earnings."

The whole problem disappears he says "if (1) the announcers involved are limited to a 40-hour week, or (2) the announcers can be classified as professional employees. In neither case need any overtime be paid, as far as the law goes."

He warns, however, of the growing shortage of manpower and declares a 40-hour week for "all" announcers impractical. He also points out that "not nearly all announcers are professional employees" which would bring some of them outside the wage and hour provisions for professionals.

Mr. Miller contends the Wage & Hour Division's "gross earnings" theory grows out of the extremely broad definition of the words 'to employ' in the Wage & Hour Act" and that there has been no "comprehensive judicial interpretation of that definition." Because of this, he continues, "we must turn to what might be called the common standards for establishing the employer-employee relationship."

Who Does the Hiring?

He asks what he terms the basic questions "who in fact hires and fires the man? Who pays him? Where does he work? Who pays his social security taxes? Who is responsible for him under workmen's compensation laws?" He adds that "in the complicated talent fee structure now existing in the broadcasting industry" there are many other questions to be answered such as--

"Even if the station actually pays the talent, isn't the station just acting as paying agent for the sponsor? Is the station paying the announcer his salary while he is working for a sponsor, or does he 'mark out' that period?"

Some examples are then cited in explanation. In the case of a highly paid staff announcer of a large network station, approached by an advertiser to handle a network commercial out of his regular hours for the station, Mr. Miller contends the advertiser is "clearly" the employer because "he hires and fires directly, directs and controls the announcers' work, pays his social security tax—all without even the assent of the network."

In this case, Mr. Miller asserts, any overtime the announcer put in on his staff job would be based on his staff salary and not on his gross earnings "because the network was not the employer of this announcer while he was working on the commercial program."

On the other hand, Mr. Miller cites the case of an announcer getting a sustaining newscast for a small station, the newscast then gains a sponsor and the advertiser is billed for time and a talent fee. The talent fee would be turned over to the announcer, it is explained, but the station would retain complete control over the announcer's work.

In this case, Mr. Miller declares, the "station appears clearly to be the employer and the announcer's overtime rate must be based on his staff salary plus his fee." Between these extremes cited, he says, there are hundreds of variations and asks that stations notify the NAB of any of these cases for an opinion.

Mr. Miller adds that the NAB is in accord with the AFRA's contention that AFRA contracts should be accepted as legal. Mr. Miller declares it is placed on record that overtime should be based on staff salary and not on gross earnings. Also, hours spent on fee jobs are marked out of working hours in recognition of the principle that the announcer is not working for station when he is handling a commercial program for a sponsor. The AFRA intends to join the NAB in discussing this matter with the Wage & Hour representative. Mr. Miller says.

Mr. Miller concludes with the admonition that "if in doubt" on the announcer's overtime problem, "write the NAB."

DELANEY FEARS NEWS BLACKMAIL

THE BLACKJACK of blackmail hangs over commentators, newspapers and magazines "if they do not express views or opinions in consonance with the viewpoint of their listeners and readers", Rep. Delaney (D-N.Y.) told the House last Monday.

Rep. Delaney's remarks arose from an advertisement in the Aug. 16 issue of the Washington Times-Herald, published by Mrs. Eleanor Patterson, which offered $1,000 reward for the identity of a person who allegedly had written to one of the newspaper's advertisers requesting withdrawal of advertising.

The letter, as printed in the Times-Herald, declared the newspaper, along with the Chicago Daily Tribune and the New York Daily News, printed editorials which paralleled "official press propaganda emanating from Berlin and Tokyo."

Radio-men, newspapermen, "their families, their sponsors and advertisers or all will be subjected to anonymous attacks and letters such as the one referred to," Rep. Delaney declared, unless they conform to opinions of listeners and readers. Rep. Delaney then recommended that the matter be referred to the Postmaster General.

Canada S. A. Drive

SALVATION ARMY, Toronto, on the spot, starts two-week campaign of dramatized transcribed spot announcements in communications drive having a Community Fund drive this year. Spot announcements will be used on 40 Canadian stations from coast to coast. According to a Community Fund drive this year. Spot announcers will be used on 40 Canadian stations from coast to coast.
It is the hour before midnight. Time for another of those special late evening shows prepared and produced nightly by the expert staff of WJR. Peaceful Valley, perhaps, with those melodies Grandma used to hum. Or Maestro’s Night, with the romance of that first evening at the concert hall. Or America’s Music, with tunes that Uncle Sam whistles while he works.

These brighter stars in the late evening sky are for all Americans. Especially, they are for those who are sacrificing most to keep the America we know. They are for the boy in uniform, spending his last evening with her... for the family keeping late vigil for news from some distant outpost... for that other army, laboring through the night to produce the weapons for victory.

Wherever the powerful voice of WJR reaches out, there is big time entertainment in the air all evening... to lift the spirits, to speed the hands, to relax the minds of an America carrying out its biggest job.
### CXLVII. CENSUS OF RADIO HOMES IN THE STATE OF CALIFORNIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radio by Counties and Cities of 25,000 or More Population. Urban, Rural-Nonfarm and Rural-farm: 1940

#### Cities of 25,000 Or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>Units</th>
<th>% Radio</th>
<th>% Urban Radio</th>
<th>% Rural-Nonfarm Radio</th>
<th>% Rural-Farm Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda</td>
<td>11,548</td>
<td>97.9</td>
<td>11,402</td>
<td>95.4</td>
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<tr>
<td>Alhambra</td>
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<td>7,629</td>
<td>97.4</td>
<td>7,000</td>
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<tr>
<td>Bemidji</td>
<td>8,927</td>
<td>91.8</td>
<td>8,298</td>
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<td>Berkeley</td>
<td>25,210</td>
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<td>24,259</td>
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<tr>
<td>Beverly Hills</td>
<td>8,420</td>
<td>99.1</td>
<td>8,388</td>
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<td>Bakersfield</td>
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<td>Bakersfield</td>
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<td>Bakersfield</td>
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<td>Bakersfield</td>
<td>3,256</td>
<td>76.6</td>
<td>2,462</td>
<td>82.9</td>
<td>82.9</td>
</tr>
</tbody>
</table>

#### That's what the grocers, and druggists, and the other men-behind-the-counters say in Southern California.

And it's why, when advertisers ask their local representatives what to use to sell this billion-dollar market, there is a swelling chorus of "Put it on KNX!"

Surveys show that Southern California advertisers prefer radio to all other national media, and prefer KNX to all other radio.

That's dealer acceptance. It's a direct result of a consumer acceptance that has been built up by years of KNX programs, leadership and public service. And a direct result of both has been a steadily increasing value for KNX advertisers, year after year.

---

**KNX • 50,000 WATTS • LOS ANGELES**

Owned and operated by the Columbia Broadcasting System • Represented by Radio Sales: New York, Chicago, St. Louis, Charlotte and San Francisco

---

"I CAN HEAR KNX ON MY CASH REGISTER!"
Sugar ration applications tell a sweet story for Pacific Coast advertisers.

They indicate that in the Coast's metropolitan districts population has increased 12% since the 1940 census. Studies based on U. S. Department of Commerce figures show retail sales in these populous markets leaping 26% in the same period.

So the Golden West is richer than ever before . . . and it is also vastly different. Its gold now is industrial, with increasing thousands in well-paid jobs. And efficient advertisers are concentrating where the bulk of the sales will be made — in the bonanza metropolitan districts.

Network radio is the effective way to concentrate that advertising. For network radio's power is most intense within these metropolitan districts.

It reaches the newcomers quickly, before their living and buying habits are set, while it continues to cover the well-established and settled. At no additional cost network radio blankets the families in faraway communities, too, as no other single medium can.

Columbia-Pacific is the efficient way to sell the West Coast. Every one of the Coast's metropolitan districts is within the intensive primary coverage area of a Columbia-Pacific station. The concentration of power goes where the concentration of sales will be found.

Ask the nearest Radio Sales office for information about the new Columbia-Pacific station setup. More than ever, it's the way to cover the golden empire of the West.
### XLVIII. CENSUS OF RADIO HOMES IN THE STATE OF PENNSYLVANIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Radio</td>
<td>% Radio</td>
<td>% Radio</td>
<td>% Radio</td>
</tr>
<tr>
<td></td>
<td>Units</td>
<td>Units</td>
<td>Units</td>
<td>Units</td>
</tr>
</tbody>
</table>

#### For effectve yet economical coverage of Greater Philadelphia

WPEN with 5000 watts on 950 kc. is your outstanding advertising value

Member of the Atlantic Coast Net

Page 28 • August 24, 1942
New Hampshire—March 18
Vermont—March 16
Nebraska—March 16
Wyoming—April 13
Montana—May 11
Idaho—May 11
Maine—May 25
Arizona—June 1
Delaware—June 1
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22
Colorado—June 29
Tennessee—June 29
Iowa—June 29
Rhode Island—June 29
South Dakota—June 29
Oregon—July 6
North Carolina—July 6
Louisiana—July 6

Maryland—July 6
West Virginia—July 6
Minnesota—July 6
Georgia—July 6
Kansas—July 6
Arkansas—July 6
Connecticut—July 6
Massachusetts—July 13
Missouri—July 13
District of Columbia—July 13
Alabama—July 13
Kentucky—July 13
Florida—July 13
South Carolina—July 20
Indiana—July 20
New Jersey—July 20
Wisconsin—July 20
Virginia—July 20
Washington—July 20
Texas—July 27
Michigan—Aug. 3
Ohio—Aug. 10
Illinois, Aug. 17

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-7 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 Pennsylvania census report, see page 28; California, page 26. Report on New York, concluding the series, will be published next week. See also ad on page 45.

Ontario Station Moves

CFLC, Prescott, Ont., is moving its entire transmitter plant and studios to Brockville, Ont., 15 miles west of Prescott on Lake Ontario. The station, off the air for a few weeks, is expected to be on the air again at its new location before Sept. 1.

WILLIAM C. Whittemore Jr., formerly with Lehn & Fink Products Co., New York, and previously with Howard H. Wilsoe Co., station representative, has joined Headley-Reed Co., station representative, as senior solicitor in the New York office.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

DO you know that approximately $250,000,000 is spent yearly for daily necessaries in the Metropolitan Area by 550,000* Poles?

DON'T let anybody tell you that there is a more thorough or efficient way to reach this market than by our Polish hours.

MUST you have more definite proof than the fact that 14 of our advertisers have used these hours for 73** years.

* U. S. 1940 Census Figures
** Details on Request

1480 Kilocycles Full Time Operation

WHOM

JOSEPH LANG, Gen. Mgr.
Tel.—Plaza 3-4204
29 West 57th Street, N.Y.C.

WCAE

WCAE 

5000 WATTS

NEW YORK—CHICAGO—DETROIT—ATLANTA

1250 K. C.

KANSAS CITY—DALLAS—SAN FRANCISCO

MUTUAL BROADCASTING SYSTEM

THE KATZ AGENCY

August 24, 1942 • Page 29
**Purely PROGRAMS**

**Defense Tales**
WITH a real Texas Ranger, W. E. Naylor, acting as narrator and m.c., WPFAA, Dallas, and the Texas Quality Network present a weekly series Tezana On the Alert, stories about the activities of civilian defense groups. Each script tells dramatic episodes in the work of a particular service: aircraft warning, wardens, fire fighting and others. 

**Dawn at Camp**
FOR THE early risers at Army camps, WABC, New York, has started a six-weekly program of recorded music titled Reveille Sweetheart, with Miss Lois January, stage star, as m.c. Miss January, who is heard 5:30-6:30 a.m., will also visit camps to entertain the soldiers.

**College News**
FOR COLLEGE MEN in the armed forces, NBC will shortwave a weekly round-up of campus news in cooperation with leading American institutions of higher learning. Titled Campus Comments, the program will be aired over WBUA, WBNH, NBC shortwave stations, and WBOS, Boston-Springfield shortwave station, at two different times each Wednesday, starting Sept. 2.

**Hit Show Repeats**
REPEATS of evening programs such as Treasury Star Parade, and You Can't Do Business With Hitler, are broadcast on World News For Workers, afternoon program on WSBN, York, Pa. The show is designed for convenience of workers on twilight and night shifts.

**For News of the World**
Chicago Listeners Tune to WGN

"What Chicago station do you most frequently listen to for news?"

In answer to this question men and women in Chicago gave WGN more first choices than any two other Chicago stations combined. Not only in Chicago, but through the middlwest, WGN's news broadcasts are considered outstanding.

The regular WGN news broadcasts are at 8:00 am, 11:30 am, 2:00 pm, 6:30 pm, 8:15 pm, and 10:30 pm. The only news broadcasts now available to sponsors are on Monday, Wednesday, Friday and Sunday at 10:30 pm.

**Looking Upward**
ENDORSED by the Fourth Fighter Command, and dramatizing true adventures of civilian observers of the West Coast Aircraft Warning Service, a weekly half-hour program titled Eyes Aloft was launched Aug. 17 on NBC Pacific Coast stations, Monday, 6-6:30 p.m. (PWT). Gayne Whitman is narrator, with Gordon Jenkins, musical director. Robert L. Redd is writer of the series. Each week during the broadcast, ten volunteers are awarded a 500-hour Citation Medal by Army officers. NBC, as a special feature, also presents an Eyes Aloft gold trophy to an observation post or filter center for outstanding service performed. With announcements of the award, trophy is rushed by special messenger and plane to that post.

**The Feminine Front**
A NUMBER OF WOMEN from the province of Quebec who are doing exceptional jobs on the factory and institutional front are being interviewed at the Canadian Broadcasting Corp. studios in Montreal in the new weekly program Women On the Job. Elise Bercovitch asks the questions and some of her guests are parachute packers, an employee at Air Force House in Montreal, a packer of Red Cross parcels destined for prisoners of war, an overhead crane worker.

**Anti-Boredom**
IN THE BELIEF that the boys in the service are in constant need of recreation, Announcer Bill Baldwin of KGO, San Francisco, conducted a "Bundles for Boredom" drive on the air during Platter Party. Thousands of games, puzzles, books, magazines and phonograph records poured into the station. The Red Cross officially thanked him. Pictured here are (l to r): Lorraine Nelson; Baldwin; Mrs. William A. Roth, San Francisco regional director of the Red Cross; Mrs. John Le Soine; Mrs. Andrew Simpson.

**France, Poland Honored**
FRANCE and Poland before the invasion are recalled in a program aired on WBNX, New York, in behalf of the War Bond and Stamp campaign, under the title: I Know a Pleasant Land. Series is presented twice weekly, once in French and once in Polish, and is directed primarily at the station's large French audience.

**A Clear Channel Station**
50,000 Watts
720 Kilocycles

**Leading By Every Survey**
VANCOUVER, CANADA 100,000 (CANADA)

**British Columbia Land of Opportunity**

---

DOLLAR BET has been placed on the outcome of a shortwave NBC show for America's fighting forces, featuring oldtime popular novelty records, such as "Music Goes Round and Round" and "Where Do You Work-a-John." Titled Cabbob Specials, the show is the brainchild of Frank Nesbit, chief of the International Division's English section, who insists it will be a hit, while other NBC staff members claim that "nobody wants to listen to that stuff." Soldier-listeners will be asked to express their opinions, to determine the fate of the show, to be aired weekly, starting Sept. 2.

**Woman's Affair**
WITH THE THEME "war is a woman's affair," a program emphasizing women's work in the war effort is aired on WSBA, York, Pa., under the title, Don't Listen, Men. Show includes women's news commentary by Saralee Deane, a shopper's column, Hollywood news, food and diet tips, "music to scrub by"; health hints and a "victory quiz."
KMA is "edited" for FARMERS—not the "horsy" set!

In many ways, people out here in the KMA area are just about the same as their city cousins.

But when it comes to radio, KMA listeners have decidedly different needs and wants. Yes, they like a lot of the good network shows—and get the best of the Blue. But they also want plenty of farm news, market reports, household helps, information on seasonal farm problems, etc.

That's why KMA devotes 13½ hours daily to local programming. And that's why the 1,939,062 farm and small-town people in our primary area are so loyal, so responsive (532,120 pieces of commercial mail last year!).

The whole, amazing story is in our latest market data brochure. Send for your copy today!

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

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

BROADCASTING • Broadcast Advertising  
August 24, 1942 • Page 31
ALL SORTS of wild-eyed stories have been going the rounds as to what is going to happen to broadcasting because of the tube and equipment shortage. Some more ridiculous rumors, such as arbitrary silencing of all stations except clear channel outlets, have fallen of their own weight. There is reason for concern over the more plausible "inside" about impending sharp reductions of power and early curfews—stories that have been distorted and confused, and which peg radio as a sort of homeless war-raft.

The facts are plain to broadcasters. There is no doubt about the shortage of critical materials, but that isn't peculiar to radio. It's just as tough to get a rubber roller or a counting meter for a printing press as it is a tube or condenser for a radio receiver. But it is yet to be seen whether we haven't heard of any newspapers or stations that have been forced to quit because they couldn't get the necessary equipment.

Plans are being evolved jointly by the War Production Board and the Board of War Communications to develop an overall industry "conservation" project. It calls for voluntary belt-tightening, to make existing equipment and stocks last as long as possible. But it doesn't cover any such far-fetched idea as to take tubes or equipment away from existing outlets and divert them to others which may be regarded as more "necessary" in the war effort.

As far as we are aware, there hasn't been any thought in responsible quarters to enforced silencing of any stations, large or small, to conserve equipment. It is recognized that a 250-watt independent in an area not receiving primary service from outside stations is more important in the war effort than a 50,000-watt in a metropolitan area that now receives a multiplicity of signals. The suggestion is made by one independent that it would "pay the Government to subsidize, if necessary" the smaller outlets so situated, and sentiment here is disposed to favor that.

