Usually when a station man begins talking about secondary coverage, he is of sad necessity plunging into a never-never land of guesses, conjectures and blue sky from which he is lucky to return with any remaining sense-of-proportion whatever. Hence we hesitate even to discuss that part of WHO's audience.

But during the winter months, 40% of WHO's mail comes from outside Iowa—and even during the summer months we pull enormous quantities of mail from 30 to 37 states. This bespeaks a secondary audience at least two-thirds as large as our Iowa audience—and we know that in Iowa we are listened-to-most by 60.4% of all nighttime listeners in the State. (1942 Iowa Radio Audience Survey.)

That's Plus No. 2 for WHO. If you want to cover Iowa—and get a really spectacular bonus not included in the price of admission—you can do it with WHO alone, and only with WHO. Write us for all the other plusses, or just ask Free & Peters!

**WHO**

for **IOWA PLUS!**

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
On January 2nd, the Ralston Purina Company, in cooperation with their agency, the Gardner Advertising Company, aired Purina's first major network show for feeds.

Originating from WSM and carried by 31 stations, the Purina show is a half hour slice of the nationally famous Grand Ole Opry.

Thanks a million, Purina! And thanks to you, Gardner! With a ready-built audience numbering millions, a staple three billion dollar agricultural market and an industrial growth that is the fastest in the nation, you've got an advertising opportunity with an upper case O. Add to this 50,000 watts, a clear channel and a low frequency and you've got a "Can't be Beat" combination. So good luck, many sales, congratulations and thanks again!

HARRY L. STONE, Gen'l. Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
Current releases, recorded since the AFM ban, include:

**THE DON COSSACK CHORUS**, the most famous concert choral group in the world and the nearest thing to an orchestra you can get with human voices.

**THE ROBERT CHILDE CHOIR**, with especially fine arrangements of popular music, such as "Brazil," "Starlight Sonata" and "Hallelujah."

**THE FOUR VAGABONDS**, featured network rhythm group, bringing us up to date on such current hits as "Craziest Dream," "Move It Over," "There Are Such Things," "Rosie The Riveter" and "Steam Is On The Beam."


Pretty good proof, isn't it, that you can depend on Standard under any conditions. If you need a "tailored" plan of Service for the "duration," Standard has it.
Kind words from Quebec

Sales for you right here . . .

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: “Program’s coming in fine.”

Listeners in the deep South go to their retailers—and prove WWL’s selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER
in the South’s greatest city


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

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A TALE OF TWO MARKETS

...and one important radio station

Two markets listen to WOV... both so vast and so rich and so responsive... both so easily obtainable... that advertisers cannot afford to overlook WOV when radio budgets are discussed.

The first is the one that listens during the day when WOV broadcasts to the nearly two million Italian-speaking Americans who live in the Metropolitan area... a market containing more Italian radio homes than ALL the radio homes in Pittsburgh, Buffalo and Cincinnati combined... the largest Italian-speaking market in the world! But far more important than size is the fact that no radio station in New York has so loyal and consistent a group of listeners as this one which tunes regularly to WOV's Italian language programs.

WOV's second market is Metropolitan New York itself... the 2,917,000 radio homes that tune to WOV at night for such outstanding English programs as Alan Courtney and the "1280 Club"... the brilliant commentary of Hans Jacob... the lilting rhythms of "Pan Americana"... bringing another market of loyal, consistent listeners to 1280 on the dial.

When you learn how little it will cost you to reach either or both of these markets, you'll agree that WOV is one of America's important radio stations.

Why not take out your typewriter and send us or Joe McGillivra a letter today!

WOV... FOR VICTORY

ONE OF AMERICA'S IMPORTANT RADIO STATIONS
the musket came down from the door...

Over the door of every radio station in America, there hung, on December 7, 1941, a symbolic and invisible musket—in the traditional American manner.

December 7, 1941, without panic or flourishes from the brass section, every station in the United States yanked down the musket, grabbed powder-horn, shot, ramrod and flint, and went to work.
1. January 6, 1943, Variety announced, after a year of searching analysis of all individual station enterprise throughout the nation seven special awards to local stations, "for outstanding Wartime Service." Five are CBS stations: KMBC Kansas City, Mo. • KOIN Portland, Ore. • WBT Charlotte, N.C. • WHP Harrisburg, Pa. • WJR Detroit, Mich.

2. And Variety made special awards for distinctive merit in some field of war endeavor and two of these went to: WBT Charlotte, N.C. “for fostering racial good-will and understanding.” • WRVA Richmond, Va. “for contributions of military-civilian understanding.”

3. And Variety chose, from the ranks of the great civilian-technician army of individuals working within the hundreds of local stations throughout the United States, nine for individual citation—that is, gave them “sharpshooter medals” for rare marksmanship with the musket.

Five of them were marksmen in Columbia Broadcasting System’s stations:

4. And Variety commended especially for “good ideas” applied to the victory effort: WCKY Cincinnati, Ohio • WBBM Chicago, Ill.

CBS stands at salute to these stations and individuals, congratulates them.

The awards simply sharpen the fact that throughout the CBS Network, there is not only singleness of purpose, but a keen eye on the target of victory, and unrelenting readiness and resourcefulness.

THE COLUMBIA BROADCASTING SYSTEM

* Someday we hope Clare will meet Jr. Lieut. Lindmila Pavlichenko of the Russian Army.
EVERY coon's age or so you meet some young man who is quiet, restrained and modest, but who you just know is stuff—and Odin Ramsland is that sort of fellow. In radio now for only a few short years, Odin has made himself an expert on merchandising in his home area, and is helping to sell a phenomenal amount of his customers' goods as well as his station's time!

That (if you'll pardon a little commercial for our product) is one of the swell things about spot broadcasting—the fact that you make each station a virtual partner in your job of selling goods, and therefore get all sorts of benefits which simply don't otherwise accrue. . . . No, we don't seem to imply that any station wants to do your salesmen's foot-work. But you know and we know that where there's a vivid interest, most stations can handle certain strategic telephone calls, requests to wholesaler friends, etc., etc., that often make a lot of difference. . . .

So we're happy we're connected with spot broadcasting instead of with something that simply comes in when the station flips a switch. That's why we started this business in the first place, here in this pioneer group of radio station representatives.

**FREE & PETERS, INC.**

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan
Franklin 6575

NEW YORK: 217 Park Ave.
Plaza 5-1351

SAN FRANCISCO: 111 Sutter
Sutter 6555

HOLLYWOOD: 1222 N. Gordon
Gladstone 3949

ATLANTA: 322 Palmer Bldg.
Main 5667

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BROADCASTING • Broadcast Advertising
Early Truce Seen in Recording Strike

Petrillo Agrees to Senate Demand For Terms

CONFIDENT predictions that recording of popular music will be resumed next month after an enforced six-month vacation summarily ordered by James C. Petrillo, president of the American Federation of Musicians, were made last week after the AFM executive had promised a Senate investigating committee he would draw up a “program” of terms precedent to lifting of his onerous ban.

Under the lash of Senatorial committee pressure, Mr. Petrillo promised to convene his international executive board Feb. 1 in New York and evolve a plan to be presented to the committee and to the broadcasting and recording industry. His commitment followed two days of rigorous examination during which Mr. Petrillo had repeatedly refused to disclose his terms for termination of the “strike,” other than to describe its goal as “more work” and relief of purporting unemployment in musicians’ ranks.

Senators Break Impasse

It was only after committee members, lead by Chairman Clark (D-Ila.) author of the inquiry resolution and Chairman Wheeler of the full Interstate Commerce Committee, had imported Mr. Petrillo to break the impasse and disclose his demands that he finally yielded. He had been told pointedly that his ban was interfering with the war interest, and that his position was untenable. He steadfastly declined, however, to say precisely what he sought other than “more work”, claiming that Assistant Attorney General Thurman Arnold had threatened him with “five years in the can” if he participated in a “secondary boycott”.

But the AFM president made a number of disclosures and shed much light on what AFM would like to accomplish in exacting tri-

bute from all users of music, recorded and live. He made a far better witness than was anticipated and was complimented for the way he handled himself and parried questions.

As a witness, Mr. Petrillo was no shrinking violet. At times he pounded the table to emphasize his pleadings in behalf of the “starving musician”. He said point blank that he would lift the ban in advance of an agreement with the recording companies only if President Roosevelt, after hearing the facts, asked him to do so. Then, he said, he would “grant the request”.

Wants Legislation

Mr. Petrillo disclosed, under sharp questioning of committee members and of Committee Counsel Herbert M. Bingham, Washington attorney, that what he really wanted was protective legislation from Congress that would give AFM members a property right in recordings and allow them to collect royalties on each record, in the same fashion as ASCAP collects tribute. His counsel, Joseph A. Padway, had suggested that a levy of one or two cents per record might accomplish that purpose.

In his two-day siege on the stand Tuesday and Wednesday, Mr. Petrillo confessed many things and cleared up many mysteries about the inner workings of the powerful labor union of 148,000 members. He said that if the war lasts five or six months longer, AFM would not have enough competent musicians available to supply radio’s requirements, as he appraised them.

Mr. Petrillo was chagrined because the recording companies had not attempted to negotiate a settlement of the controversy. When committee members pounded away at his “untenable” position in failing to make known his demands, he said simply that that was for the companies “to find out” and that he was confident the whole problem could be settled around the conference table. He attacked the NAB as rolling in wealth, and the recording companies as being mere subsidiaries of the major radio interests. He ascribed to the NAB a vicious “smear” campaign which insulted AFM and himself.

To Consult Board

Upon suggestion of Chairman Clark, after several preliminary proposals had been rejected point blank, Mr. Petrillo agreed to have his international board of nine members, at its scheduled meeting in New York Feb. 1, draw up a program of demands for settlement of the controversy and submit it to the Senate committee. Chairman Clark observed that such a plan, drawn in writing, might bring an end to the Senate’s inquiry and benefit all concerned. He stressed the need for new popular music for our armed forces and for public morale, pointing out that the country has subsisted on “cold storage” recordings since Aug. 1.

The committee, after hearing Counsel Padway on legal aspects, last Thursday recessed subject to the call of the chair, probably for a fortnight. Presumably it proposes to await receipt of the Petrillo text before resuming its inquiry. Because the legislative authority to conduct the inquiry under the Clark Resolution (SRes. 286) expires Jan. 31, Senator Clark said the committee would seek to have the resolution reconsidered and adopted by the Senate prior to the end of the month. He expressed confidence this would be done.

Following the recess, the Committee under present plans proposes to hear testimony from representatives of the affected industries, including the NAB, the transcription companies, record manufacturers, and coin-operated machine concerns, as well as music organizations representing the public. Further testimony from government officials, probably including OWI Director Elmer Davis and FCC Chairman James Lawrence Fly, also is expected, supplementing their statements of last September in the preliminary inquiry, also conducted by Chairman Clark but with a different subcommittee.

These officials attested to the dire consequences of a continued ban, not only upon public and military morale but upon smaller broadcasting stations which would be forced out of business with the drying up of recorded music supplies.

Refused Truce

Before agreeing to the Clark proposal, Mr. Petrillo rejected a suggestion that he call of re-strike now, and negotiate with the transcription and record companies. He had said he dealt with these “big business” people for two years, and that it would take “two or three years” to negotiate a deal.

When Senator Clark suggested that a 30-day deadline be set, the AFM head said the companies could record enough popular music in that time to last a year.

Mr. Petrillo told the committee he earned an aggregate of $49,000 a year, aside from allowances and contingent funds. He gets $26,000 as president of the Chicago Federation of Musicians and $20,000 from (Continued on page 56)
Radio Reaches Peak as Voice of the Nation

Vast Audiences in Year Are Noted By the CAB

By A. W. LEHMAN, Manager
The Cooperative Analysis of Broadcasting Inc.

THE YEAR 1942 was the first calendar year in which American radio broadcast the waves of its advertisers under the shadow of war—a global war for the survival of a way of life and the nation. Under the impact of war, the radio record of the year revealed a fulfillment of its promise rather than any widespread change in listening habits.

With a growth in audiences throughout the year, radio revealed itself as a powerful channel of information. In World War I, radio telegraphy—i.e., wireless—was only a source of communication. In the years between, radio grew to maturity as an advertising medium, as a source of entertainment, and now as a compelling vehicle of education. But the demands of World War II have given radio the opportunity to show its ability to reach and speak to the people of the nation.

War Messages

Within the month between Pearl Harbor and the New Year of 1942, radio demonstrated not only its great social force, but its vast audience potentials. During those days when public interest was at full pitch, our President twice obtained phenomenal record-breaking audiences expressed in the twin CAB ratings of 83%. After Americans recovered somewhat from the shock of the most not wholly unexpected, but treacherous outbreak of war, there was a slight decline in the size of President Roosevelt’s radio audiences. His broadcasts, however, continued to draw twice the listeners of his 1941 pre-Pearl Harbor addresses. Four talks measured by CAB between March 15 and Dec. 1, 1941, averaged 31%, while five Presidential addresses of 1942 were recorded at 45.8 to 83% and yielded an average of 61%.

These Presidential addresses, broadcast over all the major networks, were rated as follows:

Jan. 6, Roosevelt’s Address to 77th Congress, 12:30 p.m. 85.6.
Feb. 28, Roosevelt’s “Progress of the War”, 10:00 p.m. 86.8.
April 28, Roosevelt, “War Economy”, 10:00 p.m. 69.6.
Sept. 7, Roosevelt, “Cost of Living”, 9:00 p.m. 86.9.
Nov. 17, Roosevelt, Herald Tribune Forum Address, 10:30 p.m. 45.8.

The address on the “Progress of the War” tied two previous broadcasts at the time high. The April 28 talk on War Economy ranked fifth among the President’s radio efforts, being just a few points behind his famous Greer incident speech in the fall of 1941 which was recorded at 72.5.

Two of Prime Minister Winston Churchill’s orations were rated by CAB during 1942. One broadcast on Feb. 15 was scored at 41% of radio set-owners, while he was rated 27.4 on May 10. Both were on Sunday afternoon. The Feb. 15 broadcast, Churchill’s second popular effort, was surpassed only by his famous speech before a joint session of the Congress of the United States (Dec. 26, 1941). The May 10 talk ranked third among the six Churchill addresses which the CAB has measured since earlier in 1941.

An increase in a fortnight’s time of 30 to 46% in listening—same programs, same days of the week could only have provoked an outspoken disbelief at any time before America went to war. But the shifting tide of battle in the global war have produced these sharp shifts in listening to radio programs.

The American landing in North Africa is a case in point. Loud speakers pouring out reports of action at Oran, Algiers, Casablanca, and other African ports attracted listeners who saw the dawn of victory in the offensives display of Anglo-American initiative.

CAB investigation of listening Nov. 8, 9 and 10—the troop landings began Nov. 7—found that commercial network news broadcasts had an average rating of 8.9 by day-part and 9.5 by coincidental. Two weeks earlier, and on the same days of the week, Oct. 25, 26 and 27, news programs had a day-part average of 6.2 and a coincidental rating of 7.3. The rise in the day-part average amounted to a fat 43.5%, while for the coincidental audience it was a fulsome 30.1%. Either gain was unmistakable evidence again, and for the umpteenth time, that war news has compelling urgency absent in the peacetime affairs of the world.

But increases in news listening were not confined solely to commercial network news programs. Probably the most outstanding radio development in 1942 was the marked rise in listening to all news programs as shown in Table I.