There is the suggestion, however, that stations in remote, outlying areas, which feel they can't stand the gaff and which do not provide the only signal, be permitted voluntarily to suspend operation, without prejudice to their return when the readjustment is possible. Moreover, there is the suggestion that stations duplicating service in the same area be permitted to share the broadcast day, on their own respective frequencies, so there will be continuous service with minimum expenditure of manpower and overhead.

The most persistent report, used to put radio on the hot seat, is that the Government may decree that all stations quit operation at a given hour, to conserve everything—inferring that time will be "rationed." The fact is the suggestion has been advanced that stations sign off, maybe at midnight, except for those keys designated for national defense purposes, which would maintain only stand-bys. A majority of the stations sign off at midnight anyway. In the major markets, there are 24-hour stations, and there is demand for such round-the-clock operation in heavily populated defense factory areas.

The effort is to have every station get the most out of every piece of equipment. It is analogous to the tire situation. Once the industry shows it has cooperated all down the line, the job of getting from WPB allotments to stations will be much simplified. Nothing yet suggested would deprive the public of any essential overall service or forcibly result in impairment of industry operations.

BWC-FCC Chairman James Lawrence Fly has gone out of his way to dispel these horrendous stories about the broadcasting structure folding up overnight. He has commended the industry for the "big job" it is doing in the war effort. He has worked closely with Frank H. McIntosh, WPB's chief of civilian radio, who brought to the Government a simplified conception of station operations, acquired from his years as an engineering executive.

Soon now a tangible, definite plan will be outlined for industry conservation. Its key-stone will be voluntary cooperation. Stockpiles are at rock bottom. If this plan, or some quickly contrived modification of it doesn't work, those tall, irresponsible stories of dire things may become more than mere rumor.

Hush-Hush

DOROTHY THOMPSON, who plumbs for an Office of Psychological Warfare in her syndicated column of Aug. 17, evidently isn't aware that Bill Donovan's Office of the Coordinator of Information no longer exists, having been absorbed early in July, partly into the Army and largely into the Office of War Information.

But she does make a cogent point when she complains of the hush-hush policy originally instituted by Col. Donovan and his shortwave chief, Robert Sherwood, the playwright, the latter now heading the overseas operations of...
We Pay Our Respects To...

Charles Maxwell Robertson Jr.

If you were to ask "Chip" Robertson if there is anything unusual about his career as an agency radio director, he would probably reply: "Oh, I'm just about average, I guess. I'm 39, married and have two kids. I'm a Sunday golfer. I like to take color pictures, and I like to hunt. I fly when I travel. The radio shows I handle have been on the air for several years, so they're doing all right."

But if you examine the record, you soon will see that Chip Robertson is anything but average. You should go back to his collegiate days, when he organized the first dramatic group at Miami U., Ohio, producing musical and variety shows, and you ought to go back to 1914, too, when he built one of the first wireless sets in Cincinnati.

From there it isn't hard to put two and two together, and picture Chip in radio, which is exactly where he landed, in charge of radio production for the Ralph H. Jones Co., Cincinnati and New York agencies. Now after 12 years with Jones, Chip Robertson is the biggest year-round spot radio timebuyer in the United States.

From the moment he joined the Jones company, Chip's life as an agency radio director has been jam-packed with radio names and shows that make any seasoned veteran of the art conjure up visions of the Good Old Days.

Back in 1930, for example, he produced what was probably the first variety musical and dramatic show which used people who eventually became radio "greats". There were Jane Froman, the Mills Brothers, Ramona, Norman Gordon, Casper Reardon, Gene Paul King, Bob Brown, and the show—the Heatrola Town Gang on WLW.

Then, of course, there was the House Warmer's Quartet in 1931, one of the early recorded shows. In those days the majority of stations had no facilities for playing 33 1/3 platters, so for them the show was recorded on three-five-minute records at 78 rpm. House Warmers was a 26-station feature, which was a big spot schedule in those days, too.

Chip's entry into the list of really big time radio users came with the advent into radio of the Kroger Grocery & Baking Co., as one of the most successful users of spot radio in 1935 with a show called Hot Dates in History for Kroger Hot Dated Coffee. It was a recorded show heard on 12 stations, and was the forerunner to such historical shows as Cavalcade of America and the scores of other programs that since have dramatized every phase of history.

Then there was another first for Chip in 1935 when he produced House of a Thousand Eyes, a half-hour musical variety show that was one of the first recorded series to use well-known radio personalities—names like Rudy Vallee, Lanny Ross, Dick Powell, Frances Langford, Bob Burns and many others.

One of the outstanding characteristics of the shows Chip Robertson produces is their tremendous staying power. Linda's First Love, for example, first went on the air for Kroger in February, 1937. Currently, episode No. 1,426 is being broadcast over 27 stations. It started on 15 stations.

Having had a taste of success with daily daytime serials, Chip Robertson added another show for Kroger in February, 1938—Mary Foster. The Editor's Daughter. Episode No. 1,156 is currently on the air over a total of 26 stations.

Latest Kroger show to hit the airwaves shows again the Robertson touch in getting a new twist to a familiar theme. This show is Hearts in Harmony which started in March, 1941 and is now in its 341st episode on 23 stations.

And the final answer—so far as Kroger is concerned—on their three highly successful shows, is the fact that in audience rating they are safely ahead of 75% of all daytime shows on the air.

Chip doesn't try to kid himself about the reasons for the success of the Kroger shows. "We believe in realism in all our programs," he says. "I am pretty sure that we were one of the first daytime serial users to inject the war theme into our scripts. The networks at that time were not accepting war themes, on the basis that the daytime serials should furnish 'escape' from the doings of the day. It seemed to me, on the contrary, that the circumstances of the war not only made it appear our writers and our company didn't know what was going on in the world, but also made it appear we were unwilling to accept a serious obligation to make our programs perform a useful function so far as cooperation with the war effort is concerned."

"Consequently we started talking about the war many months ago, and the reaction on the part of listeners indicated that they're not so interested in 'escape' programming as we might think. We honestly believe that in listening to our programs our audience is given a measure of consolation for its own broken homes, absent sweethearts, and all the attendant worries of today."

I'll not bother respect Chip Robertson's work in agency radio is far from average. He not only knows how to sell groceries, but he can double for the coal man, too. Chip has tossed successful shows in Hermits Cave, a half-hour weekly whoodunit? for Carter Coal. Hermits Cave back on, first heard on the air Sept. 12, 1937, has now run a total of 388 episodes on 19 stations. To dip back into his storied agency career, Chip also has to his credit a show called Hello, Peggy. After a successful test run, Hello, Peggy went on a network of Durano and Windex.

Chip Robertson's use of spot radio hasn't been confined to programs alone. He has exploited one minute recorded spots with singular success. For example, throughout the East and Middle West listeners who hear "Yipee, Yipo, It's Ten-B-Low" are hearing his spots—short spots—spots selling the product faster than the manufacturer can deliver it to retailers, despite a size increase and price rise.

Other announcement successes range from Nu-Maid Margarine to Alexander Hamilton correspondence courses.

Soft spoken and mild of manner, Chip Robertson might well be described physically as a former Big Ten football player. His apparently deliberate and leisurely method of doing things is as deceptive. He has a way of quietly going about the job in an unobtrusive manner—because of this, his popularity is genuine.

At home, Chip rates far above average, too. His wife was charming Mary Alice Kimmel of Green- ville, Ohio, in college. Their children are Mary Alice, 9, and Ann, 7. He "takes it big" as a father, and devotes all the time he can to doing things with his children. If there is a circus in town, and a job he ought to do the same day, it doesn't take a second guess to know which gets the nod, for he's such a human guy.

James W. Beach, for 12 years with the Chicago Herald American advertising department, he later joined the sales staff of Popular Science and before that salesmen of the Chicago Elevated Co., has joined the sales staff of WJJD, Chicago.

Ed Cunningham, local sales traffic manager of NBC-Chicago, is the father of a son.

J. H. Johnston, formerly assistant advertising manager of the Minneapolis Morning Tribune, has joined the sales staff of WLOL, Minneapolis.

Lou Simon, account executive of KYA, San Francisco, has resigned to join the San Francisco office of Allied Adv. Agencies.

Harry Murdock, formerly of the Evening Public Ledger, has joined the staff of WCAU, Philadelphia, as assistant director of publicity and station promotion.

Paul E. Crowley, West Coast general manager of Columbia Recording Corp., has resigned his Hollywood post to assume a defense industry position in San Francisco.

Edwin Buckalew, Pacific Coast stations relations director of CBS, has been elevated to the Army.

Roger Greig, commercial department of CBS Radio, Toronto, has joined the Royal Canadian Navy with rank of ship's writer.
BEHIND THE MIKE

HOLLISTER NOBLE, CBS West Coast publicity director, has resigned effective Sept. 1 to join the Mutual News Bureau as a commissioned officer. Bob Laning has also resigned from the network's Hollywood publicity staff to join the Coast Guard at Yeoman, third class. Jean Meredith, new to radio, has taken over Laning's former duties.

JOHN JOHNSON, New York Blue director of news and special events, was in Hollywood during mid-August for conferences with Cleo Roberts, western head of that department. FRANCIS WHITE, new to radio, is co-hosting Four Star Bazaar, women's participation program on KOY, Phoenix.

SELSON CASE, announcer of NBC's Johnny Presents, has been promoted to the post of flight commander, Civilian Air Patrol.

BOB HANSON has resigned as staff announcer of WTMJ, Milwaukee, to become research engineer at Globe Union.

GROVER CORB, of KSAI, Salina, Kan., expects to become a flying cadet in the Naval Air Corps, about Sept. 1.

DORIS WATTS, known for seven years to listeners in Western Ontario as "A Lady Called Anne", has joined the staff of CFPL, London, as an announcer and continuity writer.

LIEUT. SMITH of WRU, Iowa City, and WSSR, Stamford, Conn., has joined the announcing staff of WFPS, White Plains, N. Y. Ray Simms, formerly of WFAS, has joined WOW, New York.

EDGAR D. DEFFENBAUGH, production manager of WDF, Harris, Ill., will join WSOY, Decatur, Ill., Sept. 1.

HAL TOZIER, announcer of WTMJ-W55M, Milwaukee, is the father of a baby boy.

BOB GARRARD, newscaster of CBS, Hollywood, has enlisted in the Navy as lieutenant (j.g.), and is awaiting orders.

RUTH HUGHES, sister of novelist Rupert Hughes, has inaugurated a new program of popular recorded music and book talks on KWK, St. Louis.

MARILOU NEUMAYER, actress of WGN, Chicago, plays the leading role in the repertory play, "The Suppressed" at the Chicago, Illinois, being filmed by the American College of Surgeons to urge enlistments in the armed forces of the Army.

JOSEPHINE CIOCHETTO has been appointed traffic manager of CKGB, Timmins, Ont., replacing Melba Wolters, former traffic manager. Miss Ciochetto, musical director of CKGB, and Roy Hostetter, sales manager of CKGB, have been transferred to CKWS, Kingston, Ont., which is to open early in September.

HERBERT O. MORRISON, formerly of WCAE, Pittsburgh, and winner of the 1937 Radio Guide metal for outstanding work in recording an eyewitness description of the Hindenburg disaster, is assigned as first lieutenant in the Army, stationed at Oklahoma City.

KEN MURRAY, recording librarian of the Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Air Force.

JAMES BORMANN, acting Chicago bureau chief of PA Inc., is the father of a girl.

BILL HAMILTON, actually a newcomer to radio named Elmer McElheny, has been transferred to the announcing staff of KMBC, Kansas City.

WARD QAAL, announcer of WGN, Chicago, has reported for Navy Midshipman training at Notre Dame U.

JOE KELLY Jr., son of Joe Kelly, m.c. of the Blue Quiz Kids, has joined the guide staff of NBC-Chicago.

AL HINCKLEY, the junior announcer of WZRO, Kalamazoo, Mich., has enlisted in the Army and has been replaced by Joe Hooker of WTMZ, Traverse City, Mich.

HARRY WOLLIN, announcer of KTMS, Santa Barbara, Calif., has joined the announcing staff of KEYD, Los Angeles.

KEN PETERS, program director of KTMS, Santa Barbara, Calif., recently joined the announcing staff of KEYD, Los Angeles.

BILL KELSO, known to West Coast listeners for his "Crash, the Night Watchman", all-night program on KFVD, Los Angeles, has been signed by WNEW, New York, to assist Jack Lescault on that station's all-night show, "Midnight's Mates".

ED ABBOTT, formerly producer of WRBM, Chicago, has joined the radio section of the public relations staff of the Army Air Force school in Embu, Ohio.

DAVID CONNOR, formerly on the announce staff of WEEX, Rocky Mount, N. C., is new announcer of the All-Nite Show of WHTF, Baltimore.

MAX KENNEDY MCDERMOTT, newspaper columnist and author of "Billy" in Aldous Huxley's "Brave New World," has joined the Navy as first lieutenant, and is now stationed at Key West, Fla.

DON C. HARKEN, formerly farm service director of KSNW-KELO, Sioux Falls, S. D., and more recently farm editor of KOAM, Pittsburg, Kan., has joined the Plant Protection Unit of the Kansas Cooperative Extension Service, Pittsburg, Kan., for the duration.

KATE EGAN

KATE EGAN, the first woman to become a regular announcer on a Louisville station, will never forget her first day. It was July 1, 1942, and she had settled back comfortably on a chair in Radio Center's studio C, expecting to be an observer of the mechanics of announcing. But she hadn't reckoned with George Patterson, WAVE program director, who turned to her suddenly and said, "Take it, Miss Egan."

She's had it since: News casts, remote shows, hillbilly shows, and what have you on the log. Like any other staff announcer, Miss Egan works regular shifts, and that includes "sign on" at 5:58 a.m.

In addition to regular announcing duties, Miss Egan writes and announces her own fifteen minute show, Uncle Sam Calling, addressed to women listeners. The twice-a-week show contains information about women's part in War—food conservation, Red Cross classes and other home front activities.

For COMPLETE COVERAGE in ALABAMA

it's

The ALABAMA TRIO

Today smart advertisers who want complete coverage of Alabama's vast production market—where it's at their highest peak—are specifying the ALABAMA TRIO. Its power blankets the entire state...and you get a 10% reduction, too!

For full details, write George E. Holley

TENNESSEE RANGERS AGENCY

Available also to agencies and advertisers. For full details, write George E. Holley

TENNESSEE RANGERS AGENCY

Where agencies and advertisers look first

Available also to agencies and advertisers. For full details, write George E. Holley

TENNESSEE RANGERS AGENCY

Where agencies and advertisers look first
ROGER PATRICK, formerly of WCBS, Springfield, Ill. and WCLS, Joliet, Ill. has joined the announcing staff of KROS, Clinton, la.

CHUCK THOMPSON, formerly an announcer with WEEC, Reading, Pa. and WCHR, Youngstown, O., has joined WHG, Philadelphia, Pa.

FRANK PONCE, head of the Latin-American division of C. F. MacGregor Co., Hollywood, has joined the Army Air Force.

NORMAN H. WAREMBURG, program manager of WGN, Brooklyn, is the father of a baby girl.

JIM NEAL has been advanced to chief newsreader of KOME, Tulsa, Okla.

GEORGE CASE, formerly producer of WGN, Chicago, and before that program manager of WCEU, Chicago, has joined the production staff of WIRI, Chicago.

VINCENT HARDING, announcer of KWHO and KGEE, Springfield, Mo., will become a Naval aviation cadet Sept. 7.

ALAN McFEE, announcer of Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Air Force.

ARThUR MURRAY, announcer of WNCN and KGEE, Springfield, Mo., has joined the Royal Canadian Air Force.

SANDY CAMPBELL, cashier of the Canadian Broadcasting Corp., Toronto, has joined the Canadian Army.

RAY SIMMS, formerly announcer of WHXY, Charlotteville, Va., and of WEAS, White Plains, N.Y., and William Paine, recently with WCOP, Boston, and WSM, Nashville, have joined the announcing staff of WOV, New York.

THEODORA MORGAN, formerly of the engineering department of WOR, New York, has joined WCAG, Augusta, Ga., to conduct a woman's and a children's program in addition to doing copywriting. Miss Morgan has conducted a woman's program on WHIP, Jacksonville. She is studying for a commercial operator's license.

SYDNEY EIGEN, assistant manager of the press department of NBC, on Aug. 13 became the father of a baby girl.

JACK IKPLER, guide of NBC Chicago, has entered the Navy Air Corps and Robert Oswald and Harry Canfield have entered the Army. New members of the guide staff are Peter Thompson, Kenneth Bichl and Edward Kileen.

BRUCE GRANT has been appointed the announcing staff of WHH, Kansas City, Mo.

GEORGE BOUCH, new to radio, has joined the announcing staff of GHML, Hamilton, Ont.

**EXCLUSIVE OUTLET for NBC in ST. LOUIS AREA**

It Is 225 Miles from KSD to the Nearest NBC Station

Since 1935 NBC programs on KSD have led all other St. Louis stations in "Firsts," in 22 nationwide program popularity polls.

**The SONG HITS from Walt Disney's Feature Picture**

**Bambi**

- Love Is a Song
- Twitterpated
- Thumper Song
- Let's Sing a Gay
- Little Spring Song
- Little April Shower

**A Distinguished Broadcasting Station**

Station KSD—The St. Louis Post-Dispatch

*POST-DISPATCH BUILDING, ST. LOUIS, MO.*

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK  CHICAGO  ATLANTA  SAN FRANCISCO  HOLLYWOOD
Cooper Quits at KDKA
For News Post at NBC

JOHN M. COOPER, publicity di-
erator of KDKA, Pittsburgh, has
resigned to join the news and spec-
al events department of NBC in New
York, and John F. Murray, formerly of WCBS, Pittsburgh, has
been named his successor.
Mr. Cooper had been with the Westing-
house Pittsburgh station two years,
after serving as news editor of WZK,
Boston. The new publicity di-
erator has held similar positions on
WJS and WAEB, Pittsburgh.