For December, 1942, the 20 programs the CAB scored as nighttime leaders, listed in order of the size of their ratings, were:

- Chase and Sanborn Program
- Fibber McGee and Molly
- Jack Benny
- President Program—Bob Hope
- Kraft Music Hall
- Lux Radio Theatre
- Red Skelton
- Maxwell House Coffee Time
- The Aldrich Family
- Ray Kyser
- Rudy Vallee
- Fibber McGee
- Texaco Star Theater
- Fred Allen
- Irish-American Night
- The Great Gildersleeve

In comparison with the year before there is little change in this roster of radio’s great productions. The programs that were not in the previous year’s list are: Rudy Vallee, Mr. District Attorney, Hit Parade, Abe’s Inklings and The Great Gildersleeve. Of these five, two—Abe’s Irish Rose and The Great Gildersleeve—are relatively new to radio. The former, a radio version of Broadway’s famous attraction, was first broadcast in January, 1942, earning an initial rating of 11.8. The Great Gildersleeve made his debut in September, 1941, with an opening score of 5.6. There again is the evidence that many leading radio programs start with modest, if not low, ratings.

In Table II the ten nighttime leaders for the winter months—the traditional standard time period—are given by rank. Changes in position during the seven months are few. Eight of the ten were among the ten leaders for the same months of 1941. New to this group, when compared with the same period of 1941, are the Kraft Music Hall and Walter Winchell.

A noteworthy development in network radio during the summer months of 1942, the traditional day-light saving period, is the stability in the rankings of the leaders (Table III). This lack of fluctuation is particularly significant.

III—Monthly Ranking of the Ten Leaders

For Five Summer Months—1942

For the Period

May | June | July | Aug. | Sept.

Chase & Sanborn ___________________ 1
Lux Radio Theatre ___________________ 3
Aldrich Family ___________________ 2
Kraft Music Hall ___________________ 4
McGee and Molly ___________________ 5
Jack Benny ___________________ 6
Red Skelton ___________________ 7
Mr. District Attorney ___________________ 8
Hit Parade ___________________ 9
Rudy Vallee ___________________ 10

* Not rated.
* Also called Post Toasties Time.

No broadcasts. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.
### IV—Comparison by Program Types of Ratings and Amount of Time on the Air
#### Nighttime Programs
(October 1941-April 1942)

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Average</th>
<th>Range</th>
<th>No. of Programs</th>
<th>% of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety</td>
<td>11.4</td>
<td>1.0</td>
<td>53</td>
<td>16.5</td>
</tr>
<tr>
<td>Drama</td>
<td>10.0</td>
<td>3.8</td>
<td>15</td>
<td>14.9</td>
</tr>
<tr>
<td>Comedy</td>
<td>9.9</td>
<td>4.5</td>
<td>14</td>
<td>12.7</td>
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<tr>
<td>Melodrama</td>
<td>9.2</td>
<td>4.8</td>
<td>12</td>
<td>11.0</td>
</tr>
<tr>
<td>Popular Music</td>
<td>8.7</td>
<td>2.8</td>
<td>13</td>
<td>10.8</td>
</tr>
<tr>
<td>Classical &amp; Semi-classical</td>
<td>8.4</td>
<td>2.8</td>
<td>13</td>
<td>10.8</td>
</tr>
<tr>
<td>Music</td>
<td>7.4</td>
<td>1.7</td>
<td>11</td>
<td>9.5</td>
</tr>
<tr>
<td>Commentators, News and Talks</td>
<td>6.8</td>
<td>1.0</td>
<td>12</td>
<td>10.5</td>
</tr>
</tbody>
</table>

**NOTE:** Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rate as 1¼ hours per week, 10-minute programs 3 times a week ¾ hour, etc.

Although several have been broadcast for at least five years.

Like the nighttime list, the daytime schedule discloses little change during the past year.

### V—Comparison by Program Types of Ratings and Amount of Time on the Air
#### Nighttime Programs
(May-September 1942)

<table>
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**NOTE:** Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rate as 1¼ hours per week, 10-minute programs 3 times a week ¾ hour, etc.

Leading Daytime Programs

The network weekday leaders of December, 1942, in the order of the size of their ratings, were:

Kate Smith
Big Sister
Our Gal, Sunday
Romance of Helen Trent
Ma Perkins
Life Can Be Beautiful
Night to Happiness
Aunt Jenny’s Stories
Road of Life
Pepper Young’s Family

Seven of the ten were also on the previous year’s roll of leaders, while three appeared among the ten having the largest audiences during December, 1940. The three which were not on the 1941 roster are: Big Sister, Aunt Jenny’s Stories, and Pepper Young’s Family. All, however, are relatively old serials having been broadcast for at least five years.

The Audience Level

On the whole, 1942 audiences of daytime network programs exceeded somewhat those of the previous year. Generally, the upswing from 1941 was more substantial in the latter half of the year. This rise is reflected in the distribution of program ratings for December month (Table VI).

Special Events

In addition to gauging the audiences of President Roosevelt and Prime Minister Winston Churchill, the CAB also recorded ratings for several other noteworthy speeches and programs in 1942:

- Secretary of State Cordell Hull’s

(Continued on page 25)
WASHINGTON seethed last week with reports of a finish fight between the Georgia Democrat, Rep. Eugene Cox, and FCC Chairman James C. Durr, with talk of "impeachment proceedings" against "bureaucrats" levelled on the House floor by the Georgian.

Activity occurred on two fronts — that is, in both chambers. Judge Cox made a half-minute speech Thursday on impeachment without naming names, and at the FCC, where a new hearing involving WALB, Albany, Ga., was in progress, with allegations of improprieties by Rep. Cox refuted by the station.

The Cox-Fly feud has flared up intermittently during the last couple of sessions, but now it has reached white heat. Mr. Fly declined to comment on these latest developments.

Rep. Cox, ranking majority member of the all-powerful House Rules Committee, is the author of a resolution (HRES-21) introduced at the opening day of this session, to investigate the FCC generally and Mr. Fly in particular. Mr. Fly, on the other hand, is said to have been largely responsible for having instigated a Department of Justice inquiry into Rep. Cox's participation as counsel for the Albany Herald Broadcasting Co., and his receipt of a $2,500 fee. The whole subject of WALB license renewal was being investigated into the FCC at a formal hearing all last week. Georgia's two senators—Russel and George—appeared at the FCC hearing. Senator George attested to the integrity and character of his House colleague.

Cox Confident

Whereas Rep. Cox failed last session in his effort to get House approval of his inquiry resolution, he confidently predicted action this week. Approval of the resolution, at least by the Rules Committee, was generally regarded as likely by House members, providing for a select committee of five to conduct the inquiry. Funds for counsel and investigators also is provided. How such a resolution would fare in the House was problematical, though Judge Cox said he thought it would pass this week with not more than a score of votes against.

In his half-minute speech to the House Thursday, Rep. Cox said: "The time has come for this House to protect itself and the country against the growth of an imperialistic bureaucracy and the use of bureaucratic dictatorship by resorting to the process of impeachment."

 Asked by newsmen afterward whether bureaucrats he had in mind, Rep. Cox avoided replying in a statement but predicted speedy Rules Committee approval of his resolution and suggested that reporters "draw their own inferences."

In another address to the House last Friday, Rep. Cox charged the FCC was seeking to "frame" him in order to define his "Americanism." "This investigation is not because of any infraction of FCC rules by the station, but merely because of my resolution to investigate the autocratic setup," the Congressman said. "It's a frame-up, pure and simple. They are trying to blackmail me into laying off the Committee in question."

Rep. Cox again predicted to the House that his resolution would pass "with few dissenting votes."

He said he was not interested in "witch-hunting," but solely in protecting the communications industry "against Fly's Gestapo tactics."

If permitted to continue and spread his newspaper, a backlog of freedom of the press and speech.

In re-introducing his resolution with the opening of the 71st Congress, Judge Cox said the story of the operations of the Commission under the chairmanship of Mr. Fly "will prove shocking." He charged it had almost completely established "terroristic control" and that it "maintains a Gestapo the equal of which has never been seen in a free government."

While Chairman Fly is the principal target of the Georgia congressman, the name of Commissioner C. J. Durr, newest member of the FCC, has also been drawn into Congressional talk. Mr. Durr, along with Chairman Fly, has acted more or less as legislative liaison official for the FCC.

Judge Cox's name was drawn into the WALB renewal hearing as a result of investigations instituted by the FCC's law department. It had been expected that Rep. Cox himself would be called to testify, but that he had not eventuated last Friday when Broadcasting Co. telephoned. He inferred he had a "nervous" to call him. Testimony relating to the $2,500 transaction, however, highlighted the proceedings.

Last Thursday, almost coincident with Judge Cox's half-minute speech in the House, Marcus Cohn, (Continued on page 45)

1905 William C. Gillespie 1943

WILLIAM C. GILLESPIE, 38, vice-president and manager of KTUL, Tulsa, and supervising director of KOMA, Oklahoma City, died last Wednesday after suffering a fractured skull the preceding Saturday night in a fall at his home. He was injured in a freak accident. While walking the telephone, he leaned against a basement door which was unlatched and fell about eight feet. Blood transfusions and a brain operation failed to revive him.

One of Tulsa's civic leaders and one of the most aggressive personalities in the broadcasting field, Bill Gillespie was commercial manager of WKO, WKY, Oklahoma City, when he conceived the idea of purchasing the non-commercial KCOW, Chickasha, Okla., from the Oklahoma College for Women, and moving it into Tulsa where a CBS franchise was available.

In 1934 he bought the backing of Tulsa money men and a partnership to build the station, and they turned him down. Thereupon he persuaded J. T. Griffin, president of the Griffin Wholesale Grocery Co., Muskogee, to join him in the venture, and the radio station was a good investment, and Mr. Griffin backed the purchase of the college station and its reconstruction in Tulsa. Mr. Gillespie became manager of the station and president of the Board.

Mr. Gillespie's career includes his service with KOKC, Oklahoma City, and affiliations with NBC Chicago, and WMBD, Peoria. For a time he was manager of the Iowa Broadcasting System in 1939 he negotiated the half-million dollar deal with Elliott Roosevelt, then head of Hearst Radio Inc., for the purchase of KOMA, Oklahoma City, by the Griffin interests.

Just 12 hours before the accident he had returned from a ten-day business trip to New York and Washington. In the latter city he had attended the OWI convention of regional consultants, having been chosen the official consultant for the 12th district. He was also prominent in NAB affairs and a member of its sales promotion committee.

He was born in Nostagula, Ala., in 1904, and is survived by his wife, a son, William, his parents, two sisters and one brother.
THE HUM of industry in Nashville is audible in current statistics: car loadings up 8.3 per cent over those of a year ago ... electric power (industrial) up 9 per cent ... telephone stations up 6.8 per cent.

Retail sales show even greater increases, for there's money pouring into the Nashville market also from army camps and agricultural prosperity in the surrounding areas.

For thorough coverage, WSIX, "the Voice of Nashville", presents a spot on the dial lighted by star programs from both the Blue Network and Mutual Broadcasting System.

SPOT SALES, INC., NATIONAL REPRESENTATIVE
1942 Winners of the Annual H. P. Davis Memorial Announcers’ Awards

Howard Petrie, WEAF, New York, National winner
Gil Verha, KOA, Denver, Mountain zone winner
Lorne Greene, CBL, Toronto, Eastern zone winner
Ted Meyers, KFI, Los Angeles, Pacific zone winner
Fred Moore, WGL, Ft. Wayne, Central zone winner.
Never before in its history has NBC been so completely mobilized for one cause and one purpose...The cause of Victory!

Yet even in the midst of a busy schedule of public service and war effort programs, NBC is permitting no detour from perfection, no letdown of its standards. NBC's constant striving to give America the finest in broadcasting, is continuing today, and will continue despite the pressures and demands of war.

Evidence of this is the recently conducted NBC competition for the annual H. P. Davis Memorial Announcers’ Awards, open to every NBC station—owned, operated, or affiliated.

The H. P. Davis Memorial Announcers' Awards were established in 1935 by Mrs. Davis, in tribute to the memory of the late Mr. Davis, “the father of broadcasting” and founder of KDKA.

For the radio industry, these awards stand as symbols of the highest attainment in the art of announcing. For NBC, they represent the never-ending effort to maintain the highest level of performance in an important branch of radio.
ANA May Intervene in Network Appeals From the FCC Monopoly Regulations

LIKELIHOOD that the Assn. of National Advertisers will seek to intervene in the Supreme Court appeals of NBC and CBS from the FCC's network monopoly regulations was reported in New York advertising circles last week. Conversions to that end have been in progress for some time, it was learned, and the matter was considered by the ANA executive board last week.

Argument before the highest tribunal on the network appeals from the statutory three-judge decision in New York is tentatively set Feb. 10. Briefs normally are due three weeks ahead of argument by the appellants and about one week by the Government and by MP's, intervenor on the FCC's behalf. The ANA brief would be filed as a friend of the court and would support the networks' overall contention that network broadcasting as it is known today would be seriously disturbed if not demoralized should the regulations become operative.

It is presumed that ANA, representing some 150 of the nation's leading advertisers, would bring out that it was only after development of the network system of broadcasting that radio became an advertising medium. National advertisers believe that any change in the present system of network broadcasting would be inimical to their best interests. General counsel for ANA is I. W. Digges of New York.

War Dept. Radio Guide REVISED radio guide for public relations officers, effective as of Jan. 1, 1943, was released last Thursday by the War Dept. Assistant General's office. Under the new procedure, the Office of War Information now clears all Government radio time. Army public relations officers in the field will clear any new local program through OWI field men except in the case of commercial or network broadcasts. These programs must be submitted to the Radio Branch, War Dept., Washington, which in turn will clear through the OWI.

Arthur Murray Spots ARTHUR MURRAY School of Dancing, New York, has allocated $100,000 for a spot campaign throughout the country, part of a $500,000 allotment for advertising. The studio has used occasional spot broadcasting. Ruthrauff & Ryan, New York, is agency.

WLW Asks Court to Reverse FCC Seeks Order Giving It Right To Operate 750 kw. W8XO

COURT action to order the FCC to grant it authority to operate the experimental WLW transmitter, W8XO, with 750,000 watts was sought by the Crosley Corp. last Friday in an appeal filed with the U. S. Court of Appeals for the District of Columbia. Crosley also filed with the FCC a petition for rehearing on the denial of the application of W8XO to continue operating with 500,000 watts from midnight to morning.

In its appeal, Crosley, through its attorneys, William J. Dempsey and William C. Koplovitz, pointed out that the application for increase in power from 500,000 to 750,000 watts for W8XO was to prove the technical feasibility of transmitting equipment. It held the Commission's denial was erroneous and arbitrary under the FCC's own regulations and in failing to accord the applicant the type of hearing provided under FCC procedure. The court was asked to reverse the Commission's orders of Nov. 30 denying the construction permit application, and of Dec. 29 denying W8XO renewal of license.

Procedure Questioned

In its petition for rehearing before the FCC, Crosley set out that the Commission is required to establish a procedure in handling renewals of license and that the application for renewal could not be dismissed in the manner in which it was ordered.

It was held there is nothing in the regulations governing developmental broadcasts stations which distinguished their procedural rights from those of any other class of station and that full hearing should be accorded Crosley before action is taken.

No announcement has yet come from the Office of War Information regarding probable acquisition of the WLW 500,000-watt transmitter for psychological warfare purposes, either in international short-wave work or for long-wave broadcasting abroad. The matter is being considered. If the transmitter is employed for international broadcast purposes, it probably will be made into several 50,000-watt units.

Amos 'n' Andy Open

FACING further curtailment in canned goods, Campbell Soup Co., Camden, N. J., after five years, will cease sponsoring the five-weekly CBS Amos 'n' Andy with broadcast of Feb. 19. Firm, it was reported, had offered the team a weekly half-hour spot in lieu of their five-weekly quarter-hour program. Due to lateness of the season, it was said, team declined the offer. Firm will continue its sponsorship of the weekly CBS Radio Reader's Digest. Ward Wheelock Co., Philadelphia, is agency.

E Y S ON THE... Commercial Mail Soars to Sensational Heights! Totals for the start of 1943 TRIPLED same period of 1942

Serving a Primary Area of 5,000,000 Americans That's Eastern Ohio, Western Pennsylvania and Northern West Va.

JOHN BLAIR Represents us

An Advertiser writes:

I am pleased to see that orders are increasing now that Christmas holidays have passed. We are very well pleased with the volume of business being brought in by your fine station.

50,000 Watts

WWVA

WHEELING, W. VA.

50,000 Watts

WWVA
For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy... one low rate to everybody... a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area*... and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you... and do it at a lower cost.

* Connecticut tops the 48 States in Effective Buying Income, and Hartford leads all cities in Connecticut. (Sales Management's figures)
Co-Op to Sponsor Discs in 30 Cities
Sunday Afternoon Selected For Post-War Themes

RADIO SERIES by the Co-operative League of the U.S.A., originally scheduled to start Oct. 11, 1942, but temporarily suspended pending clarification of its format to conform with the NAB code [BROADCASTING, Oct. 12, Dec. 21], will definitely begin a 13-week campaign on 30 stations, effective Feb. 14, under the title of Here Is Tomorrow, Neighbor.

Dealing with various post-war opportunities in such fields as housing, education, culture, transportation, industry and agriculture, the transcribed quarter-hour series will be heard Sunday afternoons at any time between 12:30 p.m. and 5:45 p.m. best suit to the individual station selected.

Short Talks

Leading figures in the fields mentioned will deliver two to three-minute talks on their chosen subjects. In addition to drama presentations, Dramatizations, dealing with food, clothing, health, new jobs and other topics of prime importance after the war, will fill the main portion of the schedule. Mrs. John Bolton, program director; Mr. Seldes; Rull Johnston, program sales director; Arthur J. Kemp, sales manager.

Monday Period on NBC Is Selected by Heinz For ‘Information Please’

AFTER several weeks speculation as to what advertiser would take Dan Golenpaul's Information Please program when American Tobacco Co., New York, discontinues its sponsorship of the Friday evening show on NBC Feb. 5, H. J. Heinz Co., Pittsburgh, last week announced it will sponsor the show.

Now heard Fridays at 8:30 p.m., the program will be moved Feb. 15 to Mondays 10:30-11 p.m. but will continue its present format of guest experts appearing with the regular trio of John Kieran, Franklin P. Adams and Oscar Levant. Heinz plans to promote its “57” varieties of food products on the show, and has signed a 44-week contract with an eight-week summer hiatus, at an undisclosed weekly price. Maxon Inc., Detroit, is agency.

American Tobacco, which has sponsored the quiz program for Lucky Strikes since November, 1940, was asked by Mr. Golenpaul to give up the show Feb. 5, when he objected to the company's change in advertising policy. It will be continued on “Lucky Strike green has gone to war” [BROADCASTING, Dec. 21]. Several advertisers were interested in Information Please, it was reported, with Lever Bros. Co., Cambridge, supposed to have the inside track.

Wellies Relieved

ON PLEA that he is overburdened with work, Orson Welles, narrator-producer of the weekly Jack Benny Time Can't Ceil, sponsored by Lockheed & Vega Aircraft Corps, is being relieved of that assignment following broadcast of Feb. 1, which completes his 13-week contract. Sponsors indicated the series will continue, although no replacement has been announced. His release is reported as “amicable and understood to be for the best.” Ben W. Johnston, program sales director, is in charge of his current schedule which includes the CBS sustainer, Hello, Americas, and five spot campaigns were cited. Agency is Foote, Cone & Belding, Los Angeles.

J. B. Ford Merger

J. B. FORD Co., Wyandotte, Mich., united with the Michigan Alkali Co., of the same city, have been consolidated as Wyandotte Chemicals Corp. J. B. Ford, maker of Wyandotte cleaning products, has used spot radio in the past and is lining up plans for four to five-spot campaigns, it was announced. The program will be syndicated and will also go into Spot and Weekly [BROADCASTING, Feb. 13].

Kreuger Drops Plans

KREUGER BREWING Co., New York, has abandoned the plans for the Gay Falcon series on a new England hookup of NBC stations, scheduled to start Feb. 3 [BROADCASTING, Jan. 11] due to difficulties in obtaining time clearance. No further radio is contemplated following disqualification of Go Get It, weekly participation program on WOR, New York. Compton Adv., New York, handles the account.

Parfax Expands

RADIO is being considered to accompany the introduction of Parfax advertising, the list of selected markets of Buffalo, Rochester, Niagara Falls, Batavia, Olean and Jamestown. In addition, Buffalo, distributor is Ellis Adv. Co., Buffalo, handles the account. Newspapers are already being used.

Golden Adds


Carnation Stops Spots

A SHORTAGE of evaporated milk, caused by the heavy drain on supply by overseas troops, has resulted in the cancellation of the Carnation Bouquet, transcribed program, on 35 of the 36 Canadian stations, by Carnation Co., Milwaukee. Cancellation virtually removes Carnation from the spot field, but the NBC broadcasts of Carnation Contested Program Monday, 10:10-10:30 p.m. were re-newed as of Jan. 4. Erwin, Wacey & Co., New York, handles the account.

New P & G Serial

PROCTER & GAMBLE Co., Cincinnati, which has had an option on the Monday through Friday 10:45-11 a.m. period on NBC since Jan. 1, when the time was relinquished by General Foods Corp. ’s serial Young Dr. Malone [BROADCASTING, Dec. 28], will place a new serial in that spot effective Jan. 25. Titled Woman of America, the program will deal with political and social problems during the next four weeks, starring Anne Seymour as a pioneer woman. Product promotion will be Ivy Snow and agency is Benton & Bowles, New York.

WKAT, Miami Beach, Fla., has appointed Spots Sales Inc as station representative, replacing Paul H. Raynor Co.

DAVIS STILL AIMS TO TAKE THE AIR

CONCEDED he still hopes to go on the air with a regular broadcast series, Elmer Davis told his news conference last Wednesday, "I'd still like to do it, but I can't see my way clear to getting around to it just yet.

He reported the transmission of 6,000 words a day to this country from North Africa over the recently formed channel of the new National Corps transmitter in the area. News intended for the troops and for local rebroadcast in North Africa is transmitted from this country daily over the same channel.

He said that atmospheric conditions have interfered with the transmission at times but added that increased service is anticipated despite that factor.

Clark Candy Expanding Blue Network Activities

RETURNING TO BLUE with almost the number of stations used on its former program Service With a Smile, D. L. Clark Co., 35th anniversary of its manufacture, will sponsor John Gunther, and John Vandercook, both authors and columnists, and more than 120 stations, 5 to 6:30 p.m. starting Feb. 28, or earlier.

Promoting Clark candy bars and Zandbergs, the broadcasts will still consist of new analyses, for the first quarter-hour, followed by a period during which Gunther and Vandercook will answer questions submitted by listeners. A world atlas and a 24-bar box of Clark candy bars will be the prizes for questions used on the program. Clark entered network radio for the first time February 1941 with Service With a Smile, weekly army talent show, which ran for 28 weeks. Walker & Downing, Pittsburgh, is agency.
“CBS OUTLET”

- - - an incomplete label!

- KLZ, along with 115 other stations, carries CBS programs. But the similarity ends there.

KLZ possesses an individual character and personality which distinguishes it from all other stations and which makes it stand out in its own community.

To KLZ's label as a “CBS Outlet” should be added its additional important functions as an outlet for local news, for farm and market information, for local religious, educational, and sports broadcasts, and for a vast assortment of service programs of special interest and importance to the Rocky Mountain region.

KLZ is proud of its CBS label. It is prouder still of its opportunity and record of service in its community and of the estimate attached to it by the listeners which it serves in this area.

KLZ
Denver
Columbia Network
560 Kc.
$8,089,000 Budget Is Asked
For FCC Operations in Year
$2,000,000 Is Requested for Normal Functions
Despite Curtailment; War Funds Soar

HOW THE FCC will fare during the new fiscal year beginning next June, in the light of increased demand for curtailment of Government overhead, was considered by the Senate Appropriations subcommittee for independent offices at hearings held behind closed doors last Friday.

The President, in his budget message last June, had recommended for FCC $8,089,000 for the Commission, an increase of $703,000 over the current fiscal year funds and four times the amount the Commission received in the pre-war and war planning period.

Normal Functions Reduced
Significant was the statement in the President’s message that he would cooperate with Congress in effecting reductions in “non-war” expenditures to help fund the war effort. Among the Commission’s appropriations, the fact that a $2,000,000 fund is sought for normal peacetime operations of the Commission occasioned some surprise. The Appropriations subcommittee has been reduced appreciably — possibly as much as 75% — as it was estimated in informed quarters.

The President’s message, accompanying his total budget request of nearly $10 billion dollars, and seeking additional taxes and compulsory savings of 16 billion dollars for the new year, made recommendations for non-war expenditures of the Government. The President pointed out that he would submit next spring detailed information covering the budget, since its disclosure would aid in “reveal information to our enemies.”

The budget estimate for the FCC allocates $6,070,000 for national defense activities, with the $700,000 increase in that field alone. This would cover activities of the Radio Intelligence Division and Foreign Broadcast Intelligence Service, created two years ago as war operations, along with national defense expenditures for engineering, law and accounting, in behalf of the Board of War Commissioners.

A supplemental appropriation of $140,500 for the fiscal year 1943 was sought for the FCC last Tuesday in an executive communication sent to Congress. This fund was for the national defense activities of the FCC and was referred to the appropriations committee.

The budget breakdown indicated the sharply increased cost of FCC operation during recent years. In 1936, when the FCC undertook its far-reaching telephone investigation, the appropriation, including the special inquiry fund, aggregated $2,628,000. In 1937, it dropped to about $2,000,000 and in 1938, 1939 and 1940 it was reduced, with the Treasury delivering $1,800,000.

The first year of defense activities, in 1941, boosted the appropriations to approximately $3,465,000. Then in 1942, it jumped to $5,246,608, the current fiscal year to $7,386,000.

The explanatory statement in the President’s budget message pertaining to FCC appropriations follows:

“The estimates submitted for the fiscal year 1944 provide for a continuation of the regulatory work of the Commission at the same level as for 1943 and an expansion in its war activities. For the last fiscal year an increase of approximately 11% is submitted in the estimates. This will mean a provision for 150,000 new and owned radio stations which are operated on a 24-hour basis to insure a continual and effective police of radio communications channels and signals. It will also provide for the renewal of the War Dept. Interceptor Commands in the silencing of radio stations during enemy raids and an early return to the air when the danger is over. Other activities affected by this increase are: listening in on radio transmissions of intelligence and propaganda, thereby guiding counter-propaganda and counter-operations; and maintenance of an adequate communications service in the needs of the Nation, including the formulation of plans for the Board of War Communications.

In the breakdown by projects or functions, the 1944 estimates for the FCC allot $284,207 for regular activities of the engineering department and $3,626,557 for its war activities. This last department’s regular functions for 1944 were estimated at $264,008 and for national defense at $292,763; the accounting department’s regular activities were estimated at $249,576 and for national defense at $52,889; the administrative department regular functions $470,626 and for national defense $275,587. The Foreign Broadcast Intelligence Service have had a 1944 budget estimate of $1,824,704, an increase of about $150,000 over the current appropriation.

In the regular functioning of the Commission, the field staff of the engineering department would receive, under the 1944 estimate, $518,402 and the field accounting department $112,281.

Other items in the budget message relating to radio include a State Dept. allotment of $2,089,950 for communications services, as part of the president’s department. This will make provision for a total of $1,600,000. This is regarded as of significance, because of pending anti-trust suits instituted by Assistant Attorney General Thurman Arnold, involving the major radio networks, and also the Associated Press suit, which is believed to involve principles applicable to network broadcasting.

JUSTICE RUTLEDGE VERSED IN RADIO

THE SUPREME Court acquires a justice conversant with radio regulatory problems this week by President Roosevelt of Associate Justice Wiley Blount Rutledge, Jr., of the U. S. Court of Appeals for the District of Columbia, to the nation’s highest bench. Justice Rutledge, who fills the seat of vacancy, by the resignation of James F. Byrnes, Economic Stabilization Director, has served on the lower court since 1939.

The appellate court handles virtually all appeals from decisions of the Federal Communications Commission. Rutledge has not written any of the more important opinions pertaining to radio regulation, he nevertheless has participated in practically all of these cases.

Many as a possible successor to Justice Rutledge, on the circuit court is Thurman Arnold, Assistant Attorney General in charge of anti-trust suits, Mr. Arnold’s confirmation, however, likely would precipitate considerable Congressional controversy because of his having been an aggressive anti-trust policy. Justice Rutledge’s confirmation, on the other hand, has been regarded as a foregone conclusion.

Only 48, Justice Rutledge was born at Clearport, Ky., the son of a Baptist preacher. He was dean of the law school of the U. of Iowa when named to the lower court and has the Roosevelt appointment from the west.

Union Buying Time

TRANSPORT Workers Union, an affiliate of the CIO, has purchased $1,680 worth of time on WLIE, Brooklyn, Sundays, 3-3:15 p.m. to present the case of New York subway workers, in opposition to higher wages. Broadcasts started Jan. 10, with Michael Quill, Transport Workers Union, as speaker. Union officials and representative citizens are to be heard on frequent programs, for a period of four weeks. Additional days of other outlets is contemplated. Walter Wiley Adv., New York, is handling the account.

Stationary Spots

STATIONERS SPECIALTY Co., New York, using radio for the first time, will start a national campaign on 50 to 60 stations later this month on behalf of a service men’s combination diary and scrap book titled My Buddy Book. Five-minute and quarter-hour programs and spot announcements will be used extensively. The first stage of the campaign got under way Jan. 11 on New York stations WHN and WJZ, with a schedule of one to three per day. Airings are scheduled weekly. Carl Calman Inc., New York, handles the account.

Cosmetic Latin Spots

MICHEL COSMETICS Inc., Long Island, is using radio for the first time, in the transcribed quarter-hour musical series, Romance & Melody on XEQ, Mexico City. It is in the three-week cycle and may place the programs on other Latin American stations. Agency is Irwin Vladmir & Co., New York.
SANTA CLAUS... appeared over WLAC at 4:15 in the afternoon for just 28 days, offering nothing more than an acknowledgement of letters. Children responded with 6,393 mailing pieces.

6,393 CHILDREN wrote to Santa Claus...

just to hear him read their names over the air!!

And, more children heard Kris Kringle in the great Tennessee Valley area than ever before, because THIS time the old gentleman was using the new 50,000-watt transmitter of WLAC.