WRA's Honor Roll
TWO more members of the WRA,
Richmond, Va., staff took the
oath as members of the armed
services, bringing to 12 the num-
ber from this station serving in the
war. Claiming another "first",
WRA's Emily Trevillian, of the
reception department, was sworn
in as an officer candidate in the
Army Air Force; Lt. H. Hendrix
doing the honors, while Lt. Chas.
Kessler administered the oath as a
Second Lieutenant of the Navy to
Public Relations Director Walter
B. Bishop. Auxiliary Trevillian re-
ports to Des Moines Aug. 24 and
Lt. Bishop is due in uniform Sept.

Bartlett Promoted
PROMOTION of Lt. Theodore L.
Bartlett to rank of Lieutenant Col-
el in the Army Air Force was
announced in orders issued this
month. Col. Bartlett took indefinite
leave from his post as principal
legal administrator of the FCC
last January and was commissioned
a major in the communications
branch of the Air Force.

Dickson Joins Marines
JOHN PAUL DICKSON, formerly
MBS correspondent in Berlin, who
returned to this country recently on
the Drottinholme after six months
interment in Germany, has joined
the Marines. He is now awaiting
his lieutenant's commission.

In honor of Wynn Wright, re-
cently appointed NBC eastern divi-
sion production manager, NBC
gave a dinner at the "21" Club in New
York last Thursday for members of
the press. Host was C. L. Menner,
NBC vice-president in charge of pro-
gression.
WINCHELL AT TOP 
IN HOOPER RATING

AGAIN in the lead on the Aug. 15 list of Hooper “First 15” national program ratings is Walter Winchell with a rating of 17.5, followed by Kay Kyser with 13.3, Mr. District Attorney with 12.3, and Frank Morgan in fourth place with 11.7. The other 11 top evening programs in the following order are Information Please, Rudy Vallee, Star Spangled Vaudeville, Take It or Leave It, Music Hall, Your Hit Parade, How’m I Doin’, Saturday Night Serenade, Adventures of the Thin Man, Major Bowes and One Man’s Family.

Hooper program ratings on the Pacific Coast for the month of July, covering coincidental measurement of audiences west of the Rockies show the following “Top 10” shows: Walter Winchell, Frank Morgan, Kay Kyser, Take It or Leave It, One Man’s Family, Adventures of the Thin Man, Mr. District Attorney, Major Bowes, Richfield Reporter and Point Sublime. Absent on vacation are these shows, which ranked among the “Top 10” in the June Hooper Pacific program ratings: Bob Hope, Fibber McGee, The Aldrich Family, Burns & Allen and Radio Theatre.

With the August 15 national and July Pacific ratings, Hooper also announced that the “Continuous Radio Use Index” stands at 203.3, up 0.3 from the July 30th report, and up 3.1 from the corresponding report of last year. The “Network Program Audience Index” is 6.5, down 0.2 from fifteen days ago, but up 1.3 from last year. 58 programs showed losses of audience since the July 30th report, 39 showed gains, where 7 were unchanged.

Western Canada Group Effects Manager Shifts

F. H. (Tiny) ELPHICKE, of CJRC, Winnipeg, Frank Squires, of CKWX, Vancouver, and Gerry Gaetz, of CKCK, Regina, are changing places as managers of these Western Canada stations effective Sept. 1. Elphicke goes to CKWX, Vancouver. Squires returns to CJCS, Stratford, Ont., and Gaetz goes to CJRC. No successor to Gaetz at CKCK has been announced as yet.

Elphicke’s move to Vancouver marks his return to his home-town in Canada where he came in 1920 from England with his parents. In radio since 1931, he has been a station manager since 1935 at CFAC, Calgary, going from there in 1936 to the Taylor, Pearson & Carson organization to CJCA, Edmonton, and in September, 1940, moving to CJRC, Winnipeg, as manager.

Frank Squires, manager of CKWX, since January, 1941, had previously been manager of CJCS, Stratford, of which he is part owner. Gerry Gaetz was manager of CJOC, Lethbridge, Alta., before going to CKCK, Regina.

“Something new has been added!” — HUGE INDUSTRIAL PAYROLLS—to the WOW-Land Market.

Now WOW-Land is an embryonic Pittsburgh — plus The Breadbasket of the World — all in one chunk.

Your WOW-Land customers now include both the Iowa farmer who’s raising $14.00 hogs, and the Omaha workman who’s building bombers for $14.00 a day in wages.

Huge multi-million-dollar plants have sprung up in WOW-Land. These are exactly what WOW-Land has needed to BALANCE the Great Plains market. In happier years to come these huge plants will convert raw materials from WOW-Land farms to consumer goods. The goal of Farm Chemurgy is in sight!

Now is the time to invest advertising dollars in WOW-Land — both for the immediate return — and with an eye to the future. You’ll reap a rich harvest in the 276 counties covered by WOW alone at a cost less than any combination of stations.

The Only NBC Station in Nebraska

590 Kilocycles 
5000 Watts Day and Night

RADIO STATION 
OMAHA

“Town Meeting” Shifted

WITH the start of the Coca Cola program Spotlight Bands on the BLUE Sept. 21 in the Monday through Saturday 9:30 p.m. spot, the BLUE will shift the Thursday evening broadcasts of America’s Town Meeting of the Air from 9-9:35 p.m. to 8-8:30 p.m., effective Sept. 24.
C. G. Younggreen
CHARLES G. YOUNGGREEN, 51, executive vice-president of Reinecke-Ellis-Younggreen & Finn, Chicago agency, died of a heart ailment Aug. 19 in St. Luke's Hospital, Chicago. Formerly he was New-Mex of the Kansas Farmer. During World War I he was an aviator with both the Royal Flying Corps and the U. S. Army Air Corps.

TOM HARRINGTON, New York vice-president and radio director of Young & Rubimih, has returned to his desk after Hollywood conferences with Ralph E. Williamson, who has joined the firm as a director on the West Coast originating shows.

HERBERT WILLIAMS, former vice-president and radio director of WNEW, has returned to his desk following New York conferences with agency executives on West Coast originating shows.

Printed Questionnaires Bring FTC Complaint
The Federal Trade Commission has issued complaints against a group of individuals who allegedly are sending out questionnaires to customers, on the face, appearing to come from the Government. The FTC complaints allege information sought from the questionnaires are for use of credit houses in tracing down debtors and that many employees return information sought only because they consider it a Government request.

Respondents named in the complaints are: Michel Lipman and Jack Silverman, trading as Chief Statistician and as J. Silverman & Associates, San Francisco, and Leo Greenberg, trading as Leo Greenberg, Reclassification Department, Los Angeles. William E. W. Speaker, Bond Bidg., Washington is named respondent in each complaint. Cards set out by this group gave the return address of "Chief Statistician, Bond Bidg., Washington." The group has no association with the Government, it was said in the FTC complaints.

Stan Shaw to WINS
STAN SHAW, formerly m.c. of Milkman's Matinee on WNEW, New York, has joined WINS, New York, where he will conduct his first daytime program in conjunction with Don Dunphy, sports announcer. The pair will be heard daily in a four-hour show given over to the sale of War Bonds and Stamps for the Treasury. Shaw will serve as m.c. and recorded music will be used, with Dunphy covering sports and other assignments.

TONY PASTOR records for LANG-WORTH
"Doggone! I forgot to include WDFD Flint Michigan on my list."

Maloney Is Merged In Newell-Emmett
Entries Into Service Lead To Agency Consolidation
T. J. MALONEY, Inc., and Newell-Emmett Co., both of New York, last week announced consolidation under the name of Newell-Emmett, with that agency's headquarters serving as offices.

Personnel Moved In
It is expected that T. J. Maloney Inc. will become a principal of Newell-Emmett on his return from service and that Frank Gilday, treasurer and account executive of T. J. Maloney Inc., already with the armed forces, will also join the firm on his return.

Personnel from the Maloney agency continues to service the Maloney accounts at Newell-Emmett, which include: Sherwin Williams Co., Cleveland (paints); Walter Kidde & Co., Bloomfield, N. J. (fire extinguishers); Rohm & Haas Co., Philadelphia (plastics); Resinous Products & Chemical Co., Philadelphia (chemicals); Wabash Photolamp Corp., Brooklyn (photolamps); Thiokol Corp., Yardville, N. J. (synthetic rubber); Resistofox Corp., Belleville, N. J. (tubes, tubing, hose, apomins); and Barclay Mfg. Co., New York.

Maloney's merger will become a part of the Newell-Emmett Co., which is already handling the company's advertising.

Mergers

Maloney's merger will become a part of the Newell-Emmett Co., which is already handling the company's advertising.

WATSON HUMPHREY, radio director of Russell M. Leeds Co., Chicago, has taken over direction of NBC Recite Roundup, sponsored by Grove Labs. He succeeds Joe Force, who joined WRA, Madison, Wis.
Rexall Spots In November
UNITED DRUG Co., Boston (Rexall products) will start its autumn Rexall Parade of Stars on behalf of its semi-annual one-cent sale on Nov. 1, following with other discs Nov. 3, 5 and 7, according to Spot Broadcasting, placing for Street & Finney, New York. It was incorrectly stated in the Aug. 10 Broadcasting that the spots would be carried in September.

Tells AFM Side
RADIO was utilized by J. K. (Spike) Wallace, president of Los Angeles Musicians Mutual Protective Assn., Local 47, to give the AFM side of the current recording-transcription ban, over KFAS, Pasadena, Cal., on Aug. 10 during the program, Our Daily Bread, sponsored by the CIO. Defense arguments, according to general opinion, were as propagandistic as those which union supporters contend have been given by radio and recording interests.

GERTRUDE M. NYMAN

SINCE she generally signs her correspondence as G. M. Nyman, it is not unusual for Gertrude M. Nyman, space and radio timebuyer of Pacific National Advertising Agency, Seattle, to receive letters addressed to "My dear Mr. Nyman." But she takes off the resultant confusion.

No newcomer to the radio advertising field is Miss Nyman. As early as 1928, she was buying radio time and one of the first programs on NBC Pacific Coast network, the Contended Hour, sponsored by Carnation Co., Milwaukee, was placed by her for that firm. Before radio entered the advertising picture she was an experienced buyer of newspaper and magazine space and is thoroughly familiar with all media.

Miss Nyman joined the Izard Co. (now Pacific National Adv. Agency) some 22 years ago. Working as office girl, traffic manager and in various other capacities, she has to her credit the longest period of continuous service of any member on that agency's staff, and a background of experience that well qualifies for responsibilities shouldered today.

Following a policy of visiting principal stations across the continent, Miss Nyman has acquainted herself personally with their facilities and commercial departments, thus establishing a reputation of being one of the best informed timebuyers in the West. She has successfully bought time for such well known national and regional accounts as Fisher Flouring Mills Inc., Washington Cooperative Egg & Poultry Assn., Oregon-Washington-California Pear Bureau, Northwest Cherry Bureau, Kirsten Pipe Co., Carnation Co., National Grocer Co., Seattle First National Bank, Hansen Baking Co.

Her recreation is gardening, but once a year she scrapes trowel and spade clean to vacation, and travels across country on a proverbial "radio-man's holiday" widening acquaintance in the media field.

TWO 'E' FIRMS AIR CEREMONY ON BLUE
TWO MORE war plants to buy time on BLUE to broadcast ceremonies in connection with the receipt of the Army-Navy "E" for excellence in production are: Jenkins Bros., Bridgeport, Conn., vaile manufacturers, and Gilbert-Barker Mfg. Co., West Springfield, Mass.

Jenkins Bros. aired a half-hour on 45 BLUE stations Aug. 19 in a program featuring addresses by navy, state, city and company officials. Agency for the company is Horton-Noyes, Providence.

The entire network was used Aug. 21 by Gilbert-Barker for a half-hour program of a similar nature. Agency is McCann-Erickson, New York. These are the fourth and fifth companies to purchase single-time broadcasts on BLUE for award ceremonies [Broadcasting, Aug. 17, 1942].

AGENCY Appointments

MUZAK CORP., New York, wired music company supplying hotels, restaurants, apartment houses, factories and war plants, to Erwin, Wasser & Co., N. Y.

GARRETT Corp., Inglewood, Calif., thru J. Walter Thompson Co., Los Angeles.

J. V. C. WINTERIESE, Gusto, Cal., thru Don B. Miner Co., Los Angeles.

John C. Morse, account executive.

PIERCE'S PROPRIETARIES, Buffalo (Dr. Pierce's Golden Medical Discovery, Dr. Pierce's Favorite Prescription) to Duane Jones Co., New York. Extensive radio campaign starting Oct. 1.

BAYOU STATE OIL Corp., Shreveport, La., to Joe H. and Asbou Shreveport.

Correction
IT WAS incorrectly stated in the Aug. 17 Broadcasting that the agency handling the Benson & Hedge account on BLUE was Mason Inc., New York. The agency is Duane Jones Co., New York.

92.6% of all homes in this area are equipped with radios to receive WSPD's 18-hr. daily service of listenable local and NBC programs.
WHEN YOU SEE THIS—

RAYMOND E. FULEIHAN, formerly a consulting radio engineer in New York City, has joined the staff of John Barron, Washington consulting engineer.

GEORGE HANNA, formerly engineer of WHBF, Rock Island, Ill., has been commissioned a second lieutenant in the Army Signal Corps at Camp Shelby, Miss.

HOWARD W. COURTNEY and Adrian B. Crowley have been added to the control room staff of WZKO, Kalamazoo, Mich.

BOB MONTGOMERY, local resident, has been added to the control staff of WBIG, Greensboro, N. C. Harold Smith is now chief control operator.

MATTHEW J. HOFFMAN, formerly with WJAM, Marquette, Wis., and WMI, Loras, O., has become chief control operator of WSBA, Yankton, S. Dak.

HERVEY FRITCH has joined the transmitter engineering staff of KGO, San Francisco, replacing Richard Palmer Jr., now a flight lieutenant in the Army Air Force.

MRS. C. E. ANTHONY, formerly of WPTC, Greenville, N. C., has joined WTLR, Norfolk, Va., as control operator and secretary to J. L. Grether, station technical director.

CLARK CASEY, sound effects technician of KRCA, Hollywood, has joined the Army and is stationed at Santa Ana, Calif.

JIM ZIMMERMAN, apprentice operator of WBWB, Honolulu, is engaged to Louise Pogson of the WBWB secretarial staff.

ANN PACZKOWSKI, now control operator of CHML, Hamilton, Ont., is the first girl technician to be employed by the station.

LOUIS TULCHIN, chief engineer of WBWB, Welch, W. Va., has joined the Army Signal Corps.

SAM COOK and Joe Roeder, both new to radio, have joined KOF, Phoenix, as relief engineers.

W. JOSEPH AUSTEN, engineer of WURL, New Haven, has been commissioned a second lieutenant in the Army Air Forces, to be stationed at Maxwell Field, Alabama.

WELLS CHAPIN, engineer of KWW, St. Louis, has been appointed chairman and radio aide of the War Emergency Radio Service Committee of Civilian Defense for the St. Louis area.

ARTHUR SEATON, engineer of KRAT, Salina, Kan., is now employed by a construction company erecting an airbase near Salina.

Capt. Page to London

CAPT. E. C. PAGE, former partner in the consulting engineering firm of Page & Davis, has been transferred to London and is assigned to headquarters of the Commanding General of United States Forces in Europe. Also at headquarters is Lt. Com. Harry C. Butcher, former CBS vice-president in Washington, who is aide to the Commanding General, Lt. Gen. Dwight Eisenhower.

NELSON RÜCKFELLER, coordinator of Inter-American Affairs, on Aug. 23 was a press release speaker on the Columbia Broadcasting Symphony concert program 3-4:30 p.m. His topic was "Latin America and the United Nations".

TRYING OUT Army equipment before entering officer's training school of Women's Army Auxiliary Corps at Fort Des Moines seems to be fun for Reva Starzer, who resigned as secretary to Manager Hugh B. Terry of KLZ, Denver, to accept her appointment. Obliging chauffeur is Pvt. Jack Newberry, of Lowry Field, Denver.

Boundy Commissioned

GLENN BOUNDY, chief engineer of the West Virginia Broadcasting Co., has been directing construction of the new 50,000-watt transmitter of WWVA, Wheeling, was commissioned a first lieutenant in the Army Signal Corps, stationed at Fort Monmouth, N. J. Mr. Boundy is the eleventh member of the WWVA staff to enter the armed forces.

KDKA-ABFA Dickers

AMERICAN Federation of Radio Artists and the management of 'KDKA, Pittsburgh, are negotiating a contract for the station's staff announcers following certification by the National Labor Relations Board of AFRA as collective bargaining agent for the group. NLRB issued its order after a thorough check and found all eight KDKA staff announcers to be AFRA members.

Look to Lingo for AM-FM

Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their improved stability and low maintenance costs.

Look to Lingo—(for proven, factual information on modern antenna systems.

Lingo Vertical Steel Tubular Steel Radiators

JOHN E. LINGO & SON, INC., CAMDEN, N. J.