THAT'S THE TYPE OF RESPONSIVE AUDIENCE NOW TUNING TO THIS STATION!!

WLAC NASHVILLE, TENN.

• 50,000 WATTS
• 1510 ON YOUR DIAL

PAUL H. RAYMER CO.
National Representative

J. T. WARD, OWNER F. C. SOWELL, MGR.
OWI V-MAIL DRIVE TO BEGIN JAN. 25

UTILIZING more than 70 commercial and sustaining network programs as well as all independent stations, the OWI V-Mail campaign for V-Mail will start Jan. 25. The OWI radio bureau disclosed last week.

Commercial and sustaining programs will weave in their own plugs to suit the material of their particular shows, and the local stations will receive a third of the magazine-recorded announcements for use each day during the drive.

Some of the commercial programs to be used are Lux Radio Theatre, Kate Smith, Eddie Cantor, Amos 'n' Andy, Dinah Shore, One Man's Family, Andre Kostelanetz, Vic & Sade, Backstage Wife, Mayor of the Town, Maxwell House Time, Big Sister, Girl Friday, Aces, Bill Stern, Jack Benny, Life Can Be Beautiful.


Jack O. Gross Named
KFMB General Manager

JACK O. GROSS, former sales manager, KFI, Hollywood, has been appointed general manager of KFMB, San Diego, Cal., with office at 1500 Cass St. He succeeds William W. Bowerman, who is subject to FCC approval.

Mr. Gross has been with the station since April 1, 1936, and is a native of New York State.

Mr. Gross has been with the station since April 1, 1936, and is a native of New York State.

Walker Heads WJHP

WALLACE A. WALKER, former chief statistician of MBS in New York and also formerly with C. E. Cooper Inc., New York, a research firm, has been appointed manager of WJHP, Jacksonvile, Fla., succeeding Henry B. Waring, who is now in the Navy. Mr. Walker was graduated from Yale in 1930 and in 1928 was a member of the national championship fencing team.

FOR SAFE-KEEPING, Hollywood BLUE executives stored this beriboned egg and quarter-pound of butter in improvised leaders following Dec. 27 broadast on the four major networks announcing general rationing. Keepers of the egg and butter are the BLUE western division officials (1 to r): Sydney Derals, auditor; Milton Samuel, publicity director, and Don E. Gilman, vice-president.

Bob Hope Top Comedian, Benny Second
In World-Telegram's Annual Radio Poll

FOR THE SECOND consecutive year Bob Hope has been voted favorite comedian, and his show the favorite program, by 120 radio editors of United States and Canada in the 12th annual poll conducted by the New York World-Telegram. Jack Benny, winner for eight years up to 1941, again is second comedian. He is third in the "favorite program" group.

Information Please moved to second place in that class, and after Benny, the editors chose Fred Allen, Bing Crosby, New York Philharmonic, Charlie McCarthy and Lux Radio Theatre. Favorite quiz show was I Love Lucy and top dramatic program was Lux Radio Theatre.

Dinah Shore New Star

Outstanding new star is Dinah Shore, followed by Zero Mostel and Red Skelton, last year's winner in that category. Harry James nosed out Guy Lombardo as most popular orchestra, a position Gay has held for 11 years. Bing Crosby again won the vote for male popular singer, while Dinah Shore was favored girl singer.

Best Government show was The Army Hour and outstanding broadcast of the year was Cecil Brown's description of the sinking of the HMS Repulse and the Prince of Wales.

Winchell Due Soon

LT. COM. WALTER WINCHEL, on leave of absence from Brazil on his Sunday night program, sponsored on the BLUE by Andrew Jergens Co., Cincinnati, May return to the program Jan. 24, according to Leen and Mitchell, New York. His Sunday night program, 9:00-11:00 p.m. period has been filled by four commentators.


...a memorable contribution to the war—

**WNEW** can be proud, without boasting, of Variety's Special Award for 1942—a citation for its program memorializing Nazi rape of the Czech town of Lidice.

In making the award, Variety's editors said:

"In producing 'We Refuse To Die', WNEW displayed vision, courage and showmanship of first-rate calibre... It was a major undertaking. The original broadcast was aired on October 25th. Subsequently it was heard over the entire world.

"Thus a single station was responsible for telling all the peoples of the world that America noted well the infamy of Lidice. By so doing, WNEW made a memorable contribution to the war."

WNEW expresses its thanks to Variety, and to Madeleine Carroll, Joseph Schildkraut, Erich von Stroheim, Clifton Fadiman, Philip Cohan, and the others who freely gave their services to this broadcast.

If, through "We Refuse To Die," millions of people, or even a handful, came to understand better what the United Nations are fighting for, that is reward in ample measure.

### Recent WNEW Awards

**1940** Variety Showmanship Award.
**Billboard** Radio Publicity and Exploitation Award.

**1941** Variety Honorary Award.
**Billboard** Radio Publicity and Exploitation Award.

**1942** Motion Picture Daily Special Exploitation Award.

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SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY • 10,000 WATTS DAY AND NIGHT • 1130 KILOCYCLES
Radio at Peak
(Continued from page 11)

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

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

Headley-Reed Co.
National Representatives

WFMJ

PORTLAND, OREGON

"KEY TO THE GREAT WEST*

5,000 Watts—620 Kilocycles

N BC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

AP

WTHT, Hartford, Conn.

... excellent!

Sereno B. Gammell,
News Director.

available through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

Radio at Peak

(Continued from page 11)

talk on "The Seriousness of the War", delivered on July 23, which was scored at 34, is the highest rating the CAB has credited any member of President Roosevelt's cabinet.

The President, the Vice-President, and the Secretary of Agriculture, speaking on a 10-minute program celebrating the ninth anniversary of the Administration's Farm Program, March 9, were heard by 49% of radio set-owners.

The talk, entitled "A Visit to the United States Forces in Britain", which Mrs. Roosevelt broadcast Nov. 20 at 9 p.m. over the NBC network upon her return from overseas, yielded a rating of 10.3.

Sports

As usual, the CAB in 1942 reported on many sports events, including 11 boxing matches, numerous baseball games, the All-Star games, and the World Series.

Boxing—11 fights were rated in 1942 as against 17 such events tabulated in 1941. Of these 11 blow-by-blow broadcasts, only one was a championship affair—the Louis-Baer bout broadcast over the Mutual Broadcasting System at 10 p.m. on Jan. 9. This leading fight of the year was tailed at 43.5. The ratings of the 10 other matches ranged from 2.5 to 6.7.

Baseball—Throughout the season, the CAB reported on listening to play-by-play broadcasts of both major and minor league games broadcast in CAB cities. The monthly averages of these games were below those of the previous season. The figures for both years are:

1941 1942

May 13.6 12.8
June 14.6 13.8
July 16.1 11.5
August 15.6 12.9
September 16.7 13.1
Season average 16.0 13.2

The All-Star games of 1942, played (and broadcast over Mutual) on July 6 and 7, drew large audiences. The first game, played between the American and National League teams in New York, had a rating of 16.1. On the following evening the game played in Cleveland between the American League and Service Team had a rating of 15.2.

The World Series broadcasts of 1942 reached a mark of 30.1. This rating of the championship battle between the St. Louis Cardinals and the New York Yankees compared favorably in size of audience with previous years. Since 1930 the broadcasts of World Series games have been presented exclusively over the Mutual Broadcasting System. These one-network broadcasts have ranged in rating from 21.3 to 32.8. In 1939 the New York Yankees-Cincinnati Redlegs series 21.3. In 1940 the series between the Cincinnati Reds and the Detroit Tigers rated 26.2. The record for a one-network World Series presentation was made in 1941 when an audience measuring 32.8 was recorded for the five-game contest between the New York Yankees and the Brooklyn Dodgers.

The highest World Series rating ever reported by the CAB was the 1941 Detroit-Tiger Series which, broadcast over the Columbia, National, BLUE, and Mutual networks, attained a rating of 56.

VI—Distribution of sponsored Network nighttime Programs According to Ratings—December

<table>
<thead>
<tr>
<th>Rating</th>
<th>1940</th>
<th>1941</th>
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</thead>
<tbody>
<tr>
<td>% of Set Owners</td>
<td>% of Programs Total</td>
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<td>40% and over</td>
<td>4</td>
<td>3.8</td>
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<td>35.0—39.9</td>
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<td>30.0—34.9</td>
<td>4.2</td>
<td>2.6</td>
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<tr>
<td>25.0—29.9</td>
<td>5.3</td>
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<td>20.0—24.9</td>
<td>12.5</td>
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<tr>
<td>15.0—19.9</td>
<td>31.5</td>
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<td>10.0—14.9</td>
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<td>6.0—9.9</td>
<td>17</td>
<td>20.6</td>
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<td>0.0—6.0</td>
<td>100.0</td>
<td>113</td>
</tr>
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</table>

CHART VII

CONTINUOUS DAY PARTS

OVERLAPPING TECHNIQUE

Nikola Tesla

NIKOLA TESLA, electrical genius and immigrant from Austria-Hungary, died in his sleep Jan. 7 at the Hotel New Yorker, New York City after two years of failing health. Mr. Tesla, who among other things conceived the idea of the rotating magnetic field and invented arc-lighting, the Tesla motor, the Tesla coil, and discovered many electrical principles used in radio, had worked to the end, and recently was experimenting in radiation, material streams and emanations. His first invention was made in Budapest in 1881, but since 1894 he has lived in the United States. He was 85.

WTOC stands for

we deal with...

Wise,

Thoughtful,

Observant

Clients who have their eyes open to Savannah's boom market

$$$$ WTOC $$$

Savannah, Georgia

CBS - UP News - 5,000 Watts

Reps: the KATZ AGENCY
Telephone wire coming up

Here's a bomber-gunner hurrying to load his 50-calibre gun... .

In peace, a lot of that copper would have gone into new telephone lines. Now it's needed for shooting and winning the war.

That's why we can't build new lines right now. That's why we're saying—"Please don't place Long Distance calls to war-busy centers unless it's absolutely necessary."

Thanks for all your help and we hope you will keep remembering.
Wartime Subjects
On CAB Agenda
Annual Convention Feb. 15-17
To Hear NAB Officials

WARTIME SUBJECTS will highlight the ninth annual convention of the Canadian Assn. of Broadcasters, scheduled for Feb. 15-17 at the Royal York Hotel, Toronto. It will be the fourth wartime meeting for the CAB.

Preceding the official sessions will be a directors’ meeting Feb. 13, followed by an open business session Feb. 14. A banquet will be given Neville Miller, NAB president; Lew Avery, sales director, and Mrs. Dorothy Lewis, coordinator of listeners’ activity of the NAB, Washington.

Avery Leads Sales Talks
At the first closed meeting, scheduled for the morning of Feb. 15, Glen Bannerman, president and general manager, will make his annual report. Standardization of rates also will be discussed. Dr. J. S. Thomson, recently appointed general manager of the Canadian Broadcasting Corp., will speak at a luncheon session that day.

Advertisers, agency executives and CBC officials have been invited to attend an afternoon session at which a preliminary report of the CAB Research committee on “Recommendations for Setting Up an Authoritative Method of Measurement of Coverage and Listener Habits” will be made. Following the report Mr. Avery will lead a roundtable discussion on “Selling the Medium”.

War Problems Scheduled
Second day will begin with a breakfast roundtable discussion of “Broadcasting and the Armed Services”, with speakers from the Canadian armed forces public relations office. Government officials will discuss manpower, priorities, war finance and the Wartime Prices and Trade Board at a morning session Feb. 16.

Officers will be elected at a closed afternoon conference to be followed by the annual CAB dinner.

Mrs. Lewis is scheduled to head a discussion on “Interesting to the Listener” at a breakfast session Feb. 17. Both morning and afternoon meetings will be closed, with censorship, public relations, internal relations, transcribed music and general business on the tentative agenda. A joint luncheon for the CAB and Broadcast Sales Club of Toronto is set for the same day.

Waldman Promoted
EMERSON WALDMAN, chief of foreign language and farm programs of the Treasury War Savings Staff, has been appointed assistant chief of the Radio Section. Mr. Waldman came to the Treasury from Steve Hannigan Associates in October, 1941, and had previously been with NBC, Transradio Press and the Washington Daily News.

Merchandising & Promotion
Program Buildup—Northwest Discounts—Whipping Sales
Filbert the Flea—Fishing for Time

CBS DEPARTMENT of program promotion, headed by Thomas D. Connolly, has sent envelopes of suggested promotional and publicity material on Adventures of the Thin Man, which started on CBS Jan. 8 sponsored by General Foods; Colonel Stoopnagle’s Stooparoonos, which began on CBS Feb. 14 sponsored by Schutter Candy Co., and Harry James, heard since last fall on CBS sponsored by Chesterfield and in the best swing band in the Motion Picture Daily poll, to stations broadcasting these programs for their use in building up local audiences.

Northwest Discounts
STRESSING discounts over and above the frequency discount, when advertisers buy two or all three of the markets of the Pacific Northwest group of stations, a new booklet is being sent to prospective advertisers. Daytime and nighttime coverage marked down and capacity listed for KXL, Portland, Ore., KFPP, Spokane, Wash., and three stations of the net, Monticello—KIR, Butte, KRBW, Bozeman, and KFPA, Helena.

Whipping Sales
“TO WHIP the Axis, buy War Bonds and Stamps . . . to whip low sales, hire WIBW”, reads the Topeka, Kan., station’s latest promotion gift to prospective advertisers. Encased in a long red box is an attractive whip of varicolored woven silk thread. Pasted on the accompanying card containing the sales message is a War Stump, Carter-Owens Adv. Agency, Kansas City, originated the idea.

Radio’s Part
LAUDING radio’s part in civilian defense, in the War Bond campaign, in farm programs, in building morale, and in the war effort on all fronts, officials of the Government and private industry pay tribute to the industry in five full-page advertisements which appeared in the Baltimore News-Post recently. The first of a series, the ads quote leading Federal officials.

Dedicating Bonds
DEDICATION of War Bonds to individual boys in the armed forces is a feature of the War Bond and Stamps campaign of KWTO, Springfield, Mo. For every bond purchased at their studios, the stations make a spot announcement of the boy in whose honor the Bond was purchased, also writes to him about it.

Rambling for Radio Fans
PERSONALITIES and programs of WTAG, Worcester, and networks are discussed for radio fans in a roundtable column, “Radio Roundups,” in the Worcester Telegram. WTAG’s affiliated newspaper. Author is Paul Larkin, for 10 years on the paper’s editorial staff.

Plugs Radio
A DISTINCTIVE advertising layout was employed by WCAU, Philadelphia, on the last day of the old year. A complete page was taken in three major Philadelphia dailies to present a boxed message, six inches wide by four inches deep, entirely surrounded by white space. In this copy, WCAU commended all the broadcasting stations in Philadelphia and throughout the country as well for their role they played in the war effort in 1942, and prophesied that the greater job to be done in 1943 would be similarly accomplished. The full-page ads, combining a dignified institutional message with showmanship, were placed in the Inquirer, Bulletin and Record, with which WCAU enjoys a space-for-time swap arrangement.

Scrapy Mascot
FILBERT THE FLEA, the scrawpy mascot who stings sluggish citizens into active defense work, is a patriotic creation of “Skipper” Dawes, education director of WFIL, Philadelphia. He is aired on the station’s Quaker City Scrappers program for school children. The mascot will be featured in a cartoon on a “Scrappers Score Card” sent by WFIL to 500 schools in the Philadelphia area to provide a pictorial means of recording the patriotic activities of the boys and girls in the school’s classes.