Broadcast Advertising

Page 42 • August 24, 1942
TO ASCERTAIN the effect of its trade paper advertising in advertising circles as well as get a name for its trade character, a fat lady, WNAX, Yankton, N. D., recently offered $300 in War Bond prizes for the best name submitted for the character. The contest advertising carried no call letters so contestants had to know where to send their entries—the fat lady being their only clue. Proof that previous ads had been seen and remembered was found in the thousand and more names received, the station reports.

The fat lady is now "Big Aggie"—name submitted by Walt Raschick of Knox Reeves Advertising Inc., Minneapolis. Walt received $150 in War Bonds as first prize. Second prize of $100 in War Bonds went to Edwin R. Velcher of Fisher & Smith & Ross, New York. J. E. Spurrer, advertising manager of the Columbus Dental Mfg. Co., Columbus, O., took the $50 War Bond third prize.

"Big Aggie" will continue in WNAX advertising prepared by Allen & Reynolds Inc., Omaha.

How Crop Was Saved
KVOO, Tulsa, is mailing a letter to timebuyers, agency executives, and station representatives enclosing the Oklahoma A & M Extension News, describing in detail how the station was instrumental in saving a $100,000 strawberry crop the Government had purchased for lend-lease shipment. Previously advertised in Broadcasting, July 27, KVOO has directed movements of pickers through announcements on Rural Route 1170, a regular station feature.

Merchandising & Promotion
How Advertising Works—Saved the Crop—With Books—
Bundles of Beauty—Fair Enough

Bookstore Displays
COINCIDENT with the drive by Grosset & Dunlap, publishers of Kitty Foyle, KGW, San Francisco, has arranged with several local book stores to display counter cards promoting the book, by calling attention to Stories America Loves, General Mills' program, which is currently serializing Christopher Morley's Kitty Foyle.

Photo Contest
TO MARK fulltime membership as an MBS affiliate, effective Sept. 15, WHK, Cleveland, is conducting an amateur photographic contest for employees of Mutual stations. Subject matter is limited to broadcasting. First prize is a $50 War Bond.

Fight Series Stunt
CHML, Hamilton, Ont., uses transcriptions of previous fights to publicize the Gillette Cavalcade of Sports blow-by-blow boxing series. The control department records the last round of every fight and the records are played as plugs for the next fight broadcast.

WCKY Contest
CONTEST sponsored by WCKY, Cincinnati, to pick "Miss Greater Cincinnati", on a basis of health, beauty, and talent, shattered house records in the large downtown theater where final judging occurred. Winner was Miss Barbara Patterson, 18-year-old model and dancer. With promotion tied closely with the war effort, the 100 girls who took part acted as hostesses for service men at a "Cincinnati Canteen Night!", participated in a tableau for "Smokes for Service Men" show which attracted 6,500 persons, and assisted in the sale of War Stamps.

From the Fair
WLS, Chicago, is taking part in the Wisconsin State Fair in Milwaukee, Aug. 22-28, broadcasting farm and news programs from the WLS—Prairie Farmer Magazine tent on the fairgrounds. Check room and picnic tables are furnished for fair visitors in the WLS tent where morning and afternoon stage shows are presented by the Prairie Ramblers and a girl's duo from the cast of the National Barn Dance. Opening night attraction of the fair was the broadcast from the fairgrounds of the National Barn Dance.

Lady's Year
CELEBRATING one year on the air, Your Neighbor Lady on WNAX, Sioux City, 's., has offered listeners a booklet of letters, hints and recipes entitled "A Year With Your Neighbor Lady".
KGFW Servicemen
THREE MORE STARS have been added to the "Men-in-Service" Flag of KGFW, Kearney, Neb. Les Cox, program director, and Dave Roberts, salesman, are with the Coast Guard somewhere in California, and Art Kennedy, announcer, is in the Army. New additions are: Dick Behrends, announcer, and Douglas Smith, newscaster and sports announcer. Leonard R. Brown, farm editor, has assumed the duties of program director, and Harold Clark, news announcer, is taking over publicity and continuity.

W30NY, the FM station authorized to the City of New York, was granted an extension Aug. 18 by the FCC, giving it until next Nov. 14 for completion of construction.

5 Reasons Why
You
Should Buy
WAR BONDS

1. By investing in War Bonds you help provide the planes, the tanks, the guns and the ships we must have to survive and conquer.
2. You prove that you are a patriotic American.
3. You aid the morale of our fighting men, by showing them that the entire Nation is behind them.
4. You prove to our enemies that we are a United People.
5. You protect your own financial future, as every $18.75 you invest in a War Bond brings you back $25 in 10 years. You make the world's safest investment, by buying a share in the world's most powerful country.

Radio Promotion
(Continued from page 22)

the active listening audience in all counties within a station's signal area should be of great use. Many who favored such a map felt it was the best type of map assuming honesty which could be prepared. In addition, it was suggested such a map could apply against a company's specific sales territory.

Census Data
Respondents thought an intensive breakdown of U. S. Census data for the local area would be exceedingly valuable but stations were warned against unnecessary reliance on census information in sections where migration has rendered the material useless.

Another admitted possibility was the monthly indicator of the trend in national spot billings. They generally felt that some of the information is already available but a larger picture is always valuable. The interest in this type of research was not as great as in those already discussed.

Only three men had any specific recommendations for radio station activity during the war. One man reported that his company had not found that local spots occasion deep local interest, as a rule. It was his contention that local stations are seldom as local as a newspaper. To overcome the general ineptness he suggested the use of more local activities to build a larger local audience.

Another respondent cited the excellent response to a popular local program broadcast by a New York station. He felt that similar programs could develop equal or better audience in other cities. The only other general comment forthcoming was a suggestion that all broadcasters would do well to apply a lighter touch to most presentations since there is an ample abundance of heavy news these days.

HOMER GRIFFITH Co., Hollywood, station representatives, after a lapse of nine months, has been repointed Pacific Coast representative of KJBS, San Francisco.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summer-Winter" Iowa Radio Survey covers all 99 counties, discloses your year trends in listening habits and preferences as to stations and programs. Maps and facts on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it for free! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

DIEETARY PROGRAM

Receives Free Promotion From
Red Cross Classes

Peggy Cave (left) and Mrs. G. E. Smiddy

A SPECIAL program, Nutrition and Your Health over KSD, St. Louis, claims one of the largest temporary faculties for that type of program. For 100 Red Cross nutrition classes being conducted in the St. Louis area, along with the teachers of the course, are regular listeners and offer program ideas. And even this faculty is supplemented by interested dieticians and nutritionists from nearby Illinois and Missouri.

Each Thursday for two months, Let's Talk It Over, the regular KSD women's feature, has brought Mrs. Eugenia Shrader, director of the nutrition division of the St. Louis Red Cross, to the microphone to discuss America's aim of keeping healthy, under the title Nutrition and Your Health. Scheduled at 5 to 5:15 p.m., the program is carried informal, and features ideas contributed by nutrition students along with the nutritionists and dieticians of Missouri and Illinois, who serve as unofficial advisers.

Although informal, the program follows the general outline of the standard Red Cross nutrition course, and inquiries of listeners are answered on the air or through personal letters by Mrs. Shrader and Miss Cave.

Spot announcements over KSD heralded the program during its first weeks on the air. The Red Cross has given two-way aid by featuring announcements of the program before its nutrition classes, and running notices in the St. Louis chapter paper and in the Missouri dieticians journal.

'Shadow' Rights Acquired

DRAMATIC RIGHTS to The Shadow, which returns to CBS this fall as a live show, have been acquired from Street & Smith, publishers, by Lew Gutter and Hugh Skeels, producers. Series, which is currently aired on various stations in transactions issued by Charles Michelson Inc., New York, will be adapted into a stage play by the producers.

Georgia's Most POTENT
"Spot Market" DUO

WALT WHRBL
ATLANTA COLUMBUS
MBS 250W CBS 250W

Represented by SPOT SALES Inc.
Including:

1. Radio Homes by states, counties and cities

2. Population by states, counties and cities

3. Up-to-date standard broadcast station log by states

4. Retail sales by states, counties and cities

5. Retail establishments by states, counties and cities

Out September 7th

RADIO CENSUS SUPPLEMENT

published by

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

National Press Building • Washington, D.C.

*Phone or wire page reservations
*Copy deadline August 31st
The Business of Broadcasting

Station Accounts
sp—studio programs
no—news programs
t—transcriptions
so—spot announcements
transcription announcements

KFWC, San Francisco
Korea Wine Co., Fresno, 6 ep weekly, thru McCann-Erickson, San Francisco.
Ross Bros., San Francisco (chain), daily ep, thru Lord & Thomas, San Francisco.
Kimpatrick Bakery, San Francisco (bread), 6 ep weekly, thru Steinhard & Co., Oakland.
Marlin Firearms Co., New York (Marlin bladed), 5 ep weekly, thru Brathen, Davis & Staff, San Francisco.
Shasta Water Co., San Francisco (sparkling water), 3 ep weekly, thru Brathen, Davis & Staff, San Francisco.
American Cigarette & Cigar Co., New York (Pall Mall), 30 ep weekly, thru Ruthrauff & Ryan, N. Y.

KHJ, Los Angeles
Lovel Van & Storage, Los Angeles (moving storage), 6 ep weekly, thru BRDO, N. Y.
Long & Milnordt Co., San Francisco (Dr. Hamilton's dog food), 4 ep weekly, thru Alderson Agency, San Francisco.

WMAQ, Chicago
McKesson & Robbins, Bridgport (vitalin pills), 7 ep weekly, thru BRDO, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 5 ep weekly, thru Franklin Brick Adv. Corp., N. Y.
Barnes & Lord, San Francisco (Pall Mall), 150 ep, thru Ruthrauff & Ryan, N. Y.
Vick Chemical Co., New York (cough syrup), 75 ep, thru More International, N. Y.

WNEW, New York
American Tobacco Co. New York, (tobacco), 12 1/2, 18 weeks, thru Lord & Thomas, N. Y.
General Baking Co., New York (broad bread), 6 ep weekly, thru Newell-Emory Agency.
United Institute of Aeronautics, Hoboken, N. J., 6 ep weekly, thru Newell-Emory Agency.

KDKA, Pittsburgh
War Baking Co., New York (Top Brand), 13 ep weekly, thru J. Walter Thompson Co., N. Y.
Knorr Baking Co., Cleveland (bakery goods), 6 ep weekly, thru E. W. Brecheis, Chicago.
California Fruit Growers Assn., Los Angeles, thru Lone, Inc., Los Angeles.
Readers Digest, Pleasantville, N. Y., 9 ep, thru Ruthrauff & Ryan, N. Y.
Aver & Roche, Averon (tires and tubes), 8 ep, thru Sweeney & Company, N. Y.
Bucknell University, Lewisburg, Pa. (summer war courses), 1 ep, thru E. L. Wether, N. Y.
Kever Bros., Cambridge (Leigebury), 15 ep, thru Ruthrauff & Ryan, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall), 50 ep, thru Ruthrauff & Ryan, N. Y.
MGM Studios, Los Angeles (Mrs. Miniver), 5 ep, thru Donahue & Coo, N. Y.

WHO, Des Moines
Studebaker Corp., South Bend (sales & service), 6 ep weekly, thru Roche, Williams & Cunningham, Chicago.
Johnson & Johnson, New York (lubricants), 5 ep, thru 104 times, thru Ferris & Hess, N. Y.
Harry Mfg. Co., New York (shoe polish), 4 ep weekly, thru Harrington, Castleman & Pierce, N. Y.

WJZ, New York
Johnson & Johnson, New Brunswick (Red Cross bandages), 10 ep weekly, thru Young & Rubicam, N. Y.

WROK, Rockford, Ill.
Manhattan Soap Co., New York (Sweetheart Soap), 6 ep weekly, thru Franklin Brook Adv. Corp., N. Y.
American Cigarette Co., New York (Denture) 15 ep weekly, thru Badger & Browning, Boston.

KECA, Los Angeles
Chlorides Solutions Inc., Los Angeles (brine), 2 ep weekly, thru Barton A. Stibel & Co., Los Angeles.
General Motors Corp., Detroit, 1 week, thru Campbell-Ewald, Detroit.

WIND, Gary, Ind.
Irontel yeast Co., Atlanta, 42 ep, thru Rickenbacker Adv. Co., N. Y.
Givel Furniture Co., East Chicago, 6 ep, thru Ruthrauff & Ryan, San Francisco.

WCFI, Chicago
Studebaker Sales Co., Chicago (used cars), 2 ep weekly, thru Schwimmer & Scott, Chicago.
General Motors Corp., Detroit, 1 week, thru Campbell-Ewald, Detroit.

WBBM, Chicago

Who, Des Moines
Studebaker Corp., South Bend (sales & service), 5 ep weekly, thru Roche, Williams & Cunningham, Chicago.
Johnson & Johnson, New York (lubricants), 5 ep weekly, thru Harrington, Castleman & Pierce, N. Y.

Army Show Music Available to All

Although ASCAP has announced that the music composition "This is the Army" will be available for broadcasting by any radio station, whether or not it has an ASCAP license, the Society has not issued a blanket license covering these tunes nor has it withdrawn its requirement that any non-licensee wishing to use the music make written application to ASCAP for the privilege. Stations without ASCAP licenses in addition are restricted to use the music from the Army show only on sustaining programs.

Explaining that the patriotic nature of the music, written and published by Irving Berlin who has turned over his recording royalties to the Army Emergency Relief Fund, is such that ASCAP is encouraging its widest possible use, regardless of licenses, a Society spokesman said the individual requests for non-licensed use were required to protect the broadcaster who has taken out an ASCAP license since ASCAP is authorized to and affords a means of checking to make sure that the music is used on non-commercial programs only by stations to whom this special permission is given.

Shoe Chain Plans

NATIONAL SHOE STORES, New York, chain comprising more than 70 retail stores, has launched its fall promotion in New York, with the renewal of the three programs used last year and the addition of participations on several networks in WOR, New York. Company continues a weekly quarter-hour of recorded music on WOR, using Martin Block's Make Believe Ball Room, and also renews three quarter-hours weekly on Alan Courteney's recorded show on WOW, as well as daily participations on Uncle Don's Show on WABC. Agency is Emil Mogul Co., New York.

New WABC Disc Policy

BREAKING its policy not to air recordings after 9 a.m., WABC, New York, has started a five-weekly show of music and commentators titled Personally It's Off the Record. Each recorded musical number will be introduced by a brief sketch about the tune and its composer, with John Reed King serving as narrator.
Radio Advertisers

BARNEY'S CLOTHES, New York, (men's clothing), for the tenth consecutive year, has signed a 102-week contract with WNEW, New York. Schedule under the new contract starting in September calls for 40 spot announcements and seven ten-minute musical programs weekly, with Zeke Mannert as announcer.

DARWINIO MANNERS as announcer and seven ten-minute musical programs weekly, with Zeke Mannert as announcer. For the public's cooperation in its wartime transportation problems on WNEW, New York, has signed a contract to operate for 10 months Hospitality House on WNEW, New York. For the public's cooperation in its wartime transportation problems on WNEW, New York.

STANDARD BEVERAGES, San Francisco (Par-T-Pak) has renewed with 53 weeks its program "Open Your Favorite Flavor" conducted by Don Morton on KQW, San Francisco. Agency is Brisacher, Davis & Staff, San Francisco.

HARRY SCHOOLER Enterprises, Los Angeles, to promote the weekly defense workers show at Long Beach Civic Auditorium, on Aug. 16 started sponsoring daily announcement in Al Jarvis' "Make Believe Ballroom" on KFWB, Hollywood. A total of 67 spot announcements per week are also being used on KFVI, KFOX, KLAB, KFIR, Charles Davies Adv., Los Angeles, has the account.

CONNECTICUT BUS Co., Hartford, is running one-minute transcriptions asking for the public's cooperation in its wartime transportation problems on WNEW.

Dairy Belle Creamery, San Francisco, has renewed for 20 weeks Hospitality House on KBFN and recently started five weekly participation in Woman's Page of the Air on the station. Agency is Brisacher, Davis & Staff, San Francisco.

LOCAL LOAN Co., Chicago (personal loans), has started sponsorship of a quarter-hour six days weekly of Record Reveille, early morning program on WGN, Chicago. Company also sponsors three broadcasts weekly of Bob Elson's Sports Review, quarter-hour program six days weekly on WGN. Agency is George H. Hartman Co., Chicago.

CARSON PIRIE SCOTT & Co., Chicago (department store), has renewed Wally Kaye Well, quarter-hour program five days weekly on WWB, Chicago, for 13 weeks, starting the second year of the program. Wade Adv. Agency, Chicago, is the agency.

WEST COAST SOAP Co., Oakland, (Powow and White Navy Soap) recently renewed for 13 weeks its weekly Dial-a-Winner half-hour program on KJRS, San Francisco, and has started participations five weekly in Woman's Page of the Air on KSFO, San Francisco. Agency is Brisacher, Davis & Staff, San Francisco.

A. C. Johnson, Carvell & Murphy, Los Angeles (Kellogg's cat paste), in a 30-day campaign ending Aug. 31 is using a total of 312 transcribed announcements on five West Coast stations. Account is handled by Edwood J. Robinson Adv. and W. C. Jeffries Co., Los Angeles.

DOWNTOWN BUSINESS MEN'S Assoc., Los Angeles, to promote "Back to School Week" sales, in a ten-day campaign ending Aug. 25 is using a total of 50 transcribed dramatized station-break announcements on five local stations. KBFN KFKE KFBW KMBP, Roderick May Adv., Los Angeles, has the account.

DELOREY SLEDGE, of the advertising department of Coca Cola Co., Atlanta, in a supervisory capacity, has taken over the duties of advertising manager of the company while Price Gilbert Jr. is on leave with the Coordinator of Inter-American Affairs.