Angling for Advertisers
FISHERMAN’S CALENDAR for 1945 has been published by WBIG, Greenbush, N. C., with day-to-day instructions telling the best days to fish. In the center of the calendar WBIG tells advertisers that they’re out for a “big catch,” angling for their trade.

WOR-Paper Tie-in
IN A PROMOTIONAL tie-in on a time space basis, with the New York Herald-Tribune, WOR, New York, has turned over the 6:45-7 p.m. period, Sunday, to news commentaries by Richard L. Tobin, a member of the Tribune staff. Broadcasts started Jan. 10.

What Time Have You?
Do you have time on a major metropolitan station that you assume “covers” the flourishing Quincy area?

If you have time at 8:00 to 8:15 A. M., for example, on the top ranking “outside” station, you’re actually heard by only 17% as many people as listen to WTAD at that hour. At 12:00 to 12:15 noon—only 24%. At 8:00 to 8:15 P. M.—only 35%.

And at any time, outside Quincy proper, 50% more people indicate WTAD is their favorite station (over its nearest competitor).

If you have time on any one of 10 “outside” stations, you’re paying something to “cover” Quincy. Looks like a pretty spotty selling job at whatever the cost, doesn’t it? Especially when you can have time on WTAD—at very moderate rates—and really reach 568,000 listeners who spend more than 130 million dollars annually.

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WTAD
QUINCY, ILLINOIS
Represented Nationally by the Katz Agency

Page 26 • January 18, 1943
BROADCASTING • Broadcast Advertising
THE ARMY WALKIE-TALKIES ARE LIKE COWLES STATIONS NEWSCASTS—THEY LET YOU KNOW WHAT HAPPENS AS SOON AS IT HAPPENS.

IN AIMING A BARRAGE

... OR A BROADCAST

TEAMWORK GETS THE JOB DONE BETTER

GEARED FOR RESULTS

THE COWLES STATIONS

WMT KRN KSO WNAX

CEDAR RAPIDS DES MOINES DES MOINES SIOUX CITY YANKTON

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

REPRESENTED BY THE KATZ AGENCY
Caesar’s Lament

FOR TWO DAYS last week Little Jimmy Pettrillo shadow-boxed with the Senate Interstate Commerce Subcommittee on his recording ban and refused to be pinned down on precisely what he wanted. “More work” was his answer—not a sort of broken record repetition.

But Jimmy did reveal what he would like to have during his testimony and in his dealings with glittering generalities. He would like to have legislation, he said, whereby AFM would be placed in the position of ASCAP and receive royalties for each record and transcription made. Nice stuff, if you can get it. So would every other organization and manufacturer who in any wise supplies part of radio’s raw materials. All Jimmy wants is a property right in radio.

Pettrillo didn’t make a bad showing. Though he deplored the “cease” order which he alleged is used by the NAB in its “smear” campaign, he brandished his power at every turn. He even said that he would “grant” the request of the President of the United States if, after he had reviewed the facts, Mr. Roosevelt should ask that the recording ban be lifted. We understand why AFM termed him a “czar” title. Pettrillo admitted himself well, considering the jamb he was in.

AFM hasn’t made known its demands because those President Pettrillo has in mind wouldn’t bear Congressional scrutiny. He would like to get that property right, a la ASCAP, but he knows the Supreme Court has already held the performing artist has no such right. The truth is that radio has made the musicians—not the reverse—and Jimmy almost admitted it.

What AFM really wants, we believe, is a deal with the transmission companies whereby they won’t deliver discs or library services to stations that do not hire staff orchestras. He wants a recorded music counterpart of the “squeeze” he has been able to apply to the networks when their affiliates do not hear to the line and retain fixed quotas of musicians (whether they perform or not) with the quotas fixed by AFM. He talked blandly about “secondary boycott” threats by Trust-Buster Thurman Arnold. We imagine AFM knows well that open negotiations of the character proposed would fly in the face of the statutes. Hence, no disclosure.

Chairman Clark of the Senate subcommittee finally drew from Pettrillo the commitment that he would get his executive board to draw up a “program” of demands which it desires met before the recording ban is lifted. That was a master stroke. We feel confident Mr. Pettrillo won’t come forward with the kind of squeeze-play he had in mind when he slammed the door last Aug. 1.

Meanwhile the ban is still on, despite the assertion in high places that the wartime morale is being adversely affected. Pettrillo says he’ll withdraw it only if President so requests. It may come to that.

Funny Money

SOME SURPRISE may be occasioned by the fact that the FCC appropriation has increased some 400% since 1940. A slight lifting of the eyebrows may greet the disclosure that it seeks about $700,000 additional, or a new high figure of eight-million-odd for the new fiscal year 1944, which begins next June.

But there’s one figure in the President’s budget message to Congress last week that we just can’t fathom. It’s an item of $2,000,000 for the “nonwar” or regular activities of the FCC —equal to the amount it required last year or any year since 1937. This in the face of the announced intention, both of the administration and of Congress, to cut nonwar activities to the bone.

Normal operations of the FCC, since the war’s advent, have been curtailed probably to as great a degree as those of any other independent agency. There are no new station grants, requiring investigations. There aren’t even modifications of licenses which might entail hearings. Routine broadcast traffic has been slowed to a walk by the freeze orders. Television and FM are on ice. There are no new inquiries into paper ownership, multiple ownership, “sudden death” network regulations, or anything of that nature.

How then can the Commission justify the same overhead, personnel and staff for purely normal functions? In 1936, when the FCC conducted its broad investigation into the telephone industry and retained a special staff for the purpose, it required an appropriation of only $2,262,000. The next year it dropped to $2,067,000; then $1,840,000, and it hovered around that figure until 1941 when it received $4,465,000, covering the first year of defense activity. In 1942 it jumped to $5,244,000, and for the current 1943 fiscal year to $7,386,000. And now the proposed 1944 figure is $8,089,000.

Justification for the FCC’s national defense fund, which accounts for two-thirds of the estimates, is difficult in these times. The Independent Offices Subcommittee of the House Appropriations Committee held preliminary hearings on the FCC appropriations last week. It had already served notice that it would inquire deeply into all estimates and essay to appraise the need for the national defense budgets of all agencies.

It has been suggested that agencies like the FCC for the war’s duration, should be curtailed to skeleton operations, with reduced personnel and staffs all down the line. Most of the FCC’s functions these days are dictated by the Board of War Communications. And in some quarters, we hear, activities of BWC are regarded as impinging on functions of the military arms.

We don’t profess to know the answers on the defense activities. To us it seems, overall, a creditable job has been done. But we can’t reconcile a full peacetime appropriation for the normal work of the FCC when its operations probably do not exceed 25% of the pre-war work load.

Senseless Harping

STILL INDULGING in “why-don’t-you-play-with-me-I’ve-get-a-better-ball” childish tactics, a few newspapers are wont to harp on the “job radio didn’t do” for advertisers and in covering the news during the New York delivermen’s strike.

Referring to the strike which deprived New Yorkers of newspapers for three days in the week ended Dec. 19, the Chicago Daily News commented [BROADCASTING, Jan. 11]: “Flying is a fine job. Wartime prosperity didn’t do it. The enviable and deserved reputations of famous stores didn’t do it. The slump came, as every newspaper man knew it would come, and New York’s Christmas was curtailed.

The Chicago Daily News and a few other publications failed in their first duty to their readers—that of reporting the facts. Federal Reserve Bank figures of department store volume in New York City during the week ended December 19 shows a 4% increase over the corresponding week of the previous year. More than that, the figures show that sales were higher than in any other week since the Weekly Federal Reserve Index was begun. Those figures were available to the newspapers which attempted to criticize radio because a few advertisers, deprived of newspapers, bought radio time.

Comment that “the enviable and deserved reputations of famous stores didn’t do it” is an indication of the daily newspaper as an advertising medium. Yet nobody will deny that for years newspapers have done an admirable job for their clients. It’s childish to infer that New Yorkers, because they were without newspapers for three days, had forgotten such stores as Saks Fifth Avenue, Macy’s, Bloom- ingdale’s and others.

Those criticisms of radio really were a blow below the belt. New York radio stations did not go off extra business during the strike. In fact, most of them had to turn down advertisers who wanted time. Furthermore, several broadcasters canceled established commercial programs to cooperate with New York’s dailies by broadcasting local news.

BROADCASTING • Broadcast Advertising

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FRIENDS by the score in every State of the Union. That’s what those who know him say about James Robert Doss Jr., genial operator-owner of WJRD, Tuscaloosa, Ala.

To prove it they’ll tell you that for years Jimmy’s favorite greeting on the street is “Morning, Friend” or “Afternoon, Friend”. It makes no difference whether Jimmy Doss knows a man or not—the other fellow always is addressed as “friend”.

That cheery, friendly manner, plus astute business judgment, has made Mr. Doss one of the South’s best-known broadcasters. Since Oct. 6, 1936, when WJRD was opened, it has grown to be one of the most popular stations in the South, for in its programming is reflected the cheery, happy characteristics of its owner.

Jimmy Doss wasn’t always a broadcaster but he has been successful in all his business ventures.

Soon after his birth in Rome, Ga., in 1900 Jimmy moved with his parents to Decatur, Ala. He attended elementary schools in Decatur and was graduated from the Decatur High School in 1915. Then followed four years at Mrs. Lettingham’s Private School where he earned the nickname “Rabbit”. As an athlete he outdistanced many a fast runner in track events.

Upon his graduation in 1917 he dabbled a bit in real estate on the West Coast. In 1921 he went to Hollywood and became a producer and director for the Federal Picture Corp. Jimmy Doss became interested in radio in its early stages and 1928 found him bidding adieu to the motion picture business for the new field. He became territory supervisor for the Grigsby-Granow Co., manufacturers of the Majestic radio, covering the panhandle of Texas, Oklahoma, Arkansas, Tennessee, Ohio, Kentucky, Mississippi and Louisiana.

Two years later Mr. Doss returned to the town of his youth to open a candy manufacturing business in Decatur. Buying time to sell his wares, he realized the value of radio advertising as his “Jimmy’s Sauerkrout Candy” became famous throughout the Southeast.

With radio the powerful medium of advertising that he found it to be, Mr. Doss decided to go into the business himself. In June, 1935, he hired his brother, J. L. Doss, opened WMFO, Decatur.

Not satisfied with the job he was doing with WMFO, Mr. Doss set out to expand, and on Oct. 6, 1936, came the fulfillment of his dream when WJRD, Tuscaloosa, went on the air. There his brother again was a business partner, an association that continued until just the past year when J. L. Doss opened WJLD in Bessemer, Ala.

On Sept. 12, 1939, Mr. Doss sold WMFO to the Tennessee Valley Broadcasting Co., of which the Mutual Savings and Life Ins. Co. is a part, and the call letters were changed to WMSL.

Jimmy Doss is a bachelor, devoted to his parents who still live in Decatur. His chief hobby is traveling, but for the duration he has curtailed that desire. He likes golf and horseback riding, plays tennis and is a devotee of motor boating, although that hobby, too, has been shelved for the time being. He is an Elk and a member of the Tuscaloosa Chamber of Commerce.

His interest in civic affairs and charities has been exemplified in his liberal contributions, both in radio time and finances.

Abert Named

DONALD B. ABERT, former manager of WTMJ, Milwaukee, has been named business manager of the Milwaukee Journal, with the promotion of Irwin Maiter to publisher. Mr. Maiter succeeds Leonard L. Bowyer, who died Dec. 19. Mr. Abert has been assistant business manager of the Journal, which operated WTMJ, since September, 1940.

MYGATT, Howard to CBS

GERALD MYGATT, a former editor of The Week, and of Liberty magazine, and Ella Howard, previously promotion manager of House and Garden and Glamour have joined the sales promotion department of CBS. Mygatt, author of a number of movies and a number of short stories, was a former copy chief of Calkins & Holden Inc., New York, and has served as associate editor of The Literary Digest, and as managing editor of Cosmopolitan magazine, and as sales promotion manager of Good Housekeeping. Miss Howard, who will assist Louis Hausman, CBS supervisor of presentations, has served as assistant advertising manager of a Seat- tle department store and as advertising manager of several Oregon papers.

MIDNIGHT BROADCASTING

Two commercial announcers from radio stations in the West Coast area have resigned from their positions in the past month, and are reported to be joining the NBC announcers’ union. Joseph DeSoto, formerly of the KMRO station in San Francisco, has joined the KMBC staff in Kansas City. He is a former announcer for KQW, Los Angeles. Edward B. Toennies, formerly of the KMBR-AM, San Diego, has become the assistant director of the Voice of America in Washington, D.C. Mr. Toennies is a former announcer for the WNAC, Boston, and has been heard on the NBC network.

M NEPHROLOGY

There has been a considerable amount of activity in the field of nephrology in recent months. The American Society of Nephrology has held its annual meeting in New York City, and has announced plans for its next meeting, to be held in Chicago in May of this year. In addition, several new journals have been established, one of which is the Journal of Nephrology and hypertension. This journal is published quarterly by the American Society of Nephrology.

BROADCASTING • Broadcast Advertising

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ERIC F. LUND, former director of WLVA, Lynchburg, Va., is training in the Army military police. Claude Taylor is now program director. Lt. Bill Loren, former WLVA music director, is an announcer, has received his wings in the paratroops.

JIM YOUNG, formerly of WFMN, Charleston, S. C., and other Southern stations, has joined the announcing staff of WWDC, Washington, in connection with special features.

JACQUELYN KENNER, formerly of WMAL, Washington, WAGL, Atlanta, and WTXM, Charleston, S. C., has joined the staff of WWDC, Washington, as coordinator of programs.

ROBERT ERHMAN, production manager of WJSY, Washington, Jan. 18 will join the radio section at national headquarters of the American Red Cross, Washington.

KENNETH JOSEPH, formerly of the announcing staff of WOLF, Syracuse, has joined WLIB, Brooklyn, in a similar capacity.

ROBERT MCAFADDEN of the NBC research department Jan. 12 became the father of a boy.

BILL CARITY, former announcer of WIP, Philadelphia, reported for duty Dec. 31 as an ensign in the Navy. WCAU's Don and Charles Kaj- lama are celebrating their tenth year on the station as announcers.

THURSTON HOLMBERG has left the announcing staff of WJAC, Philadel- phia, to join WEN, Chicago, in a similar capacity.

GEORGE J. CRAWFORD Jr., Conrad G. Smith, John F. Hendricks and Arthur S. White have joined the war section of NBC-Chicago.

ROBERT ROBERTS has left WEN, Philadelphia, to join KYW, that city, as an announcer. Since the KYW announcing staff already has a Peter Roberts, he will be known as Robert W. Roberts.

MARY E. JORDAN, formerly with vari- ous radio stations of NBC-Chicago, has joined WILB, Brooklyn.


ZAN DIAMOND, formerly associat- ed with J. G. Powers Co., New York, has formed an advertising and publicity agency under his own name at 25 Fifth Avenue, New York.

JACK WILLIAMS, transcription librarian of WBT, has been commis- sioned a second lieutenant in the Army Air Forces and is stationed at Victor- ville, Calif.

Plants... Payroll... People
3 New Shipyards and other war industries have brought over 25,000 skilled and highly paid workers to San- naven.

Berkeley "Bill" and the Raffles, sponsored by the War Department, are appearing in the stage version of "The Raffles Story," at the Winter Garden, New York. The cast includes Richard witchell, David Knecht, and Betty White.

HARMON FLYES ON
LT. TOM HARMON, former Michigan football star, who became a sports an- nouncer of WXYZ, Detroit, has not forsaken sportscasting alto- gether even though his present job is flying bombers for Uncle Sam at the Army Air Base at Green Bay, S. C. During the season just ended he made frequent broadcasts on WFBC, Greenville giving predictions and comments on outstanding games.

MARGORIE MORROW has resigned as casting director of CBS, effective Feb. 5 to join the Eastern office of Warner Bros. as an associa- te director. Millicent Holloway and Ruth Norman, of the casting division, will take over her duties at CBS.

PETER HARKINS, manager of the Kklitzers, Toby David and Larry Mor- no, whose early morning program was heard on WMAL, Washington, will act as the Kklitzers' writer, producer and personal manager for their program on BLUE, originating from WJW, New York.

MARGARET JORDAN, Bradford, Ont., former freestyleserwriter for the Canadian Broadcasting Corp., is now station manager of NGV in Ottawa, and recently took part in her WEN uniform in the Comrades at Arms weekly GBC net- work feature.

HAROLD HARRIS, Hollywood writer on the NBC Abbott & Costello Show, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has resigned to accept a similar assignment on the weekly Bob Burns Show, sponsored by Lever Bros. Co. (Lever-), on that network.

WILLIAM PARKER, Los Angeles news analyst, and Ellamae Collette, of that city, were married in Las Vegas, Nev. Jan. 9.

LEONARD DAVIDSON, statistician of Keystone Broadcasting System, Chicago, is the father of a daughter born Jan. 6.

PAUL GROVES, staff announcer of WJJD, Chicago, is the father of a girl born Jan. 1.

OWEN RABBE, formerly announcer and KJPC, Beverly Hills, Cali- fornia, recently joined KFWB, Hollywood, in a similar capacity. Other announcers added to the KFWB staff include Dave Bronson, Billy Moss, Dick Barton, Ron Perry, and Terry O'Sullivan.

JACK O'CONNOR, announcer of WRBL, Columbus, Ga., on Jan. 5 mar- ried Annie Butler, also of Columbus.

OATH IS TAKEN by Johnny Jacobs, announcer of KMOX, St. Louis, I. Louis, for Merchant Marine service, from Chief Petty Officer Man-uel Salgado, Maritime recruiting officer in St. Louis. Jacob is the 28th KMOX employee to enter the armed services.

CHARLES S. MONROE, of the CBS program writing department, married (young) Owen, consultant at the Junior League Dec. 31.

HARRY BRADBURY, music rights department of NBC Hollywood, has joined the Coast Guard.

PENNY SINGLETON, who portrayed title role in the weekly CBS Blondie program, sponsored last season by R. J. Reynolds Tobacco Co. (Camel cigarettes), returns to the cast Feb. 1.

L. HOWARD FINCH, formerly production manager of WWJ, Lansing, Mich., and now in the Army Air Forces, has been promoted to pub- lic relations officer of Kirtland Field Advanced Flying School, Albuquerque, N. M.

FRANK WELTMER, continuity editor of KOY, Phoenix, has resigned to join KTRM, Santa Barbara, Calif. His duties have been taken over by Paul Charles Benard, in charge of dramas at KOY.

ROBERT J. McANDREW, formerly western division sales promotion manager of NBC Hollywood, and now at West Coast Air Forces Training Center, Santa Ana, Cal., has been pro- moted to the position of public relations officer at KOY.

ART YORKE, formerly with vari- ous Hollywood film studios, has joined the research staff of Footes, Cone & Biddell, that city, to gather material for the weekly CBS Ceiling Unlimited, sponsored by Lockheed and Vega Aircraft Co. of California.

CARROLL H. MURPHY has been named assistant to Miles E. Lamb- phier, MBS auditor, replacing Frank J. Dvorak in the network's Chicago headquarters.

R. A. LIMBERG, flight engineer of NBC Chicago, has joined the Army Signal Corps. N. J. William and C. McDonald Jr., also of NBC Chicago, have joined the Navy Air Corps.

JOHN CARLSON, of the publicity staff of WBBM, Chicago, has been inducted into the Army.

MAURICE CONDON, sales promotion manager of WOA, Cleveland, reported for Army duty Jan 11.
PHILIP J. O'PARELL, formerly with WCAP, Anbury Park, N. J., has joined WPAT, Paterson, N. J., as an announcer, replacing Bernard Gatil, who resigned to enter military service.

TOM BENSON, announcer of CKY, Winnipeg, is the father of a boy.

CHARLES EDWARD (Chuck) BARNHART, former head of the contin- uing staff of WMBB, Pocata, has been appointed director of the continuing department of KMOX, St. Louis, replacing Lloyd Clay, now with the FBI.

ROBERT E. LARRABURE has been appointed as a program manager of WCOA, Pensacola, and will have charge of governmental agency announcements and programs concerning the war effort.

HARRY KOPLAN, former associate in the Sue Carol Agency (radio and motion picture talent), has joined the announcing staff of KHUB, Montevideo.

JAMES JAMES, former sports editor of WPQ, Jacksonville, Fla., has joined the Army Air Forces, and is in training at the Flight Training School, Nashville, Tenn.

MAX HUTTO, former producer of NBC Hollywood, was graduated Jan. 6 as flight officer from Army Air Forces Advanced Flying School at Stuttgart, Ark.

TRAY CABANNIS has joined the announcing staff of WOAI, San Antonio, and will also handle news editing.

MERRILL MADL, former announcer of KEBR and KOL, Seattle, has joined the announcing staff of KOMO-KJR, Seattle.

LEW WALKER, formerly associated with Federal Transcribed Programs, New York, WCNY, and WBYN, Brooklyn and KYW, Philadelphia, has joined the staff of WCOO, Boston, as program director.

CARTER WAYNE, formerly of WPIC, Sharon, Pa., has joined the announcing staff of WFDF, Flint.

JANE BURKHANER, ballet dancer, and Don Meier, formerly of WPIC, Sharon, Pa., have joined the announcing staff of WWYA, Wheeling, W. Va.

JOHN VERSTRATE, rewrite man in newroom of KSTP, St. Paul, has been promoted to news editor. Del Franklin, from KDAL, Duluth, has joined the announcing staff of KSTP.

MARTHA SMITH, control operator of WCSC, Charleston, S. C., was star interview material for Lt. Dorothy Cooper, South Carolina WAAAC recruiting officer, who broadcast a recruiting program the day Mrs. Smith left for Fort Des Moines, having already been sworn into the WAACs.

NORVIN C. DUNCAN Jr., former program director of WBBC, Greenville, S. C., has been inducted into the Army and assigned to the public relations office of Army Air Base at Greenville, S. C.

BOR BOUCHIER, formerly of KOBH, Rapid City, S. D., has joined the announcing staff of WLOL, Minneapolis.

JOE MULVYHILL, announcer of WCAE, Pittsburgh, on Feb. 27 will marry Anne McCormick.

NELSON GRIGGS, announcer of WGY, Schenectady, recently began training as a transport pilot at the Civilian Pilot Training Center at Vermont U.

HILLARD GATES, sports announcer of WOWO-WGL, Fort Wayne, Ind., has been inducted into the Army.

ROBERT M. FLANIGAN, formerly of the Chicago staff of NBC Spot Sales has joined the Army and is stationed at Camp Wallace, Texas.

PATRICIA KELLEY, Comet Caravan publicist, joined the CBS publicity department last week. Miss Kelley has worked as feature writer for the Chicago Daily Times, and as a reporter on the New York Mirror.

TOM ARMSTRONG, publicity director of WFRY, Troy, recently became the father of a daughter.

MELVIN JASS, formerly of KUTA, Salt Lake City, has joined KLO, Ogden, Utah, as announcer at KLO's Salt Lake City studio, and Bill Carpenter of Rochester, N. Y., has joined KLO as announcer at Ogden.

JOHN LYNCH, former news editor of WDAY, Fargo, has joined the staff of United Press in Chicago. Mercedes Gilbert, formerly of the Dickinson Press, and Gerald Seaman have joined the news staff of WDAY.

WALTER S. ZAHR, sales promotion and merchandising manager of WOAI, San Antonio, has been elected president of San Antonio's Advertising Club.

ARDEN E. SWISHER, merchandising manager of WNAM, Sioux City-Yankton, has been commissioned an ensign in the Navy.

SIMILARITY BETWEEN Dudley Field Malone and Winston Churchill, as apparent in this picture published in Broadcasting, Aug. 3, 1942, has led Mr. Malone to the role of the man he resembles in the forthcoming picturization of Mission to Moscow, popular seller authored by Joseph E. Davies, former ambassador to Moscow.

KWK Newsman Captured

ED KALBFLEISCH, former assistant news director of WJPA, Spartanburg, S. C., has been inducted into the Army and is stationed at Fort Jackson, S. C.

TOM MOORE, former announcer of WBIB, Philadelphia, new a lieutenant in the Army Air Forces, recently married Dolores Mellberg, daughter of Capt. Earl E. Mellberg, chaplain of the 34th Bombardier Group.

IRVING FOGEL, formerly transcription producer of Hollywood, and now with the Army Special Services Division has been promoted from captain to major.

The mighty voice of WOAI roars forth over a clear channel, blasting Central and South Texas with the full force of 50,000 watts. There's no wasted ammunition here!

In San Antonio, WOAI has a greater audience--morning, afternoon and night--than the four other stations combined, as shown by the latest C. E. Hooper Station Listening Index.

Because the same outstanding listener preference extends throughout this big and prosperous Texas market, advertisers use WOAI in the certain knowledge that they will receive "big-gun" coverage.

WOAI San Antonio

Represented Nationally by Edward Petry & Co.

January 18, 1943 • Page 31
WAVE DOESN'T PLAY TO WIN (Ky.)!

WAVE's signal probably doesn't reach the 200 or so miles to Win (Ky.)—but you're not missing much by our inability to cover this tiny town or any others like it, in these parts. Because WAVE does cover the whole Louisville Trading Area—a market of 1,336,000 people, who have 57.5% of Kentucky's buying power, and spend 17.1% more in retail stores than the rest of the State combined! That's the Kentucky market you want—and WAVE delivers it at lowest cost!

LOUISVILLE'S WAVE
1000 WATTS... 970 K.C. N.B.
FREE & PETERS, INC.
National Representatives

TOM LEWIS, formerly Hollywood manager and vice-president of Young & Rubicam, now with the Special Services division, Radio Section of the War Dept., has been promoted from major to lieutenant-colonel.

ROBERT L. SMOCK, previously with Young & Rubicam, McCann-Erickson, WNEW, New York, and WIRE, and WFBM, Indianapolis, has joined the copy department of Marshall & Pratt Co., New York.

JOHN BARNETSON, formerly with Ward Wheelock Co., Philadelphia, has joined Kenyon & Eckhardt, New York, as a copy writer.

GEORGE CARLTON ROHRS, formerly regional food rationing representative of the OPA, has joined Swetterfager & Hixon Adv., New York, as executive in charge of marketing and merchandising and as a member of the plan board.

SALLY CRAMER, formerly with Abbott Kimball Co., New York, has joined Lenetti & Mitchell, New York, to handle sales promotion on cosmetic accounts. Christine Le Vathes, previously advertising manager of Jay Thorne, New York department store, has joined I. M.

STEWART-LOVICK LTD., Vancouver, is the new name of the former agency of Stewart-McIntosh Ltd. J. E. H. Lovick, an executive of the agency, has become a partner with V. L. Stewart.

THOMAS F. HARRINGTON, vice-president and radio director of Young & Rubicam, New York, is under observation in Misericords Hospital, New York. He will probably be there about ten days.

Coast Officials Appointed By Foot pictures, Cone & Belding;
Successors in Canada APPOINTMENT of two vice-presidents in the San Francisco and Los Angeles offices of Foot pictures, Cone & Belding, has been announced by Dan Belding, chairman of the board [Broadcasting, Jan. 4].

Eugene I. Harrington and Herb Reynolds, formerly Lord & Thomas vice-presidents, are the new San Francisco executives. Mr. Harrington, San Francisco manager, has been made a partner, advanced to executive vice-president and placed in charge of Northern California operations. Mr. Reynolds will function as copy director.

William J. Pringle and Robert Freeman are vice-presidents in Los Angeles. Mr. Pringle, a former vice-president of Lord & Thomas, is chairman of the plan board and supervises advertising of such accounts as California Fruit Growers Exchange; All-Year Club of Southern California; Union Oil Co., Purex Corp.; Southern Pacific Lines; Pacific Mutual Life Insurance Co.; California Chain Stores Assn., and various divisions of Safeway Stores Inc. Mr. Freeman, likewise a former vice-president of Lord & Thomas and art director, will continue in that capacity.

Spitzer & Mills Ltd., agency succeeding Lord & Thomas of Canada, Ltd., is composed of J. W. Spitzer and G. F. Mills, who had been managers of Lord & Thomas for several years. Both joined the agency when it opened in Canada in 1929.

CHARLES J. DUNNEN, advertising manager of the Tire Division of U. S. Rubber Co., New York, has taken on additional duties as assistant advertising director of the entire company.

FRANK J. CORCKERY, for nine years associated with Richard A. Foley Adv., Philadelphia, has been named director of radio of that agency.

ADDITION SMITH, of the director staff of Rothrauff & Ryan, New York, left ten days ago for a extensive country tour of cities in which Noyes Chemical Co., Baltimore, runs a quiz of Two Cities programs, in behalf of skin creams and oils, produced by J. B. and R. Smith is due back in New York in mid-February.

LEE H. COOLEY, production supervisor of Rothrauff & Ryan, New York, recently became the father of a baby daughter.

ELWAY FOOD PRODUCTS, New York, to H. A. Vatamall, New York, as Vitamall, a new roast meat product which can be used as a beverage or as a coffee stretcher. Media plans will not be settled until April.


STANDARD BRANDS, New York, to J. Walter Thompson Co., N. Y. (Sed Geral Beverages); Ted Bates, N. Y. (Staun tablets, Ban B complex tablets); Kenyon & Eckhardt, N. Y. (Flussmack & B vitamin yeast tablets).


SANTA FE TRAINWAYS Bus System to Callisto & Holden, Chicago, J. R. Poteat & Holden, Kansas City, cooperating. Appropriations for spot radio in selected areas will be increased.

BIBO has transferred Wayne Tiss from Minneapolis to Hollywood as associate radio director and also moved the latter offices to 1805 N. Vine St., Telephone is Hollywood 1257. A. S. Anderson, the former Hollywood manager, firm in addition has established Los Angeles offices at 1203 W. Sixth St., with W. B. (Doc) Geissinger as manager.

JANE BAKER, formerly of WJJD, Chicago, and Lord & Thomas, Chicago, has joined the production department of Grant Adv., Chicago.

HARRY RICHARDSON, formerly radio director of Needham, Louis & Breyer, Chicago, is the father of a girl, born Jan. 4.

EDWARD LANE, formerly a partner in Director & Lane, New York, has sold his interest and is no longer connected with the firm.