MINNESOTA Radio Network, keying from KSTP, St. Paul, and including KROC, Rochester; KSYM, Mankato; KFAM, St. Cloud, has issued Rate Card No. 5, effective Sept. 1.

This Lubbock County Cotton Will Bring...

$95.00 PER ACRE!

There's nothing unusual about this cotton field photograph—it's a typical scene this year in the cash-rich KFYO market! The remarkable fact is that cotton farmers in the Lubbock area can't miss. Cotton is pegged at $94.25 per bale cash; and a bale or more to the acre is assured—the best crop since 1937. Lubbock County is Texas number one cotton producer. Then there's money, and lots of it, from oil, from cattle, from a second 4½ million dollar war project (one is already in operation) and from several smaller ones. It's an exceedingly prosperous market, even for war times, of 189,979 people with 30,426 radios tuned in on the area's only station—

KFYO SERVING TEXAS' FASTEST-GROWING MARKET

FEWER PROGRAMS FROM SANTA ANA

FOLLOWING a War Dept. investigation, it is expected that there will be an appreciable decrease in the number of radio shows originating from the West Coast Air Force Training Center at Santa Ana, Cal. Overemphasis has been placed on radio at that base, it was said, and Army officials are reported to have taken full cognizance of the large number of network shows originating from Santa Ana. Col. Arthur I. Ennis, public relations officer of the Air Force, Washington, visited the WCAFTC in mid-August on a reported check-up.

Fearing in an attempt to spread programming over other West Coast Army camps was shift of the weekly CBS Sg.t. Gene Autry Show to March Field, Riverside, Cal. for the Aug. 9 broadcast and to the network Hollywood studios on the following Sunday. Move was made despite the fact that Sgt. Autry is stationed at Santa Ana. Further action may include transfer of several commissioned officers identified with at least some of the activities at that air base to other camps, it is generally believed.

Eddie Cantor's Prevue

EDDIE CANTOR, comedian, will be on the air Aug. 28 under unusual circumstances—a radio prevue of a film which has not been made, featuring his life story. Script of a movie to be released by Warner Bros., and written by 14 persons associated with Cantor during the course of his life, will be adapted for radio and aired on the CBS Philip Morris Playhouse, with Cantor portraying himself. Bow Co., New York, is the Philip Morris agency.

New CBS Shortwaves

TWO RECENT appointments in the shortwave division of CBS are Russ Johns, production chief, and Theodore Kraber, general agent in program operations. Johns, who joined CBS shortwave as announcer-assistant in 1941, entered radio in 1938 as announcer-writer-producer for WNYC, New York, after a vocation in various fields. Kraber also came from the stage. Before joining the CBS shortwave division, he served as announcer, narrator and m.c. on the network's television programs.

PLENTY OF CAKE and refreshments were on hand when KFAC, Los Angeles observed the first birthday of Lucky Lager Dance Time, two-hour recorded program broadcast nightly. He also was the dispute was Mrs. Blake, wife of the Lucky Lager sales manager, is sampling, with Don Ottis, announcer on her right, Mr. Blake, her left, and Burt C. Granicher, account executive of McCann-Brockman, San Francisco agency. Three smaller cakes went to soldier, sailor and marine, attending the studio dance, whose birthdays were closest to the program's anniversary. That beer bottle on top of the cake is a phone—merely more pastry.

Strike Threat Seen, AFM Upset

(Continued from page 18)

obligated to rehire its staff orchestra.

The "free flow" provision was understood to be present in contracts of a number of stations, notably those on CBS. It was viewed generally as an iron-clad guarantee and one that the union would have difficulty in combatting unless the Petrillo ban is lifted. Such a provision, it was pointed out, has the effect of nullifying the contract if the union does anything to shut off the station's supply of music, whether live or by transcription or record.

Whether an ultimatum has been served on MBS or to withdraw service from stations which have broken relations with their locals, as done several months ago in the case of WSIX, Nashville, could not be ascertained. The subject has been a live one since the Petrillo ban became effective and it developed at least to some extent in the earlier stages of the WCAE negotiations.

Present at the two-day MBS executive committee meeting in New York were W. E. Macfarlane, WGN, president; Theodore C. Streibelt, WOR, executive vice-president; Lewis Allen Weiss, Don Lee, West Coast executive vice-president; H. K. Carpenter, WHC-WCLE, and John Shepard 3d, Yankee Network, all board members; Fred Weber, general manager; Edward W. Wood Jr., sales manager.

Should such a strike contingency develop, with a network called upon by the union to drop service to stations, separate court action may be taken.

Attorneys have pointed to the recent decision of the Federal District Court for the Southern District of New York in the Loew's motion picture case, which they regard as a perfect precedent. In this controversy, Loew's Inc. was negotiating a new contract with the motion picture machine operators Local 363 covering the projectionists employed in Loew's theatres in New York. The union asked Loew's not to book their pictures in any theatre which did not employ members of 363.

Loew's Case Cited

Loew's refused and went into court seeking a declaratory judgment. Federal Judge Henry W. Goddard (one of the three judges sitting on the NBC-CBS chain-monopoly case) in handing down the opinion July 23, ruled that if Loew's acted as requested by the union, it would constitute a violation of the Sherman anti-trust law and a conspiracy in restraint of trade. He also pointed out that it was not a labor controversy but a secondary boycott in reverse.

According to competent-legal observers, the facts and the law in the motion picture cases are practically identical. Thus, if AFM wants a network not to serve a station, it is doing the same thing the motion picture union attempted to foist upon Loew's.

Meanwhile, pursuant to suggestions from the Dept. of Justice, both Government and industry groups were moving forward with preparation of evidence and affidavits for the Sept. 16 hearings. The FCC last week-end was an-
alyzing the results of the comprehensive questionnaire sent to all broadcast stations asking data on the overall music situation [BROADCASTING, Aug. 17].

NAB President Neville Miller and Sydney M. Kaye, NAB and Broadcasters Victory Council attorney in the AFM proceedings, were preparing data for use in the suit. NAB already has announced its intention of intervening as a friend of the court in the Chicago proceedings.

Bennett Assisting

Also gathering data for the case was Andrew W. Bennett, former special assistant to the Attorney General, who handled the Government case in the original ASCAP proceedings, now serving in his capacity as general counsel for National Independent Broadcasters. One of those who attended the Aug. 8 conference with Assistant Attorney General Arnold, and other Anti-Trust Division attorneys, was Bennett, because of his familiarity with the whole field of anti-trust law, was working on station case history aspects of dealings with AFM during the last several years.

The Government, it is reported, will definitely be ready at that time, having Mr. Arnold, provided addition to Daniel B. Britell, special assistant to the Attorney General in Chicago, will be Holmes Baldridge, chief of the Litigation Section of the Anti-Trust Division, and Victor O. Waters, special assistant to the Attorney General in charge of the Anti-Trust Division's New Orleans office and an expert in radio and music matters.

First reported loss of station business due to the AFM ban on recordings was the withdrawal of the Procter & Gamble Co. serial, Against the Storm, from the 10 stations which were receiving it by transcription. In a complaint to the FCC, in charge of the account, reports it tried to comply when Petrillo announced AFM musicians would refuse to work and the transcribed programs if guarantees were received by the union the recordings would be played only once and then destroyed. A request for such permission was immediately made to AFM, but no answer had
been received. When the two-week supply of transcribed serial installments was exhausted Aug. 14, there was no choice but to stop the recorded broadcasts.

It was explained most P & G transcribed programs have the musical theme on one record and the dialog on another and so can be continued, but in Against the Storm the musical and speaking portions of the program are so combined as to make their separation practically impossible. Program, advertising Ivory Soap, continues as a network broadcast on 81 stations, Monday through Friday, 11:30-11:45 a.m.

Failure of AFM to grant permission for continued recording of Against the Storm while giving it to other programs, was considered as odd since this program is unusually war-minded, with its characters involved in the war and its patriotic theme. Furthermore, Pettrillo has repeatedly declared the AFM will do all in its power to assist in promoting patriotism and morale.

The union has given World Broadcasting System permission to record General Motors’ Victory Is Our Business series, a broadcast primarily for the company’s wartime employees. It has also approved a number of non-commercial patriotic transcribed programs including the patriotic signoff written by Donald Flamm for Freedom House, which has been recorded by Columbia Recording Corp. against a background of “Battle Hymn of the Republic” and “The Star-Spangled Banner.”

Some Records Sanctioned

Freedom House is offering these records to any station wishing to use them at $1.25 each, the exact cost of making the disc. Several years ago, when Mr. Flamm, who is now associated with the Office of War Information, was owner and operator of WMCA, New York, he wrote a similar patriotic signoff-for that station which evoked such a favorable response that WMCA is still using it.

With the headquarters executives of the AFM in Chicago last week, there was little activity on the recording situation in New York. Transcription company executives reported their studios were busy with non-musical recording and with such musical discs as the union has allowed its members to record. These companies and the union are busy with the making of such discs.

Mr. Dennis, KVOO, Tulsa

HE BLAMED Hitler & Co. for it all, but that didn’t much help R. N. Masoner, manager of the Tulsa Camera Record Co., local photographic retail outlet for the world’s oil capital city, when he suffered volume losses of thousands of dollars—$25,000 annually from one customer alone—because of war shortages.

That’s where KVOO stepped in. Program Director Edward C. Coontz with stage counsel and help. For KVOO, in its advertising for Tulsa Camera Record Co., worked out a scheme whereby the station not only acts as a salesman for Masoner, but turns right around in the same spot announcement and acts as an assistant purchasing agent to get stock in for Masoner to sell.

From Loss to Profit

Translating this remarkable information another way, KVOO, working with Masoner, developed a unique buying and selling business in used equipment in a few weeks which Masoner says: “Not only wiped out our volume losses, but has actually enabled us to show an increase this year to such an extent that we’re adding another balcony to our floor space to handle the stock.”

That’s not the whole story behind this unusual merchandising plan. It goes back some two years when Masoner, who was sold on radio advertising, tried several types of programs on other stations which produced results which “were not quite what we desired.”

“We felt we would not find the right channel for our radio advertising,” Masoner said, “until we came to KVOO. Through the medium of an informal, entertaining breakfast show on which we began advertising with spot announcements which Coontz worked out with us, our success was immediately noticeable and continuous.”

Business got so good that Masoner began adding what he terms “balconies” to give additional floor space which the store’s 18-foot ceiling allowed him to do.

Imbued with the Oklahoma pioneer spirit, Coontz and Masoner began plugging photostats and blueprints to the listening audience which items seldom, if ever, had been advertised generally before. As a consequence, notably since Pearl Harbor, Tulsa Camera Record Co. has built up a huge volume of public distraction, old letters, birth certificates, family Bibles, wills, etc.

It was in the spirit of mutual benefit that Masoner some weeks after Pearl Harbor told Coontz that “we are getting to the point where we have little to sell, but we want to stay on the air. What can we do?”

Having built the business from a one-man organization in 1920 to an outlet now employing 22 persons, the company executives together with Coontz, utilized native American business ingenuity and found the solution in the wholesale-retail business mentioned above.

Coontz asked the listening audience to bring in any type of camera equipment, photo supplies, and in some cases, supplementary office appliances and equipment such as desk lamps. A fair price is quoted. The author of this article tested it by selling Masoner a camera.

The company puts these articles through a reconditioning department and then they are placed on display for resale.

The last word:

“We’ve maintained a steady and lucrative volume on used material. We are particularly pleased with the type of advertising we have on KVOO, because it is informal and personalized, just like the hobby ads. Of course, business was catered to. We have considerable comment on the broadcasts and our results via radio far outstrip all newspaper advertising we place,” Masoner says.

Got an old camera to sell?

there’s a far simpler way

With programs like It’s The Navy, Five Star Final, Goodwill Hour, American Quiz to mention a few... with news analysts like Sydney Moseley and Johannes Steel... with regular news periods like New York Times bulletins every hour on the hour... WMCA is now making a powerful impression on New York radio listeners.

Offering advertisers their first opportunity to buy, at very low cost, a New York station scheduling impressive, quality programs.

AMERICA’S LEADING INDEPENDENT STATION

WMCA

Western Box, Virgil Reiter & Co., Chicago

the changing new york radio scene
April, 1942, was but 0.5. The average drop during the preceding five years had been 6.3 from April to May. Our Index in the second May evening report actually advanced as compared with early May in the face of an expected seasonal decline. Our first June Index stood at 26.2, up 1.4 points from June of 1941.

It could be reasonably anticipated that the effect of May 1 Daylight Saving Time elimination would be important in listening in May, should have lost some of its potency by August, however, as our June index revealed listening to be up 5.2% over 1941 (1.3 points above 1941's 24.9). July was up 16.8% (3.2 points above the previous year's 19.0) and the first August index is up 18.0% (3.1 points above last August's 17.2).

This indicates that the cause is not the decreased gas rationing, some other increasingly constructive force is at work building radio audiences and working hard.

Actually our firm's interest in the subject does not extend to the determination of the cause for the increase. Furthermore, you requested no interpretation of cause. If you accept the above as convincing evidence of an increase, my reply will not be complete without an explanation of the reason behind the alleged decline recorded in the CAB Index. I will, therefore, set forth the procedure by which a statistical process may produce trends which can, if taken seriously, mislead a great industry.

A Common sense dictates that a larger proportion of the population will stay home when gas is rationed and that some of this increment will listen, thereby swelling the radio audience. Does it appeal to you that the group forced to stay home by tire conservation, gas rationing, dimouts or some other cause may contain fewer radio "fans" than those formerly "at home" habitually?

More Arithmetic

Would you not expect, therefore, that the total of the new "at home" group would increase at a greater rate than the segment of it that "listens"? If your answer is "yes" your Index. I will, therefore, set forth the explanation (Continued from page 14)

...
Records for 'fighting men' being collected by the mobile bandstand touring the Philadelphia neighborhoods under sponsorship of WCAU, Philadelphia, cooperating with the American Legion's scrap record drive. All the ballyhoo of an old-time minstrel parade attends the station's mobile bandstand, with studio talent presenting a concert to help attract a record-bearing crowd. The station has been collecting up to 10,000 scrap records nightly in this manner since the campaign's start.

Elimination of I-B From Draft Ranking To Affect Industry Personnel Problem

In a move last Thursday which undoubtedly will have marked effect on the manpower situation in broadcasting as well as in most other industries, with the possible exception of war plants, Selective Service headquarters announced that I-B classifications for those with minor physical disabilities will be eliminated.

Reclassification from I-B to I-A started last Thursday and Selective Service announced it expected the work to be completed by Jan. 1. Men with "obviously disqualifying defects" will be placed in IV-F—classification for those considered unsuited for any military service.

Limited Service

Action of Selective Service closely followed the recent decision of the Army to induct men with minor physical defects. It was pointed out, however, that inducted men will be assigned by the Army to general or limited military service according to their physical qualifications.

Selective Service, in the same announcement, cautioned local boards that despite the elimination of Class I-B "full consideration" must be given headquarters policies governing deferments for dependency, family relationship and occupation.

Meanwhile, at the War Manpower Commission last week a spokesman said its "essential" occupations list was being given careful and intensive attention but that the many factors entering into classifying an occupation as essential were necessarily holding up release of the list. It is not expected to appear before the middle of September.

At the Board of War Communications it was said its questionnaire asking stations for detailed information on their manpower problems would reach most stations this week. The information received will then be studied by the BWC and recommendations are then expected to be sent to WMC for the latter agency's final consideration of broadcasting occupations for its list of essential communications occupations.

At the same time at WMC it was said revision of its list of essential activities—an activity being defined by WMC as a business or service encompassing one or more occupations—can be expected each quarter year. Broadcasting was included in this list released by Selective Service July 14 [Broadcasting, July 20]. It was suggested each revision might eliminate activities and it was warned that if "things get tight" broadcasting might be eliminated from the list. However, it was added that as the war progresses any civilian activity, outside the most vital war production fields, might have limitations on drafting of its manpower withdrawn.

Sheelah Carter, Sister of Bozak Carter, MBS Commentator, Starts a Five-Weekly Series of News Commentaries on MBS Sept. 28 from WHK, Cleveland. Miss Carter has been heard on Mutual pitch-bitting for her brother.

WOR Police Puppy

In Training to Guard the Station's Transmitter

When Lorraine Sherwood on a recent Going Places program on WOR, New York, offered to give away four police puppies free, she didn't know one would become an integral part of our defense against saboteurs.

One of the more than 100 phones that poured in after the broadcast came from the WOR transmitter in Carteret, N. J., requesting a pup. It will be trained as a watchdog and turned loose nights on the transmitter grounds to give the alarm if a saboteur should try to damage vital and irreplaceable equipment.

Gosh, boys, you don't need goodluck (ky.)!

Believe us, gents, you can get along without Goodluck, Rabbit Foot or Talisman (Ky.)—and still do big business in this here State! All it takes is the Louisville Trading Area—which accounts for 54% of Kentucky's total retail sales! . . . And all it takes to cover this $400,000,000 market is WAVE—Louisville's lowest-cost-complete-coverage station, and the only NBC outlet for 100 miles around! What more good luck could you ask for than that?

In Southern California . . .

A big, concentrated selling job at surprisingly low rates

Affiliated in management with WJR, Detroit, WGAR, Cleveland.

National Representative: Paul H. Rayner Co.

Broadcasting • Broadcast Advertising

August 24, 1942 • Page 51
Network Sales
(Continued from page 9)

When the American Broadcasting Co. was reorganized, Consolidated Aircraft Corp. and BBDO is said to be preparing a network program for the Saturday Evening Post.

The Cooperative League of America may likewise make its debut as a network sponsor this fall.

Other advertisers reported to be lining up network programs include: Colgate-Palmolive-Peet (Sponsors); Standard Brands (Royal products and Fleischmann's Yeast); Lady Esther Co.; Campaña Sales Co.; Wander Co. (Ovaline); Brown & Williamson (Bugler tobacco). American Tobacco Co. and Goodyear Rubber Co. are both said to be interested in a radio version of This Is the Army, current Broadway success with Irving Berlin music and an all-Army cast.

While those are the cream of the rumor crop, they are as yet not to be considered as definite network accounts, but for those that don't materialize there will undoubtedly be other network shows, as yet unheard of, that will be on the air this winter.

The new discount plans adopted by all four networks that offer extra inducements for use of full-network schedules, will also swell billings for the networks and for their individual affiliates, especially the smaller stations in smaller markets, which this year will share much more than ever before in network revenue.

The Darker Side

On the dark side are the possibilities of further priority restrictions which may remove some sponsors from the network lists, but offsetting that is the increasing interest in institutional or service programs put on by advertisers with nothing to sell at the moment but who want to keep their names alive up to after the war when they will return to the manufacture of consumer goods. There is also the possibility that the musicians interested in this question on the manufacture of recordings might lead to a nationwide strike of network musicians, but that is not generally considered as a likelihood.

All in all, things look good.

RICHARD BROOKS, Hollywood writer and narrator of the weekly half-hour BLUE THE INCREDIBLE Mr. BROAD, is currently completing a writing assignment for Columbia Pictures Corp. film, "Sin Town".

CONFUSED was Super-Salesman Al Pearce and Marine Radio Salesman Oote Tolman turned the tables recently in the studio of KGW-KEX, Portland, Ore., and tried to sell the entertainer on enlisting. Sgt. Tolman is a former KGW-KEX entertainer-announcer.

War Damage Rate
Is Given Industry
Plea for Lower Rating Not
Granted by Federal Body

Following pleas of the NAB for classification of broadcasting facilities to make them eligible for war damage insurance, the War Damage Corp. last week put broad- cast studios, transistor buildings and towers under its Occupancy Code 14.

The NAB had made a plea that broadcasting facilities be placed under Codes 4 and 5, which would have called for lower rates but under the War Damage Corp. classification system this was denied. However, it was pointed out that broadcasters could receive credits under Code 14 which would bring the rates down to approximately the level of Code 5.

Following is the WDC's letter:

Jul 17, 1942

Your letters of the 3rd of July and 7th of August were considered by the War Damage Corp. at a recent meeting and Occupancy Code Classification No. 14 was issued under regulations for the War Damage Corporation, was re-adopted.

Communication systems, as such, have been considered as military ob- jects and consequently are placed at the rates appropriate to such a classification. May we draw your attention to modifications which have been brought in since July 1st as to broadcasting stations housed in office buildings or hotels, or any other class of busi- ness. The predominant occupancy by area governs the classification of ten- ants. Consequently, radio broadcasting equipment within a hotel or mercantile building would enjoy the rates as provided at Occupancy Code 94.

However, where the predominant occupancy would be the broadcasting facility, the rates provided at Code 14 would apply, but in your connection we draw your attention to Memorandum No. 6 issued by the War Damage Corp. to its Field Agent on July 25th, 1942. Item 13 modifies the original rates as published in connection with Occupancy Code 14 to give ef- fect to construction eligible for Construc- tion Code No. 1 classification. For your reference I attach an excerpt from the Memorandum, quoting in deference to your previous ruling.

"Consequently, it appears that the objectives sought through your letters on the 3rd of July and 7th of August have been achieved as outlined above."
Peabody Award Is Revised to Include Stations As Well As Clear, Networks

RECOGNITION for “meritorious” public service programs will this year be given individual stations, in the George Foster Peabody Radio Awards. under a plan announced last week following a joint meeting of NAB officials and Peabody Advisory Committee members.

It was decided at the meeting, held at NBC's Washington headquarters, that awards would be made under six categories with the first two categories solely confined to regional and local stations and participation available to them in the other four. Networks and clear channel stations will also compete under the other four classifications.

Attending the meeting were Edward Weeks, Boston, editor of the Atlantic Monthly; Neville Miller, NAB president; John E. Drury, dean, Henry W. Grady School of Journalism, U of Georgia; C. E. Arney Jr. and Joseph L. Miller of the NAB.

Last Year's Protests

Strong protest over the awards arose from many quarters last year when all awards went to network programs except for general recognition of meritorious national shortwave operations. Critics held that there was a change in midstream from the original purpose of the awards—recognition of all “meritorious public service programs”—and that individual stations had no time to shift and re-prepare entries from the station service aspects to programming—the latter being the basis used in handing out the awards.

Closing date for this year's entries has been set at Dec. 15 and forms may be secured from either NAB offices in Washington or from Dean Drury.

Recognition of error in the awards last year was made in the announcement that the Peabody awards, as originally set up, were designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the U of Georgia, and friend of educational progress everywhere.”

It was added this purpose will be borne in mind in this year’s selections” but an effort will be made to “narrow the bases of measurement, both in terms of stations and programs.”

Award Categories

The latter statement was defined as meaning that aspects of stations’ public service as well as programming would be narrowed down, in the making of the awards, to specific categories.

Following are the six categories under which the awards will be made:

1. That program or series of programs inaugurated and broadcast during 1942 by a regional station which made an outstanding contribution to the welfare of the community the station serves.
2. That programs or series of programs inaugurated and broadcast during 1942 by a local station which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.

The awards under reporting, drama, music and education may go either to a station or a network program.

At the NAB, it was said that the four last awards will also be available to clear channel stations but the first two will be strictly confined to regional and local stations.

Barrett Joins Lyons

RICHARD BARRETT, formerly vice-president of Sherman K. Ellis & Co., New York advertising agency, has joined A & S Lyons Inc., artists service and is in charge of the firm's Pacific Coast radio division, with headquarters in Beverly Hills, Cal.

Flako Starts Sept. 1

FLAKO PRODUCTS Corp., Milltown, N. J., will use participations on "Dear Imagine on" WOR, New York, in addition to extensive newspaper advertising in a fall campaign starting Sept. 1 for Flako Pie Crust and Flakorn Corn Muffin Mix. Agency is H. B. LeQuatte Inc., New York.

Tormey Named V. P.

JOHN J. TORMEY, account executive of Lord & Thomas, New York, has been appointed a vice-president. Now in his 20th year with the agency, Tormey has handled such accounts as Cities Service, RCA and Scheely Distilleries.

Write, wire or phone about the 5 minute NEWS periods for sale on WINX

Washington's Own Station

NEWS every hour ON THE HOUR
cover America's greatest market at less cost

National Representatives

E. FOREMAN CO.
New York - Chicago

HOOPER REPORTS

FOR THE FIRST TIME ON KNOXVILLE, TENNESSEE

Total Coincidental Calls—This Period: 6,432

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WBIR

KNOXVILLE'S 2nd STATION OFFERS THE BEST BUY PER THOUSAND HOMES

Burn-Smith Co. National Reps.

Morning Average 23.7 Afternoon Average 33.9 Evening Average 21.9
HOW THEY SELL WAR BONDS

BROADCASTERS continued to report diverse activity in support of War Bond sales and other war-born Government-inspired campaigns during the past week. WOR, New York, announced through its general manager and vice-president, Theodore Streiber, that it will sell war bonds directly over the air. Effective Aug. 17, sales are being promoted through specific programs and personalities in a system of weekly rotation.

To promote its push of bonds, WCPO, Cincinnati, has enlisted 260 local women who have identified themselves as "Minute Maids" employing the emblem of Molly Pitcher standing beside a cannon with a ramrod in her hands. The joint creation of the station and the local RKO theaters, the campaign calls for bond booths in theaters throughout the city where direct sales are consummated. To bolster the drive WCPO conducts a 15-minute program nightly and the theaters are screening trailers regularly.

Anything Goes

In Portland, Ore., at KGW-KEX, they originated a Bond Wagon program with a new participation twist. Bond buyers may subject any members of the staff to their entertainment whims. A pianist may be asked to sing, a singer to play and on down the staff it may go. According to Arlen X. Pangborn, managing director of the station, Vincent F. Callahan, radio director of the Treasury's bond staff, has requested permission to place the program's format in the hands of every station in the country.

In St. Louis KXOK and the Francis & Marco Amusement Co., have collaborated to collect scrap mental and rubber. Free admission to any of the company's 31 theaters is extended to anyone giving scrap; in addition, two Pinto horses will be given to the two children bringing in the largest scrap quantities during the drive. Money from the sale of the scrap will go to the St. Louis USO.

During the month of July, WSB, Atlanta, reports 109 programs for various government agencies for a total of 32 hours and 289 war effort announcements or better than nine each day for a month. The Yankee Network's push on the bond front is being plugged through WCNC, Boston, where personalities are being used to sell. Personalities appear on programs as well as in the bond booth in the lobby of the

net's building and in cooperation with the Treasury Dept. at big department stores in Boston.

WNA, Sioux City-Yankton, extended its front to cover a five-state territory matching city against city on a competitive basis. Staff members are divided into two teams and listeners are urged to send their orders to one or the other. The losing team captain must pull the winner in a red wagon through the main streets of the city from which come the greatest per capita sales.

State Officials Help

Special events staff of KSL, Salt Lake City, transported a complete section of the Cole Bros. Circus to the reception center of Lt. Douglas, Utah, for a one-hour program to promote the sale of bonds and stamps. Cooperation of state and local officials aided the drive.

Kasper-Gordon Inc., Boston transcription makers, have offered to organize an "I Tip With War Stamps" club, a non-profit organization operated by Charlie H. George, for use by members of the radio industry. Earlier, BROADCASTING reported that Ed Craney, manager of KGK, Butte, Mont., had already started such a plan.

WCKY, Cincinnati, continues to aid its city's drive with regular broadcasts from the U.S.S. Victory, model ship used to attract bond buyers. In addition the station has set up a p.a. system to attract passersby.

WKZO, Grand Rapids-Kalamazoo, conducts a daily noon-hour five-minute program from a Victory booth in a Grand Rapids department store. The store is cooperating in airing interviews and actual bond sales with Henry Bosch as m.c. KONO, San Antonio, devotes Cowboy Roundup to the bond drive since its sponsors have given off the air as a result of priorities. Instead of seeking another sponsor the program is devoted to the interest of bonds.

Staff Salesmen

WEW, St. Louis U station, has appointed every after a salesman. Each member of the staff make personal appeals and listeners are invited to visit the studios and buy bonds from them directly. A booth, patterned after the M-3 tank, provides the bond counter for WMBD, Peoria and a local bank which is serving as issuing agent. Open six days a week the booth will have station personalities.

FOR THE ARMY Capt. Hal Rorke, formerly assistant director of CBS publicity, is now producing the program starring Sgt. Gene Autry (r). Both men are attached to the Army Air Forces which have taken over the program as a donation from William Wrigley Jr. Co., New York, sponsor. Agency is J. Walter Thompson Co., New York.

in the Victory Tank at announced times.

KOA, Denver, broadcast Aug. 16 a stroke-by-stroke account of a golf match between Bing Crosby and Bob Hope who teamed respectively with Pee Wee Lawrence & Little and Ed Dudley. In addition, the two radio lights teamed in a special broadcast to sell bonds which produced a total sale of $27,500.

Personality Appeal

Highly personalized drive will be conducted by WEAF, New York, assigning announcers and artists to regular service periods at a booth in the mezzanine floor of the studio, where bonds and stamps will be sold. Studio audiences will be urged to buy there, and at portable booths located outside studio rooms. Listeners will be asked to write or phone their orders to the specific personality whose request they heard.

A five-point project for bond sales is in effect at WJZ, New York, featuring a Victory Bond huggy in the city streets, from which broadcast during specific hours, a 16-minute drive, a "telepledge" campaign and various special features and stunts are included in the plan, in addition to on-the-spot broadcasts from rallies organized in conjunction with business asso.'s. Station has purchased ten thousand tickets for the premiere of the third edition of "Icecaps," at Madison Square Garden, Sept. 4. WJZ personalities will serve as admission tickets to the ice show. Still in the process of organization are the plans of WABC, New York.

Conover Pinch-Hits

HUGH CONOVER, who joined the New York announcing staff of CBS several months ago, replaced Arthur Godfrey on the 750-watt WABC, New York, while the latter takes a two-week vacation, starting Aug. 17. Program is cooperatively sponsored. Godfrey's afternoon program "Dash Begins at Home" thrice-weekly show on CBS will be conducted by staff announcers during his absence.
Ancient Copyright Act to Stay Because of War, Mills Predicts

Foresees American Leadership in Culture After End of Present Conflict; Clash of Interests

ALTHOUGH the Copyright Law has long been outmoded and should be changed, "there is very little chance for serious consideration by Congress of any amendments to the Copyright Law so long as Congress is preoccupied with problems arising from the war," E. C. Mills told Broadcasting last week, his first week of active duty in his new position of general manager of the Songwriters' Protective Assn. "Nor," he added, "would we ask for it in such times."

Cultural Leadership

A top executive of ASCAP for more than 20 years, during which time he played a major role in the Society's dealings with the broadcasting industry, Mr. Mills severed his connection with ASCAP early last month and shortly afterwards agreed to join the song writers' organization [Broadcasting, July 13, Aug. 3].

In discussing the post-war copyright situation, in the United States—which will then be the cultural leader of the world and lead in copyright reform—he predicted a possible clash of interest between the song writers, as creators of music, and the broadcasters, as users of music.

"However," he stated, "their interests are primarily the same. The broadcasters need the music which the song writers supply; the song writers need the market for their music which the broadcasters offer. They have a mutual interest in amendments to the Copyright Law which may increase its protection to both the creators and users of music."

There is a peculiar need for revision of the section of the law dealing with mechanical reproductions of musical works, Mr. Mills said, pointing out that when the law was enacted in 1909, the only mechanical reproductions were phonograph records and player piano rolls, both used almost exclusively in homes. The vacuum tube, enabling the magnification of sound, had not yet been invented, and there were no radio stations and receivers, no talking pictures, no juke boxes, no transcriptions.

"To bring the law into step with modern conditions," he stated, "synchronization rights must be clearly defined. The law should differentiate between transcriptions and phonograph records, and between phonograph records used in homes and those used in juke boxes or on the air."

NO DECISION MADE ON NEW CBC HEAD

NO DECISION was reached by the Canadian Broadcasting Corp. Board of Governors at its Aug. 17-18 meeting at Ottawa regarding implementing the Parliamentary Committee report involving the appointment of a new general manager to replace Gladstone Murray. The board meets again on Aug. 28 at Ottawa, and it is understood that it will then have a Government Order-In-Council necessary before a new general manager can be appointed.

Mentioned for the post in Ottawa circles is a member of the CBC board of governors, Rev. Dr. J. S. Thomson, president of the U of Saskatchewan. Unofficial reports of a special internal board on the question are current, and include rumors that Maj. Murray will be offered a position as program manager with headquarters in Toronto, and that Dr. Augustin Prignon, CBC assistant general manager, will retain this post with an increase in salary and will also be director of French-language broadcasts.

JAIME DEL VALLE, of the Hollywood radio production staff of the Office of Coordinator of Inter-American Affairs, has joined the Army. Jaime Garzon, onetime station manager at Bozota, Colombia, has taken over del Valle's former duties.

Piel Drops Show

PIEL Bros., Brooklyn (beer), which discontinued Jack Dempsey's All-Sports Quiz on WOR, New York for a nine-week period in June, with the possibility of a fall renewal of the show, will not resume the program. The company has discontinued all radio advertising plans according to Sherman K. Ellis & Co., New York, agency in charge. The show which continued as a sustainer during the summer went off the air permanently after the Aug. 22 broadcast, as Lt. Dempsey's duties with the Coast Guard have made it impossible for him to continue.

New WPB Press Chief

STEPHEN F. FITZGERALD, acting head of the WPB information office since the recent realignment, was appointed director of the division of information of WPB, according to an announcement Aug. 19 by Donald M. Nelson, WPB chief. Formerly a special writer of the Baltimore Evening Sun, he was also a Nieman fellow at Harvard University. He first joined the Govern- ment on Feb. 1, 1941, as chief of the production branch in the late OEC division of information.

Buttram Heads WHMA

JOHN W. BUTTRAM, who was general manager of WJBY, Gadsen, Ala, for seven years, has been named general manager of WHMA, Anniston, Ala., owner Harry M. Ayer announced. Mr. Buttram has been with WHMA for a year in a commercial post.

The way that GY's coverage stretches out over rich New York State and Western New England makes you look sort of silly, eh Elmer? You wanted all that acrea, but you went after it with "piecemeal coverage"—a localized station here, another there.

You may have to use piecemeal coverage elsewhere, Elmer, but not in the Great Northeast. GY does the whole job there, for it:

* is the areaa's only 50,000-watt station
* has the areaa's lowest frequency
* is the areaa's sole outlet for those popular NBC Red programs
* has the areaa's longest record of service

CHNS
Halifax, N. S.
Located in the heart of the Maritimes
Ask JOE WEED

BROADCASTING  •  Broadcast Advertising
August 24, 1942  •  Page 55
Newspaper Series
THE CHICAGO SUN, Chicago; on Sept. 7 will start Jolly Joe, a quarter-hour program of children’s stories by Joe Kelly, m.c. of the BLUE QUER KIDS, six days a week on WBBM, Chicago, for 52 weeks. Joe Kelly & the Comics, half-hour program Sundays on WBBM, Wade Adv. Agency, Chicago, is agency.

NRC London Commentator Robert St. John writes about “The Little People of Britain” in Collier’s, Aug. 29. Wounded by a Messerschmitt during the Greek Campaign, St. John now helps fight the war by working full-time in a British war factory in addition to his regular newscasts.