DAVID MARCUS, formerly business manager and treasurer of Prister's Ink, has been appointed to the newly created position of general manager of Deutsch & Shen Adv., New York.

WILLARD BUTLER, timebuyer of Michie-Errett Co., New York, on Jan. 19 will be inducted into the Army.

LILLIAN DE COSTA, former secretary of Paramount Pictures, New York, has joined the Thomas Larrin Agency, Philadelphia, as office manager.

J. B. VAN URK, formerly of the Bureau of Industrial Service, New York, has joined the public relations staff of N. W. Ayer & Son, New York.
fered to the radio department, answering to Carlos Franco, station relations director. He has been there ever since, buying spot for Rheingold, Lipton, R. H. Macy, Borden’s and network for Time (March of Time), Gulf Oil (We the People) and Celanese Corp. of America (Great Moments in Music).

Rus married Gay Morgan in 1940 and on most any snowy weekend, gas rations permitting, you might find the Youngs enjoying their favorite sport of skiing up in the hills of Vermont.

Harry Margulies

HARRY MARGULIES, 46, vice-president and radio director of Guenther-Bradford & Co., Chicago, died Jan. 9 at his home in Chicago of a heart attack. He joined the agency shortly after his graduation from Northwestern U in 1917.

McCann-Erickson V-Ps

CLARENCE A. HOPPOCK and Julian L. Duane, of the New York office of McCann-Erickson, and Carl Ohliger of the agency’s San Francisco office, have been elected vice-presidents of the firm, following the annual board of directors meeting. The following vice-presidents of McCann-Erickson have been elected to the board: L. O. Coulter, G. E. Hyde, M. C. Leekner, F. D. Madden, W. E. McKeehan, H. A. Mitchell and Jackson Taylor.

Two Elected VP's

STEPHEN M. KENYON and Samuel Dalsimer, both account executives and members of the plan board of Cecil & Presbrey, New York, have been named vice-presidents of the Agency. L. F. Triggs, formerly of Ruthrauff & Ryan, and previously of Charles Daniel Frey, Chicago, has been named director of the creative department of Cecil & Presbrey.

Silvernail Joins BBDO

As Radio Business Chief

FRANK SILVERNAIL, timebuyer of Young & Rubicam, New York, on Jan. 18 joins BBDO, New York, as business manager of the radio department, taking over the position held by Carroll Newton, who has been promoted to associate radio director of the agency in charge of the eastern division.

Entering radio in 1929 as talent on WEAF, New York, and later as NBC merchandising counsel, Mr. Silvernail was with Stephen Sie linger's radio program service prior to joining Feidl & Ryan, New York, in 1938 as timebuyer. He has been a member of the timebuying staff of Y & R since 1941, handling both network and spot for such accounts as Gulf Oil Co., General Foods Corp., and Bristol-Myers Co. No successor has been named as yet at Y & R.

DO YOU NEED A CHIEF ENGINEER?

Twelve years broadcast engineering and executive experience, interested if you can pay $4,800 per annum. Prefer Florida, South, or Southwest. Write or wire—BOX 224 BROADCASTING

WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT

The Hallicrafters Equipment you can buy—when communications equipment may again be sold for Civilian use—will incorporate all of the endurance and top quality performance you will ever demand.

Illustration—typical view of Hallicrafters Communications Equipment is a monitoring (listening in) station—somewhere in the U.S.A.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
- Studio programs
- Spot announcements
- Transcriptions
- Spot announcements

WJZ, New York
Doubleciti, Doran & Co., Garden City, N. Y. (income tax book), weekly, as thru Huber Home, Sons, N. Y.

F. & M. Schaefer Brewing Co., Brooklyn, 6 weeks, thru BBDO, N. Y.

Dryden Savings Institution, New York (local), 4 weeks, weekly, thru Anderson, Davis & Flatter, N. Y.

P. Lorillard Co., New York (Old Friend's tobacco), 3 in weekly, 13 weeks thru Lennen & Mitchell, N. Y.

Consolidated Edison Co., New York (fuel conservation), 15 in, 1 week, thru McCann-Erickson, N. Y.

Station Specialty Co., New York (My Buddy Book), 3 in 2 weeks, thru Carl Calman Inc., N. Y.

Reader's Digest Assn., Pleasantville, N. Y., 3 in 12 weeks, thru BBDO, N. Y.

Procter & Gamble Co., Cincinnati (Dial), 9 in 2 weeks, thru Compton Adv., N. Y.

WHN, New York
Poultry Tribune, Chicago (magazine), 6 in 2 weeks, thru First United Broadasters, Chicago.

Station Specialty Co., New York, (My Buddy Book), six 62 weeks, 13 weeks, thru Carl Calman Inc., N. Y.

Carter Products, New York (Arrid), 60 in 2 weeks, thru BBDO, N. Y.

American Chicle Co., L. I. City, N. Y. (chewing gum), 7 in 2 weeks, thru BBDO, N. Y.


Franklin School of Dancing, New York, 3 in 13 weeks, thru BBDO, N. Y.

Gospel Tabernacle, New York, weekly, 6 weeks, direct.

WABC, New York
Ward Baking Co., New York, 3 in weekly, thru J. Walter Thompson Co., N. Y.

Marlin Firestone, New York (firestone bladcs), 2 in weekly, thru Craven & Hedges, N. Y.

Pepsi-Cola Co., New York, 12 in weekly, thru BBDO, N. Y.

Penick & Ford Ltd., New York (M.C.T.-Fine deserts), 6 in weekly, thru BBDO, N. Y.


KERN, Bakersfield, Cal.
Bulova Watch Co., New York, weekly, thru BBDO, N. Y.


Regal Amber Brewing Co., San Francisco, 7 in weekly, as thru, thru E. M. Harlan Adv., San Francisco.

WOR, New York
Seronit Co., Jersey City (Laxative), 5 in 2 weeks, thru BBDO, N. Y.

Carter Products, New York (Arrid), weekly, 1 week, 52 weeks, thru Small & Seiffer, N. Y.

KIDO, Boise, Ida.

WLDB, Brooklyn
Barney's Clothing, New York (men's clothing store), 12 in weekly, thru Emil Mogul Co., N. Y.

Pepsi-Cola Co., New York, 10 in weekly, thru BBDO, N. Y.

Lanzerott and Emmett Co., New York, 20 in weekly, thru BBDO, N. Y.

Franklin School of Dancing, New York, 14 in weekly, 13 weeks thru Director & Lane Adv. Agency, N. Y.

Everglade Vitamins, New York, 40 in weekly, 4 weeks thru Director & Lane Adv. Agency, N. Y.

Universal Broadcasting Co., New York, 3 ep weekly, 22 weeks thru Furman, Peir Co., N. Y.

I. J. Fox Co., New York (furs), 46 in weekly, 4 weeks, direct.

Michael Bros., New York, 6 in weekly, 22 weeks, direct.

Harman Watch Co., New York, 7 in 13 weeks, thru Moss Associates, N. Y.

KFI, Los Angeles
Penick & Ford, New York (HerBrat mollases), 5 in weekly thru J. Walter Thompson Co., N. Y.

Nehl Corp., Columbia Ga. (Royal Crown cola), 6 in weekly thru BBDO, N. Y.


Garden City Publishing Co., New York (income tax booklet), weekly, thru BBDO, N. Y.

BC Remedy Co., Durham, N. C. (BC headache powders), 3 in weekly thru BBQ, N. C.

Bullok's Inc., Los Angeles (department store), 6 in weekly thru Dana Jones Co., Los Angeles.

Pure Food Co., Mammoneck, N. Y. (Herb-ox bouillon cubes), 5 in weekly thru J. M. Mathe Inc., N. Y.


Reader's Digest Assn., Pleasantville, N. Y., 3 in weekly, thru BBDO, N. Y.

Knox Gelatine Co., Johnstown, N. Y. weekly, thru Kenyon & Richard, N. Y.

WMCA, New York
John Surrey Ltd., New York (Show Apple pies tobacco), 13 in weekly thru Jasper, Lynch & Fischel, N. Y.

KFWC, San Francisco
Langendorf United Bakers, San Francisco (Huleum, American meal bread), 110 in thru Erwin, Wasse & Co., San Francisco.


Achimbeerie Bakers, San Francisco, 13 in thru Davis & Staff, San Francisco.


Murine Co., Chicago (eye lotion), 62 in thru BBDO, Chicago.


Wellman, Peck & Co., San Francisco (sugar), 2 in weekly thru Botaford, Constantine & Gardner, San Francisco.

Bulova Watch Co., New York, 25 in weekly thru The Blue Co., N. Y.


Feminine Products Inc., New York (Arrid deodorant) 5 in weekly thru Small & Seiffer Inc., N. Y.

Fox West Coast Theaters, San Francisco, 3 in weekly, direct.

CKWS, Kingston, Ont.
Bata Shoe Co., Canada, Ltd., Frankfort, Ont. thru J. J. Gibbons, Toronto.


CHEX, Peterborough, Ont.
Colgate-Palmolive-Peet Co., Toronto (Super Soft) 826 thru J. L. Heasery & Assoiates, Toronto.

Canada Starcraft Co., Ltd., Toronto (corn starch), 7 thru F. & Nicks, Toronto.

Wonder Bakers, Toronto, 78 thru J. J. Gibbons, Toronto.

WQXR, New York
Barnes & Noble Inc., New York (publishers), weekly, 7 in weekly, direct.

SPECIALIZED ADVERTISERS

Sponsor must pay for standby time

Ruling that time taken up by station breaks is not deductible from the sponsorship revenue for the programs on which they occur, the Supreme Court of New York has awarded $5,000 to Donald Flann, former executive of WMCA, New York, against Famous Furriers, New York. Suit filed by Flann, called for $5,000 payment by the defendant as sum still due for broadcasts sponsored by the plaintiff on WMCA during 1939 and 1946.

The sum had remained unpaid to Flann upon sale of his interest in the station a year ago. Famous Furriers had failed on the payment, which represented cost of time used for station identification, contending that the station had not fulfilled its contract in supplying the full amount of time called for.

Ruling in favor of the plaintiff, the court recognized the practice wherein station identifications required by the FCC made it impossible to deliver the full quarter-hour or half-hour contracted for in the purchase of time.

LIFT Latin Boost

George W. Lyth Co., New York, manufacturer of Tangle cosmetics, has increased from 15 to 19 the number of Latin American stations, carrying a three-weekly live quarter-hour of Hollywood news, titled "Halla Hollywood." Commercial include a slogan. Lineup is part of a recently enlarged export advertising campaign, the bulk of which has been placed in newspapers and magazines. The program started last spring (Broadcasting, April 6, September 7). Export Adv. Agency, New York, handles account.

Ftcs Hitra Labs

Chester D. French, trading as the French Laboratories, Beach, Pa. (Py-O-Ten, Pap-Tabs, Pap-Ten) is charged with misrepresentation in radio announcements: where I contrary claim is made in a complaint issued by the Federal Trade Commission Jan. 12.

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Broadcasting • Broadcast Advertising
Brown Is Best Foods Advertising Director

ELECTIONS and appointments within The Best Foods Inc., New York, were announced last week by William J. Wardall, chairman of the board, and L. G. Blumenschine, president, following the liquidation of Best Foods into Hecker Products Corp., and subsequent adoption of the new name (Broadcasting, Jan. 4). Albert Brown has been named director of advertising and merchandising for Best Foods Inc.; B. F. Nelson, director of purchases, and W. A. Truslow, director of industrial relations.

Both companies are extensive users of radio advertising for their products, through two New York agencies. Benton & Bowles will continue to handle Nucoa, the Best Foods and Hellmann’s lines of mayonnaise and dressings, Fanning’s bread and butter pickles, Shinola, 2-in-1 and Jet Oil shoe polishes. Advertising for Hecker’s family flours, cake flours and cereals is placed by Arthur Kudner Inc.

BROADWAY Department Store, Los Angeles, on Jan. 29 starts sponsoring a weekly 20-minute home economics program, Broadway’s Sewing Circle, on KIJI, Hollywood. Agency is Lee Binger Adv., Los Angeles.

YICK CHEMICAL CO., New York (Yo-Tso-Nol) has placed eight station breaks weekly on WBBM, Chicago, in a 13-week schedule. Contract placed by Morse International.

COORS BREWING Co., Golden, Colo., renew for a year its weekly quarter-hour Spotter & Sue of Coors on KOA, Denver.

When you think of Spots... think of John Blair!

PRESENTATION Banquet of the 1942 Annual Advertising Awards will be held Feb. 5 at the Waldorf-Astoria Hotel, New York, it was announced last week by Advertising & Selling Magazine, sponsor of the annual awards.

“MAKIN’ THE GRADE IN THE RED RIVER VALLEY AIN’T SO TOUGH WHEN YOU KNOW HOW! WHICH MEANS USING WDAY, AT FARGO—THE VALLEY’S FAVORITE STATION!”

KNOX IDE, vice-president, general counsel and secretary of American Home Products, Jersey City, has been elected to the new post of executive vice-president. Alvin G. Brush is chairman of the board. Mr. Ide, who will be administrative executive to the board chairman and will continue as secretary of the company, has been a director since 1936, secretary since 1937, and a vice-president since November 1941.
Western Electric
ARSENAL OF COMMUNICATIONS EQUIPMENT

Where But Can You Get a Basic NBC Red Station Covering Central New York?

Columbia's Station for the SOUTHWEST
WICHITA, KANSAS
Call Any Edward Petry Office

Early Truce Seen in Recording Strike

Petrillo to Submit His Demands for Disc Settlement

(Continued from page 9)

the American Federation, plus $3,000 contingent funds, as well as current expenses and a car and chauffeur in each city. He said he paid his income tax out of his Chicago Federation contingent fund.

Efforts to ascertain whether AFM sought more money from radio brought the response that he wanted "more work" which would mean less unemployment. He said he wasn't seeking a higher wage scale. "That comes later," he declared, assuring AFM couldn't fight "on all fronts at the same time". He also promised that the motion picture industry was to be dealt with because of the unemployment, and he estimated at 22,000, caused by introduction of the sound track. He gave no reason for failure to attack the moving picture industry, and he admitted finally that radio actually has created work opportunities for musicians, as evidenced by the steady increase in AFM membership since 1934.

WSIX Mentioned

While the witness didn't say so flatly, the inference was drawn that when radio operators in an agreement of some nature that service will not be provided by them to stations which do not engage staff orchestras. This technique has been employed in the case of network-affiliated stations, and Counsel Bingham brought out the situation last year of WSIX, Nashville station, to be dropped by MBS because of Pettrillo's demands that it increase its payments for a staff orchestra, under pain of having its music dropped from the whole network. (The station since has reinstated and is also a BLUE outlet.) Pettrillo said he had not taken "off the table" the case of 201 other network-affiliated stations which he cited as employing no musicians.

That all has not been well in AFM since he invoked the ban was admitted by President Pettrillo. He said he was ready "now" to enter negotiations and settle the controversy, but he wanted it done on a fair and equitable basis. The recording companies he said, have "monopoly" on their side, but he insisted they should share their "enormous profits" with us.

That AFM is far from destitute was admitted by Pettrillo too, under questioning of Chairman Clark. He said he didn't like to talk about "hardships", but he thought it had about $2,500,000 in its reserve fund.

Mr. Padway, in an all-day appearance Thursday, read a 50-page statement, but spent most of his time ad libbing and answering questions. He explained he was general counsel of the AFL, as well as counsel for AFM, and that he appeared also as an expert witness on all labor matters. He substantiated the theory that the AFM president had said, but went beyond in criticizing the NAB campaign of "vilification and abuse."