MANHATTAN TOUCH these days on the weekly NBC Post Toonette Time, sponsored by General Foods Corp., is due to presence of a New York summertime “sub” on the regular Hollywood production staff, along with a checker-upper. Conferring over script are (l-r) Jerry Cadz, writer, pinchhitting for Phil Kapp; Frank Morgan, Hollywood comedian featured on the show; Donald Cope, New York producer of Benton & Bowles Inc., who has taken over while Mann Holiner vacations; Easy Stowell, New York radio business manager of that agency.

G. H. PHELPS JOINS MAXON INC. AS V-P

GEORGE HARRISON PHELPS, prominent in advertising for the last 25 years, has joined Maxon Inc., New York, as a vice-president. He was announced last week by Lou Maxon, president of the agency. Mr. Phelps, a pioneer in the motor car industry, was one of the five original executives to organize the Dodge Brothers sales department and directed the company’s advertising from 1914 to 1921. Later Mr. Phelps formed his own advertising agency, George Harrison Phelps Inc., with headquarters in Detroit. Within ten years it became one of the five largest agencies in the United States. At that time he was also director of the National Outdoor Advertising Bureau and vice-president of the NAB.

Mr. Phelps’ radio experience dates back to 1923 when he launched his own radio station, WGH in Detroit. This station, now known as WXYZ, was one of the first to become affiliated with the CBS network. Mr. Phelps was responsible for the first multiple radio hookup in the country when, in cooperation with NBC, he introduced the Dodge Victory Hour which linked New York, Detroit, Chicago, Hollywood and New Orleans.

During the past several years, Mr. Phelps has been engaged in private practice as advertising consultant to a group of American and European clients.

BECAUSE OF the continuing illness of Eden May Oliver, star of the Lever Bros. show The Remarkable Miss Tuttle on NBC, Maryoland has been assigned the starring role. Title of the series has been changed to The Remarkable Miss Grandall, Agency is Rathsaur & Hyman, New York.

Toscanini and Stokowski Are Signed by NBC to Lead Symphonic Series

WITH Arturo Toscanini as conductor, the 1942-43 season of concerts by the NBC Symphony Orchestra will be launched Nov. 1 on NBC, it was announced last week by Niles Trammell, president of NBC. Five additions to the summer symphony series will also be broadcast on NBC Sept. 27 and four Sundays in October, all concerts both summer and winter to be heard on 125 NBC stations Sundays 5-6 p.m.

Toscanini will conduct a total of 12 concerts during the 24-week season, the remaining winter programs to be directed by Leopold Stokowski, who will alternate with Toscanini for bracketed periods of varying lengths.

The start of the new series Nov. 1 marks the beginning of the maestro’s fifth full season with the NBC Symphony, and Stokowski’s second. The 1941-42 season was the only period in which Toscanini was not billed as the featured conductor, the maestro having decided to take a Sabbath year from broadcasting. However, he did appear on five special broadcasts under the auspices of the Treasury Dept., and on the Western Hemisphere premiere on NBC of the Shostakovish Seventh Symphony for the benefit of Russia War Relief. Except for this premiere, the return of the NBC Symphony Orchestra to exclusive NBC facilities occurs after a nine-month absence during which its concerts were presented on the BLUE. The concerts continued, however, to be shorted around the world on NBC’s international stations, WCAC and WNB1.

MBS to Carry Clapper For General Cigar Co.

GENERAL CIGAR Co., New York, as a replacement for Raymond Swing, who gives his last news broadcast on Mutual for White Owls on Sept. 1, has signed Raymond Clapper, Scripps-Howard syndicated news columnist and radio commentator. Clapper will start on Mutual Sept. 24 in the 10-10:15 p.m. period Mondays and Thursdays on the same total of 84 stations which are currently carrying Swing’s news analyses.

An exclusive contract between Mr. Swing and NBC was signed in July, and when NBC found it had no suitable evening hour available for the news program, it was announced that Swing would start on the BLUE Sept. 26 four times weekly at 10 p.m. under sponsorship of Socony-Vacuum Oil Co., New York. Agency for General Cigar is J. Walter Thompson Co., New York, and the Socony account is handled by J. Stirling Getchell, New York.

YOU CAN’T MISS WITH THIS LINEUP: CKLW — and the DETROIT AREA

CKLW and it’s 5000 watt clear channel; teamed with the Dynamic Detroit Area, mecca of the nation’s great industrial employment, constitutes the greatest radio dollar buy ever offered. Your product needs this lineup. Make plans early. Schedule it on CKLW this fall.

5000 Watts Day and Night
MUTUAL BROADCASTING SYSTEM

Page 56 • August 24, 1942
Promotion Activity Expanded at CBS
Brochure Barrage Projected During Coming Season

HELPING to build larger audiences for CBS programs has been the function of the Program Promotion Division of the CBS Sales Promotion Dept. for 3½ years and now, rolling smoothly into its fourth fall season, the division has lined up a campaign of more than 40 brochures.

Since its organization in March 1939, the Program Promotion Division under the direction of Thomas D. Connolly, has grown steadily until, in the first six months of this year, the number of program promotion projects has multiplied three times as great as in the corresponding period last year.

Consisting of ideas, suggestions, promotional material and summaries, contained in brochures and mailing pieces, regular mailings about the shows they carry are sent to the managers of the 116 CBS stations. With the beginning of the CBS full-network plan, a special drive containing material on the shows, extending to the full network was put on by Connolly's office with full station cooperation. One station ran 500 local announcements heralding the appearance of the many CBS shows which expanded to full-network; most stations ran two-column newspaper ads and more than a few used the full-page ads in their local newspapers.

Classes of Material
CBS program promotion material falls, roughly, into three classifications: (1) Material on new shows; (2) material on shows returning to the network after a hiatus period; (3) shows expanding to full-network. Aside from this special service, the division feels it sends a constant stream of suggestions and ideas to the stations for the continual promotion of shows they are already carrying. Weekly air suggestions concerning CBS shows are also sent to all the affiliates.

A typical CBS program promotion project contains a recorded "star" announcement (i.e. Tommy Riggs and Betty Lou on a one-minute transcription about their show); "live" announcements to perform the works published by BMI and想法, taxi cab cards, ideas, suggestions for movie trailers, local dis- plays, dealer tie-ups, dealer letters, house organ material, contest ideas and ideas for stunts-plus what Connolly calls a "refresher course," designed to keep the station manager abreast of the latest developments and reviewing the CBS services.

CLARIFICATION of the issuing of gratuitous licenses to broadcasters by ASCAP members for the performance of their works, long a subject of controversy between ASCAP and BMI, is contained in a letter written Aug. 18 by Assistant Attorney General Thurman Arnold to Sydney Kaye, executive vice-president of BMI.

Referring to a letter sent by the Dept. of Justice last month to Milton Diamond, special counsel for ASCAP, on this subject (BROADCASTING, July 20), Mr. Arnold points out that in writing to ASCAP members, John G. Paine, general manager of ASCAP, to all ASCAP members. In this letter Mr. Paine conveys that portion of my letter of July 13, 1942, addressed to Mr. Milton Diamond, and reading as follows—"The decree permits a member of ASCAP to issue a gratuitous license to a user. However, such arrangement must be made between the member and user without aid or inducement from any third party. Any attempt by BMI to induce an ASCAP member to issue such a license, by whatever means, would violate the express terms of the decree", to mean that ASCAP has the right to institute disciplinary action against any member who seeks to discuss or advise with any third party, including BMI, concerning the issuance direct to users of performing licenses.

Mr. Arnold continues: "This is too narrow an interpretation of the language of my letter of July 13. Discussions between third parties (including BMI) and an ASCAP member for the purpose of determining the free and voluntary wishes of an ASCAP member in connection with the issuance of performing licenses direct to users is not prohibited by the decree provided such third party offers no secret inducement."

In accordance with this letter, which is taken as a vindication of BMI's position that ASCAP writers may issue gratuitous licenses for broadcast, BMI has announced that it expects to publish the works of a number of ASCAP writer-members who have indicated their intention to grant gratuitous licenses directly to broadcasting stations. Mr. Arnold's letter to Mr. Kaye follows in full text:

This acknowledges your letter of July 28 and Aug. 14, 1942, in connection with the above stated cause.

In your letter of July 29 you enclosed a copy of a letter written by John G. Paine, general manager of ASCAP, to all ASCAP members. In this letter Mr. Paine conveys that portion of my letter of July 13, 1942, addressed to Mr. Milton Diamond, and reading as follows—"The decree permits a member of ASCAP to issue a gratuitous license to a user. However, such arrangement must be made between the member and user without aid or inducement from any third party. Any attempt by BMI to induce an ASCAP member to issue such a license, by whatever means, would violate the express terms of the decree", to mean that ASCAP has the right to institute disciplinary action against any member who seeks to discuss or advise with any third party, including BMI, concerning the issuance direct to users of performing licenses.

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IBEW Settles in L. A.
AFTER SEVERAL weeks of negotiation, KFWB, Hollywood, and Los Angeles Local 40, IBEW, in mid-August, voted to amalgamate with Broadcast Technicians Unit of Local 40, which represents technicians and engineers of 13 stations in Los Angeles County.

KNOX MANNING, commentator of KFWB, Hollywood, is narrator on a motion picture trailer, "Your American Tragedy".

Arnold Letter to Kaye Serves to Clear Controversy Over Gratuitous Licenses

There's "sock" in SKW on our 580 kc frequency—equal to over a million watts at the other end of the dial.

WIBW The Voice of Kansas in TOPEKA

CHATTANOOGA, TENNESSEE

5000 Watts Night and Day

For Defense of Defense, Buy U. S. Bonds Today

REPRESENTATIVE: PAUL H. RAYNER CO.

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Mazda Program to Hollywood
TO COMPLETE an assignment in the Universal film, "When Johnny Comes Marching Home", Phil Spitalny's all-girl orchestra, featured on the weekly NBC Hour of Oxygen, sponsored by General Electric Co. (Mazda lamps), on Sept. 13 shifts to Hollywood for four weeks, Sunday, 10:10 p.m. (EST). Program is to originate from various California Army camps and Naval stations during that time.

RADIO EXECUTIVE


Box 742, Broadcast HQ

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 Allocation Engineering
East Building, Washington, D.C.
Telephone National 7737

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

CLIFFORD YEWALLD
Empire State Bldg.
NEW YORK CITY

An Accounting Service
Particularly Adaptable to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Station Survey Equipment Co.
Silver Spring, Md.
Main Office: Crossroads of the World
Hollywood, Cal.

PABST COMPLETIES FOOTBALL LINEUP

PABST SALES Co., Chicago (Blue Ribbon beer), has completed sponsorships for broadcasts this fall of games of seven teams in the National Football League. Teams, number of games and stations on the schedule are as follows:

- Brooklyn Dodgers, 10, WOR
- Philadelphia Eagles, 12, WFIL
- Washington Redskins, 12, WOR
- Pittsburgh Steelers, 11, WWSW
- Cleveland Rams, 11, WYTV
- Detroit Lions, 11, WXYZ
- Chicago Bears, 11, WENR

Remaining teams in the league are the Philadelphia Eagles, New York Giants and the Green Bay Packers. Lineup of sportscasters to handle the broadcasts has not been completed, according to the agency, Lord & Thomas, Chicago.

WANTED

WANTED - PROGRAM MANAGER for NBC owned and operated station in Western city. Requires progressive management. Also class licensed combination man. Box 749, Broadcast.

ANNOUNCER - Producer - Now employed. Station experience. Draft exempt. Prefer Midwest or East station or agency. Box 772, Broadcast.

ATTENTION - Young man, unmarried, interested in draft. Desires position in small city. Station 773, Broadcast.


I. K.W. or 5 K.W. transmitter - Complete with extra tubes. Will pay cash for used model, recent model, used in complete complete thousand volt rating. Gec, 000, etc., and 00932. Box 748, Broadcast.

For Sale


Help Wanted

Engineer - For RCA equipped Mid-West network station. Must have transmitter, maintenance and operating experience. Good salary and chance for advancement. Submit full data, including experience, reference, draft status, picture. Box 710, Broadcast.

ANNOUNCER-ENGINEER - First class license preferable. Progressive small Northern Station. Good pay for short week. Box 757, Broadcast.

Chief engineer - Network station, non defense area. Also announcer-newsman. Box 749, Broadcast.

Successful local station - In fast growing midwestern city of 35,000 wants experienced engineer. Salary $2,000 per year, plus benefits, $250 each six months for eighteen months. Box 876, Broadcast.

There's a real future - For experienced field engineer, draft exempt, with 15,000 watt station in independent Eastern city. Send your story to Box 774, Broadcast.

ANNOUNCERS IMMEDIATELY - One experienced multi-pool, one news and general routine. Airmail full details, expected salary. Have transmitters available. KFWF, Shenandoah, Iowa.

Announcer wanted - Southern station. Write giving age, experience, draft status and salary desired. Box 783, Broadcast.

Male - Radio script writer and producer with 15 years experience. Stuffs disks, writes commercials. Box 766, Broadcast.

CONTROL ENGINEER - Excellent opening for alert experienced man in control room. Box 766, Broadcast.

Texas Independent Station - Desires competent announcer. Tell all. Box 768, Broadcast.

Situation Wanted

I WANT A CHANGE-DO YOU? - Program Manager now affiliated with 50,000 watt station. Extensive radio station and advertising agency experience. Draft exempt. Will either order pulling with staff, including Sales Department. Very desirable for either station. Presently in operation. Box 743, Broadcast.

Competent chief engineer - Experienced design, construction, installation maintenance. Married, S-A. Desire connection with progressive management. Also class licensed combination man. Box 749, Broadcast.

ANNOUNCER - Producer - Now employed. Station experience. Draft exempt. Prefer Midwest or East, or agency. Box 772, Broadcast.

ATTENTION - Young man, unmarried, interested in draft. Desires position in small city. Station 773, Broadcast.


Situations Wanted (Con't)

Position as Manager or Sales Manager - Married. Ten years radio. Employed. Box 759, Broadcast.

Are you after the prize? That goes with station leadership in your market? Then contact the man resulting in sales and station promotions who has developed the leadership and won the prize in an important Eastern industrial market. E-A. Employed. Box 759, Broadcast.

STATION MANAGER - Now managing 5 kw CBS Eastern station. Good program ideas plus a realistic approach to today's sales problems, have produced over 150 local accounts within 10 mile radius of present station, 12 diversified years in radio. Draft exempt. Sent employer knows of this advertisement. Box 761, Broadcast.

Combination - Experienced Announcer - Licensed Operator. Married, Family, South Station, Box 767, Broadcast.


Versatile Announcer - Ten years back program on program station. Six years one group. Young, married, class A. Excellent references, experienced mail-pulling. Box 768, Broadcast.

Engineer - Fifteen years' experience all types equipment and all phases of station operation. Draft exempt. West coast. Available two weeks. Box 759, Broadcast.

Engineer - 12 years' experience. Qualified for supervision. Small city minimum. Permanent. Box 764, Broadcast.


AVAILABLE - Station Manager - Now employed as station manager, an aggressive, young, family man is seeking the right opportunity. Nicked off complete broadcasting experience, including extremely successful parties with independent stations backing still network competition. Will consider either salary or profit-sharing and might invest minority share. Box 766, Broadcast.

STATION MANAGER-SALES MANAGER - Eight years experience every phase. Two references. Reply, depending in early thirties. Prefer South. Box 755, Broadcast.

Wanted to Buy

Wanted Two RCA 75C Turntables - New or used. Box 769, Broadcast.

I. K.W. or 5 K.W. transmitter - Complete with extra tubes. Will pay cash for used model, recent model, used in complete complete thousand volt rating. Gec, 000, etc., and 00932. Box 748, Broadcast.

Condensers - New, or used in good condition, $250 apiece. Six to twelve thousand volt rating. Capacities - 000, 000, 000, and 000. Box 748, Broadcast.

For Sale


Classified Advertisements

The 5000 WATT Voice of the Tri-Cities

Rock Island, Davenport, Moline

Basic Mutual Network Outlet

Affiliate of Rock Island, Illinois Area

Broadcast Advertising

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In the Army Now

A ONE-MAN radio department turning, out ten shows a week—that’s the job Private Elmo Israel, former studio production manager of WSB, Atlanta, is doing in the public relations office of Ft. McPherson, Ga. Working in line of duty with WSB, and three other Atlanta outlets, WATL, WAGA, WAST, Private Israel writes 140 minutes of air time each week, announces eight programs himself. He has a five-weekly 10-minute show on WSB, tri-weekly quarter hour on WATL, and additional dramatic and variety half hours on the Atlanta stations. He is planning more programs in his spare time!

Join Disc Net

IN LESS THAN a month after the first letter was sent out, 36 stations have signed contracts to serve as outlets for United Broadcasting System, proposed transcription network. [BROADCASTING, July 27], UBS is in its third week last week. Folder lists a number of commendatory letters from stations and also mentions the UBS’s opposition to the plan, quoting at length from the UBS reply to the NAB explaining the advantages of the plan to stations.

WCAE, Pittsburgh, is urging listeners to aid the war effort by playing their radios softly so resting defense workers will not be disturbed.

OPA Price Manual

DIGESTS of the Office of Price Administration’s price interpretations have been edited and put under one cover, Digests of Interpretations, and are now being distributed to the press, trade associations and information services. The manual contains material pertaining to OPA price regulations other than the General Price Regulations and gives, when practical, the number of days it was, will be made from time to time.

DEEP IN THE 93 HEARTS OF WHAMLAND

The real heart of WHAMLAND is in the 93 towns and cities of 2500 or over, where WHAMLAND folks go to town when they buy. Rochester, in the buying heart of Monroe County ... it is a grade A market ... but down in Wyoming County it’s Perry ... in Livingston County it’s Dansville.

WHAMLAND with all its cities and towns, all of its year around buying power, its higher-than-average factory payrolls, and above-average farm income, 5 years to 10 with WHAM’S 50,000 watts clear channel signal. Only WHAM brings dependable 24 hour a day service. A vast area to the north and west, it was, is off. At approximately one-third the cost of localised coverage of the same area.

My family was worried

“Certainly glad I stop at recognized hotels on my many business trips. Once, serious illness developed suddenly at home. Though I’d left no forwarding address I was easily traced to my hotel by phone.”

D. B., Rochester, New York.

AMERICAN HOTEL ASSOCIATION

FOR A FRESH START
STOP AT A HOTEL

For a big chunk of it, use the DECATOR station,

WSOY

250 W. 1340, Full time.
Sears & Ayer, Rept.
How can we help you?

WHAM
ROCHESTER, N.Y.

"The Stromberg-Carlson Station"

National Representatives:
GEORGE P. HOLLINGBERY CO.
50,000 Watts, Clear Channel, Full Time
Affiliated with the National Broadcasting Co. & The Blue Network, Inc.

BROADCASTING • Broadcast Advertising

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AUGUST 15 TO AUGUST 21 INCLUSIVE

TO CONSERVE HUMAN MATERIALS on almost all fronts and to conserve power and light projects previously permitted under authorization affecting projects 40% complete will be halted and a total of 41 applications will be handled. This will result in a large decrease in the number of permits granted, unless indicated otherwise. Revised applications will be handled as soon as possible.

RIGHTFUL with "guns" this new mobile unit of WDAY, Fargo, N. D., has been converted to a "General Grant" medium tank for purpose of promotion of the "Gun Show" which comes to town in two weeks. Leading two buses loads of WDAY artists and executives, the tank advertises the two-hour revue the station has on tour. At Mayville, N. D., recently, the unit sold $2,000 worth of stamps as admission "dum-dee" to a performance. [See story on war bonds campaigns on page 524.]

Hudson Bay Co., Winnipeg (Radio Division) on Oct. 31 resumes Red River Valley Broadcast Network station in the following communities on 670 KSB, St. Boniface; 850 KFX, Pembina; 1050 KBR, Minot; 1220 KIR, Williston; 740 KWS, Brandon; JE, and 760 KBD, Brown & Co., Winnipeg.


Lever Bros., Toronto (Lux soap) on Sept. 2 resumes "Lux Radio Theater" on 1260 KRO, Canadian Broadcasting Co. stations, Mon. 6-7:30 p.m. Agency: J. Walter Thompson Co., Toronto.

Tuckers, Ltd., Hamilton, Ont. (Buckingham) on Sept. 1 resumes "Buckingham Theatre" on 1150 CFB, Canadian Broadcasting Co. stations, Fri. 11 a.m. Agency: McLennan & Co., Toronto.

LAMONT CORLISS & Co., Toronto (Blackburn & Ray) renews "RCA Victor Volts and Jukebox" on 1230 CKO, Canadian Broadcasting Co. stations, Tues. 8-9 p.m. Agency: J. Walter Thompson Co., Toronto.


Colgate-Palmolive-Peet, Co., Toronto (Grape Nuts Sleeper) on Oct. 4 resumes "Palmolive-Peet Theatre" on 1560 KSB, Canadian Broadcasting Co. stations, Tues. 7-7:15 p.m. Agency: Canadian Advertising Agency, Montreal.

Imperial Oil, Toronto, on Nov. 7 resumes "Imperial Oil Theatre" on 1250 KNR, Canadian Broadcasting Co. stations, Sat. 11:15-11:30 a.m. Agency: MacLaren Adv. Co., Toronto.

Wartime Prices and Trade Board Ottawa, on Oct. 11 resumes "Wartime Prices and Trade Board Theatre" on 1570 CFB, Quebec radio Network, Thurs. 9-9:15 p.m. Agency: Canadian Advertising Agency, Montreal.

Grand Opera, New York (Grape Nuts Sleeper) on Oct. 4 resumes "Grand Opera" on 1270 KOR, Chicago radio Network, Tues. 2-2:15 p.m., to complete the 26 weeks sponsored by Grape Nuts. Agency: Young & Rubicam, N.Y.


Millsbury Flour Mills Co., Minneapolis (Pillsbury flour), on Sept. 1 adds 28 stations, making a total of 40 CBC stations. "Mrs. Pillsbury" adds 28 stations, making a total of 41 CBC, stations. "Mr. Pillsbury" adds 28 stations, making a total of 41 CBC stations. "Mr. Pillsbury" adds 28 stations, making a total of 41 CBC stations.

Grand Opera, New York (Grape Nuts Sleeper) on Oct. 4 resumes "Grand Opera" on 1270 KOR, Chicago radio Network, Tues. 2-2:15 p.m., to complete the 26 weeks sponsored by Grape Nuts. Agency: Young & Rubicam, N.Y.

Gospel Broadcasting Assn., Los Angeles, on Oct. 11 resums "Old Fashioned Revival Hour" on 1220 KES, Mutual stations. Tues. 1-1:15 p.m. Agency: Blackett-Semple-Hummer, N.Y.


General Foods Corp., New York (Maxwell House Coffee), on Sept. 24 resumes "Maxwell House Coffee Time" on 1270 WBC, Mutual stations. Tues. 8-8:30 p.m. Agency: Benton & Bowles, N.Y.

Gospel Broadcasting Assn., Los Angeles, on Oct. 11 resumes "Old Fashioned Revival Hour" on 1220 KES, Mutual stations. Tues. 1-1:15 p.m. Agency: Blackett-Semple-Hummer, N.Y.

General Foods Corp., New York (Maxwell House Coffee), on Sept. 24 resumes "Maxwell House Coffee Time" on 1270 WBC, Mutual stations. Tues. 8-8:30 p.m. Agency: Benton & Bowles, N.Y.

Network Changes

BRISTLING with "guns" this new mobile unit of WDAY, Fargo, N. D., has been converted to a "General Grant" medium tank for purpose of promotion of the "Gun Show" which comes to town in two weeks. Leading two buses loads of WDAY artists and executives, the tank advertises the two-hour revue the station has on tour. At Mayville, N. D., recently, the unit sold $2,000 worth of stamps as admission "dum-dee" to a performance. [See story on war bonds campaigns on page 524.]

Network Accounts

All Time Eastern Wartime unless indicated

New Business


KRLD, Dallas, Texas, on Sept. 18 resumes "Ward Robinson's Commentaries" on 680 WJZ, New York. Agency: Emil Mogul Co., N. Y.


Kansas City Hears First FM Station

Commercial Radio Equipment

Puts K49KC on the Air

KANSAS CITY, heretofore without a commercial FM service, was the most recent city to dial for FM when K49KC went on the air Aug. 16, owned and operated by Commercial Radio Equipment Co., radio engineering consultants. The station was permitted to begin broadcasting despite critical wartime equipment shortages under a special temporary authorization of the FCC.

The company's first experience with FM was in the experimental operation of W9XA, formerly a high-frequency broadcasting station employing AM which was later converted over to FM experimental operation to conduct two-way transmission tests on 97.3 mc, with WOR's W2XJI. When the "go ahead" signal for FM was given by the Commission, Commercial Radio Equipment Co. was among those first to apply for a CP under the new regulations.

In Center of City

K49KC, as its call indicates, will operate on 44.9 mc. Studio and transmitter are located in the Porter Bldg., an office building located in almost the exact geographical center of Greater Kansas City, chosen because of its central location and elevation. K49KC now broadcasts a daily schedule from 3 to 9 p.m. Monday through Saturday. The station has subscribed to the CBC Thesaurus transcription library. Everett L. Dillard is general manager, with Robert F. Wolfskill handling the managerial duties of the station. Betty Davis, formerly of KBY and KCMO and the Colorado Springs Chamber of Commerce, is in charge of programming. Jimmie Burke, formerly with KVOR, Denver and WHER, Kansas City, is chief announcer. Milton W. Woodward is taking over as chief engineer in addition to his engineering work for Commercial Radio Equipment Co.

AFRA Convention Off

AFRA national business and election meetings are being conducted by mail because of cancellation last week of the annual convention, in compliance with a request of the Office of Defense Transportation. The convention was scheduled for Aug. 29 and 30 in Chicago. Ballots listing nominees for AFRA locally were mailed to members on Aug. 14, to be returned and counted by Sept. 1. Report on a million hours of members' time devoted to war programs since Dec. 7 is to be compiled at the same time.

Gray's Power

ANOTHER "first" was chalked up last Tuesday by the FCC. It approved transfer of power of attorney for the affairs of Gordon Gray, owner of WSJS, Winston-Salem, and holder of an FM authorization, to the Wachovia Bank & Trust Co., in view of the broadcaster-publisher's Army service (he is at an officer's candidate school having enlisted as a buck private several months ago.) The transfer is approved "for a period not to exceed six months after cessation of hostilities or the licensee's discharge from the armed forces, whichever is the earlier."

Catalog of Library Revised by AMP

Some 3,500 Titles Arranged In Loose-Leaf Binding

ASSOCIATED MUSIC Publishers Inc. has issued a new catalog of its library service, listing approximately 3,500 titles arranged by types of music, with the artists listed alphabetically under each type and the selections similarly listed under each artist.

The volume is loose-leaf and will be kept up-to-date by revised or additional sheets which AMP will supply as necessary to subscribers, who will no longer have to write in additions or cross off deleted compositions to keep their records right, the company states.

Renewals Signed

Catalog lists composers and publishers of all numbers, identifies the source of tunes from shows or pictures, gives the playing time of each composition and the copyright license source, giving all information desired in a single reference for the convenience of program directors.

AMP has recently signed two renewal contracts with John Shepard 3d, president of Yankee Network, for the stations he owns: WNAC, Boston; WAAB, Worcester; WEAN, Providence, and WICC, Bridgeport; AMP reports. A five-year contract licenses these stations to broadcast music whose performances rights are cleared through AMP and the second contract renews the AMP library service to these stations for the coming three years.


NOW! First Time

YOU CAN ENLIST IN THE
U. S. ARMY SIGNAL CORPS!

FOR THE U. S. ARMY SIGNAL CORPS...if you are eighteen to nineteen and physically fit, you can enlist directly into the U. S. Army Signal Corps...if you are nineteen to forty-five and can pass the physical examination...you can enlist providing you have had some experience in the Communications Industry and have not received your notice for induction.

Keep Communications Open

The Ballicrafters Co.
22 New Shortwave Outlets Projected

Private Operation to Be Retained in New War Plan

TWENTY-TWO new shortwave transmitters, ranging in power from 50,000 to 100,000 watts and operated by existing licensees, will be added to this country's international shortwave broadcasting system if plans now under consideration materialize.

Scores of additional wavelengths, which may necessarily be taken away from present point-to-point, coastal, amateur and Governmental bands, would be made available so American news, troop morale and propaganda messages can be beamed around the clock to every corner of the globe.

Private Operation

Admittedly lagging behind the Axis powers in shortwave operations—Germany, Italy and Japan are operating more than 100 international shortwave transmitters in their own and occupied countries—the United States is determined to bring its plant up-to-date and to hurry the necessary modernization of its own forces as well as to our own forces and those of the other United Nations abroad.

The plan, which may be acted upon this week by the Board of War Communications, does not, as erroneously reported in the press, envisage Government ownership and operation. All of the 14 existing stations and the 22 new ones would be operated and maintained by present or new private licensees, who would produce programs under specifications laid down by the Government agencies involved and receive maintenance and operating costs under yardsticks yet to be developed.

The 22 new stations, for the most part, probably would be licensed to the present shortwave operators, most of whom are already working in close collaboration with the Office of War Information's overseas operations Branch and the Rockefeller Committee's Office of the Coordinator of Inter-American Affairs radio division. There are seven licensees of the existing 14 international broadcasting stations: NBC, CBS, General Electric Co., Westinghouse Co., Crosley Corp., World-Wide Broadcasting Co. and Associated Broadcasters Inc., the latter operating the recently installed 100,000-watt KWID, San Francisco.

They would be allocated certain of the new stations and specified frequencies and they would be asked to operate the new as well as their existing stations under terms which would involve expenditure by the Government of 5 to 6 million dollars per year in operating costs and 6 to 9 million dollars in new installations. Priorities from the War Production Board for the new equipment, it is anticipated, will be readily forthcoming, once the basic plan is approved by BWC.

After the war, it is proposed, the private operators would be given options by the Government to purchase the transmitters built by the Government.

Program Plans

There has been no disposition in the parleys thus far held to ask the private shortwave operators to bear the entire burden of international broadcasting costs, which most of them now do. Nor is it intended to dictate exactly what shall go out over the shortwaves. Rather, it is proposed that Government agencies like the Office of War Information and the Rockefeller Committee will continue to furnish programs of news, entertainment and propaganda with the understanding that these may be rejected by the operators if found wanting in quality.

OWI's Overseas Operations Branch, headed by Robert Sherwood, would have supervisory division of the old Donovan Committee, is already supplying its own programs to the private shortwave stations. So is the Rockefeller Committee's radio division. These will continue, but main reliance will be placed on the program talent and experience of the private operators, whose own programs must fit certain general specifications to be laid down by OWI.

Gov't., Industry are Partners

Thus the principle of private operation, with its freedom from direct program control, particularly of news broadcasts, is retained; the vast reservoir of the American broadcasting system's programming capacity is utilized, and the Government in effect becomes a partner for the duration only. There is no present intention that, after the war, the Government shall continue in the shortwave broadcasting field.

The plan has been under consideration for more than a fortnight, or ever since the FCC and BWC detailed Com. T. A. M. Craven, FCC commissioner, to act for it on a planning board which includes Mr. Sherwood and Don Francisco, the latter associate director of the Rockefeller Committee in charge of radio, along with some of their subordinates.

Inroads Into Radio, Movie Talent Ranks By Selective Service Are Considered

ALARMED OVER the heavy inroads on both radio and motion picture name talent under existing Selective Service procedure, a committee of executives representing radio was to confer Saturday (Aug. 22) with Government, military and manpower officials in Washington.

The importance of entertainment in maintenance of public morale is involved. Withdrawal from the air and from other public entertainment fields of name talent, it is emphasized, inevitably would result in a shrinkage of radio and motion picture audiences.

In the group were to be Paul W. Kesten, vice-president and general manager of CBS; Sidney N. Strotz, NBC West Coast vice-president; Chester LaRoche, chairman of the board of Young & Rubicam, representing agencies, and Kay Kyser, band leader, representing talent.

Script Session

The group was to confer with Maj. Gen. Lewis B. Hershey, director of Selective Service; Maj. Gen. Alexander D. Surles, director of Army public relations; Brig. Gen. Frederick Osborn, chief of special services (morale) of the Army; Fowler Harper, deputy director of War Manpower Commission; Lt. Col. E. M. Kirby, chief of the Army Radio Branch; W. B. Lewis, chief, radio bureaus of the Service.

The conference followed recent sessions at the War Dept. on handling of radio scripts, to avoid pitfalls in public appearances by radio talent in military centers. Complaints have been voiced in the past on rough humor and double entendres.

Several months ago, a number of NBC stations served notice they might throw off certain comedy programs if purported "smut" were not eliminated.

Rosen has outlined at these recent conferences for clearance of scripts through Corps Area commanders. Appearances of soldiers and their scripts likewise must be officially reviewed under the procedure.

NBC, CBS Study Ways To Improve Soap Opera

TO DISCOVER ways in which the "soap opera" type of broadcast might be improved, in view of the many complaints which have been made, both NBC and CBS have undertaken extensive studies of their particular daytime serials as well as all daytime programs.

Thomas Rishworth, director of NBC's public service division, is handling the survey for NBC, while Gilbert Seldes, television director of CBS, will study the daytime picture on CBS in addition to his other duties. No results will be announced until a thorough investigation has been carried out, both networks reported, including inquiries into listener reaction, revenue shows and general format of the programs.

Omar Renews

OMAR Inc., Omaha (Wonder four), on Sept. 13 will renew for 20 weeks its weekly quarter-hour and thrice weekly five-minute transmitted musical programs featuring Gene Baker, vocalist, on KMA WQKOM and NAX WWO. KOA KGKY WJAG KYRS. Agency is MacFarland-Aveyard & Co., Chicago.
The sweetest melody out of the Midwest these days is the song of sales that KMBC advertisers are singing. The chorus concerns results—so consistent that three out of four accounts on KMBC are renewals. A three-part harmony of better programming, finer production and stronger promotion explains KMBC's greater listening audiences, revealed by survey after survey. Briefly, KMBC is "9 Ways the Winner" in Kansas City—setting a fast tempo of leadership in all nine standard measures of broadcasting superiority. Jot down some cheerful notes reminding you to call Free & Peters for more data on KMBC. It should be music to your ears.
Neck and neck competition in some markets may make station choice a toss-up. But in Oklahoma City there is one station so far out in front that it clearly and completely dominates the picture, leaves not even a shadow of doubt concerning which station reaches most listeners and does the best possible selling job.

WKY's dominance is that decisive!

More persons in Oklahoma City listen to WKY morning, afternoon and evening than to all three other stations put together. Hooper's May-June Listening Index for Oklahoma City rated the four stations as follows: WKY, 56.6; Station "B", 19.6; Station "C", 11.3; and Station "D", 11.5.

Unless factors other than ultimate results are of prime importance to you, WKY is, without an instant's hesitation, your first choice in Oklahoma City.