Petrillo has shown a split in the broadcasting industry on the AFM issue, Mr. Padway quoted at length from statements made by Samuel R. Rosenbaum, president of AFM, to the North Carolina Federal Radio Commission.

"But the AFM president had said, but went beyond in criticizing the NAB campaign of "vilification and abuse."

Petrillo has shown a split in the broadcasting industry on the AFM issue, Mr. Padway quoted at length from statements made by Samuel R. Rosenbaum, president of AFM, to the North Carolina Federal Radio Commission.

Senator Toby urged that Mr. Rosenbaum be called as a witness and Chairman Clark said the invitation would be issued. Stanley Hubbard, president of KEFT, St. Paul, also asked to appear before the committee, but was told by Chairman Clark that his testimony would be heard during presentation of the broadcasting industry case, perhaps some two weeks hence. The subcommittee, Senator Clark said, would be called together in executive session during the Jan. 18 week to consider future procedure.

In his attack upon NAB, Mr. Padway predicted that somewhat "helter-skelter enterprise will blow up in the window because of these tactics." He said it would be difficult for Pettrillo to sit down with the NAB because of this campaign and that such men as Judge L. B. Morris, general counsel of RCA Victor Division, Camden, and Mark Woods, president of the Blue Network, would be able to do more with AFM "in an hour than NAB in a month" to settle the controversy. He added that these officials had not been unfair and had not engaged in the NAB campaign.

The committee also was made by Mr. Padway that AFM would not demand money from the smaller stations, calling them "innocent victims" of the controversy. He agreed with Senator Ross of Missouri, (D.-Ariz.) that the stations were important in the war effort.

Mr. Padway praised the committee and its work, describing it as the most constructive effort yet made to settle the controversy, and that he thought it would be solved.

Opening Day's Testimony

Every effort of committee members, including Chairman Wheeler of the full committee, to draw from Mr. Padway a statement for his arbitrary ban, proved futile during the first day's inquiry. His repeated answer was that he wanted "more work" to relieve purported unemployment in musicians' ranks—not more money from the standpoint of scale.

Pounding the table at times, the union leaders responded by a return of counsel and assistants, repeatedly insisted that if the committee and the Government hadn't interfered, he probably would have

NRDGA Meeting

NEW RULING of New York newspapers that mention of a radio program in retail advertising copy will cause the advertising to be pulled at the national instead of the local rate [BROADCASTING, Jan. 11], was discussed at the dinner meeting of the sales promotion board of directors of the National Retail Dry Goods Assn. last Tuesday, but no action was taken. Consensus of the board was that the depression is one which concerns only New York stores, and that differences in the contracts of various stores with the different papers make it a matter to be settled individually and not one for group action at this time. It is understood that NRDGA executives refrained from scheduling a radio discussion until the study of radio for retailers which the broadcasting industry is undertaking has been completed.

Moore Paint on Blue

ANNUAL CAMPAIGN of Benjamin Moore Paint Co., New York, will get under way on 500 radio stations March 6, with a quarter-hour program Saturday 10:45 featuring, "Betty Moore" with hints on interior decoration. Series is designed to coincide with spring house-cleaning, and has been on the air for 15 seasons. Account is handled direct.

Lever Dual Spots

DESPITE protests against two products being linked in a single commercial, Lever Bros. is using its "patients" featured by stations at many of the NAB district meetings held last fall, Lever Bros., Cambridge, on Jan. 18 is resuming the use of 30-second announcements in a nationwide campaign, divided equally between Rinso and Vim's vitamins.

A similar drive was used last fall by Lever. Agency for Rinso is Ruthrauff & Ryan, New York, and Vims is handled by BBDO, New York.

Regular License to WCOC

IN THE ISSUE of Dec. 21, 1942, BROADCASTING inadvertently reported that WCOC, Meridian, Miss., had been granted a temporary renewal license to Aug. 1, 1944, because of the fact that renewal was for a period of less than two years. However, it has been ascertained that the renewal of a regular nature, the short period being due to the FCC's new policy of stabilizing renewal dates.

HARRY DARE REYNOLDS, 69, president of Reynolds-Fisherclay Inc., New York, radio and newspaper representative, on Jan. 13 died at his home in Mount Vernon, N. Y., after a year's illness.

BROADCASTING • Broadcast Advertising

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Columbia's Station for the SOUTHWEST

WICHITA, KANSAS
Call Any Edward Petry Office
entered negotiations with the industries affected by now. He admitted that all was not well as a result of the ban and that he was more worldly wise now, but he said he didn’t propose to lift the ban unless President Roosevelt, after knowing the full facts, ordered him to do so. He said he would then “grant the request”.

Morale Threat Cited

Whereas the original membership of the committee was to be five (Clark, Idaho; Tunnell, Delaware; McFarland, Arizona; A. R. I., democrats; White, Maine; Tobey, New Hampshire, Republicans), Senator Andrews (D-Florida) was added Jan. 12 when the hearings opened. But 8 or 9 members of the committee attended the sessions because of the widespread interest. In addition to Chairman Wheeler, others who participated included Senators Johnson (D-Colo.) and Stewart (D-Tenn.).

Opening the hearing in the Senate’s caucus room, nearly filled to capacity, Chairman Clark recounted the history of the proceedings and emphasized the serious threat to wartime morale, here and abroad, provoked by the Petrillo ban. Since Aug. 1, he said, the American people have been without any form of new recorded music and have had to subsist entirely on “cold storage music.” That applies to the armed forces too, he said. He summarized the exchanges of correspondence between Petrillo and such Government officials as Elmer Davis, Director of OWI, and James Lawrence Fly, FCC chairman, wherein the union head refused to lift the ban. He cited the Interlochen and other bans, and said the situation was progressively becoming “intolerable” as an obstruction to the war effort. He predicted the ban would become “suicidal to American music” if continued.

Mr. Petrillo, in slow, measured delivery, read his 500-word prepared statement, urged the committee to shift its inquiry to an investigation of the “tremendous control of the entire music industry, including record making,” exerted by “a few giant corporations at the expense of the live musicians.” He leveled charges of “monopoly, interlocking arrangements and large profits” against these companies.

Dodge’s Issue

“This information can only be obtained by a thorough inquiry by this committee into the inner workings of the industry and a complete examination and cross-examination of the higher officials managing the industry, as well as a full and complete examination of all records, data and information gathered by the FCC,” he asserted.

He charged AFM had been abused and insulted, and called the NAB the worst offender, declaring it had engaged in an “expensive publicity campaign composed of nothing but false issues and personal abuses”. AFM welcomes the investigation if it is full and complete and includes the entire industry, he declared.

Exercising his prerogative as chairman of the full committee, Senator Wheeler asked point blank what AFM wanted, putting his finger on the crux of the issue. When Petrillo dodged the question by saying the issue could be settled only if the transcription and recording companies sat around the table, Senator Wheeler commented it was the first time he had ever heard of a strike being called with no demands made. He said the attitude seemed to be “to hell with the public”.

Feeling Against Union

Petrillo admitted he had called the “strike” without notifying the transcription companies or the public in advance. He said he thought it was the thing to do and that it could be settled by negotiation. But none of the companies called on him, he protested, and they relied upon the Government to settle the matter. He said it was a question of who goes broke first—the stations, recording companies or AFM.

Sharply criticizing Petrillo’s position, Mr. Wheeler said that labor unions will destroy themselves if they do not change their policies. He said that there is a tremendous feeling growing among farmers and business men against unions and that tactics of this type feed that kind of feeling.

While he refused to divulge his demands upon recording companies, Petrillo said Assistant Attorney General Thurman Arnold “has been after me ever since I took office” and that Mr. Arnold threatened “secondary boycott” action if Petrillo made demands upon classic users. He declared there are 201 stations on networks that do not hire a single musician and that

PETRILLO PROBERS as the Senate Interstate Commerce Subcommittee convened Monday to launch its investigation of the AFM recording ban are (to r) Andrews, Florida; Tunnell, Delaware; McFarland, Arizona; Chairman Clark, Idaho (with pencil raised); Committee Counsel Herbert M. Bingham (obscured); White, Maine; Tobey, New Hampshire; Johnson, Col.; Wheeler, Montana. (latter two not members of subcommittee.)

THE RIGHT INTRODUCTION

Get’s You In!

No “outsider” can match the selling influence of WMDB in the rich Peoria area. It’s the one medium that blankets 16 of the richest counties in the history of Illinois. This area derives its riches from a wide, steady, and varied industrial group and an extra productive agricultural section.

NEW CONLAN SURVEY—36955 Calls

Just finished—a 36,955 completed calls survey by Robert S. Conlan & Associates, Kansas City. Results show WMDB’s dominance in PEORIAREA. For full details call Free and Peters or write WMDB.

KWWH

CBS 50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, La.

The Graham Company

WMDB

PEORIA, ILL.

WMBD is a member of CBS network

BROADCASTING • Broadcast Advertising

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he wanted them to stop performing recorded music unless they retained staff orchestras. For every dollar that is spent on live music in radio, he charged $4 was procured gratis.

Claims ‘Hard Questions’

Admitting he had never told the record companies what he wanted, Petrillo said in reply to Chairman Clark that the union might have in mind a permanent ban on recordings. Asked point blank whether he proposed that, Petrillo responded with a sharp “No”.

Petrillo protested repeatedly that he was being asked “hard questions” about how much the union wanted from record companies. He charged that transcription companies were making “thousands of copies” of commercial transcriptions and collecting “thousands of fees”, whereas the AFM got only one for each recording arrangement. He gave as the reason for his sudden withdrawal last September, of authority to continue recording of commercial transcriptions. These would have been banned originally, he declared, if he had known the facts.

AFM now is making an investigation of off-the-air recordings of names being sold to stations, Petrillo said. He charged that too that many locals are “dubbing” recordings of network programs and selling them commercially.

When pressed by Chairman Clark, Petrillo said he would lift the ban only if President Roosevelt requested it after hearing the facts, but that until then union members will not play for recordings of any kind.

“After an explanation to the President, if he desires to stop the ban and says records should be made for the duration of the war, I say the request will be granted”, he said.

In his repeated clashes with committee members, Petrillo said all he sought was unemployment relief for his members. He was unable to cite detailed figures on unemployment, however, but held that Senator Clark’s estimate that only 10,000 of the union’s 138,000 members were full-time musicians, was in error. A survey was made last week in 20 large cities, he said, which indicated that of a membership of 63,000, nearly half, or 25,000, were unemployed. But this survey did not show how many were otherwise gainfully employed or were part time.

Highly critical of Assistant Attorney General Arnold, Petrillo said that “anything we put in writ- ing, Arnold says is a secondary boy-cott”. He alluded to the Schedule A contracts with the broadcasting industry on hiring of staff orchestras agreed to in 1937 in this connection. Arnold, he charged, had said that if such a contract were renegotiated, he would “put us in the can for five years.” Appropos the Interlochen incident, Petrillo insisted that the music camp was a “commercial enterprise” despite Chairman Clark’s observation that its rates were nominal and that its head claimed it was non-profit. Because the school is on a “commercial basis”, Petrillo held that it could not be broadcast as a sustaining series. Beyond that, he revealed that “several months ago” he had banned the broadcasting of any amateur school bands as competitive with professional musicians.

Petrillo did not say he wanted more money from the transcription and record companies. He said if there were large cities, he admitted this was the only “wanted” fee, but Senator Wheeler interrupted that everybody wanted that, just as they wanted “peace”.

Says ‘Musicians Starving’

When the union head commented that AFM might not buy any more records, Senator Wheeler said if that happened there promptly would be legislation to curb labor unions. He took his first obligation was to get a formula and say “this is what I want”. But Petrillo said the musicians were in a “unique” position, and wanted the companies to come to him.

Petrillo said he didn’t believe the ban was hurting the nation’s morale or the war effort. He said that while as a “general policy” AFM had turned down requests that the ban be lifted, the Army and Navy had not been denied use of recordings. But he admitted upon further questioning of Chairman Clark that recordings couldn’t be made for that purpose alone.

The recording companies, Petrillo exploded, “are making all the money while the musicians are starving”. He said he couldn’t understand why no one was interested in the plight of the musicians.

Unless amateur musicians are banned from the air, Petrillo said, the broadcasting stations will use their services “as a club against us” by contending they don’t need staff orchestras. He admitted this was only a surmise and that it hadn’t happened, but that he knew “big business”.

Confessing that the ban “has not helped us”, Petrillo said he was not satisfied to “let it stand, but that he did not know where he stood, with the court proceedings pending in Chicago and the hearings before the committee.

Pearl Harbor Changed Plans

Petrillo said there was small hope of getting money out of the smaller stations. “If there’s no money there, you simply can’t get it,” he said. Pressed by Senator McFarland on what he wanted from the transcription companies, Petrillo said that if a mistake had been made, then the fact that the recording companies had made no overtures did not make that second mistake” right. He did not argue that it was his “move”, declaring again he was dealing with “big business”.

“We’re not going to make records unless the Government forces us to do so”, Petrillo finally asserted. “I don’t think the Government will ask us to do that”.

Petrillo revealed, under questioning by Counsel Bingham, that he planned originally to make the recording ban effective on Jan. 15, 1942, but that the Pearl Harbor incident made such a deadline inappropriate.

He admitted no unemployment survey had been made until a week or so ago, but said he thought about $900,000 a year is spent in New York alone to feed AFM unemployed. The figures caused a lifting of eyebrows. He didn’t know...
how many AFM members were employed in other industries, but said that if they were "always canned music that puts them out of work". He verified figures produced by Mr. Bingham that in 1936 AFM realized only some $600,000 for its members for recordings, as against about $3,000,000 in 1941.

Asked about quality of transcriptions, he said they are "too good". Sometimes, he added, "they sound better than the live bands. The boys have something on the ball that I don't know about. They make a second class band sound like a first class one."

When Mr. Bingham objected to interruptions by AFM counsel Padway, Petrillo commented: "I've got a lawyer and you won't let him talk. I ought to send him home!"

Only about 20 name bands make records, Petrillo complained. Under the present system he said "the rich man gets richer, but the poor kid can't get any place".

Inspired by Public Interest

Mr. Padway said that industry has started a "war of attrition" to "get us down". They may succeed, he said, pointing out that if 85,000,000 were spent, some 15,000 musicians could be hired for that purpose. He said this was not an exorbitant figure.

Chairman Clark stated for the record that he had not discussed introduction of his resolution with any official of NAB or the recording companies, and that they were not aware of his action until after the resolution was introduced. He said he wanted that understood lest there be the implication that the NAB "engineered" the inquiry. He said he was motivated entirely by what he regarded as public interest.

Mr. Padway said that if the Committee could "give us a satisfactory solution, we will accept it". His client was interested, he declared, in a solution that will see "all of our unemployed get jobs". Chairman Clark said the committee "might take you on that".

Petrillo's second day on the stand was highlighted by his suggestion that Congress pass protective legislation for musicians, patterned after the copyright act which permits ASCAP to collect royalties from users of music. Under such legislation, he said, AFM could procure revenue from every recording made. Mr. Padway previously had indicated that perhaps an assessment of one or two cents per record might be worked out in some fashion, not to be paid directly to musicians but to be used in a general music fund.

Clark Urges Definite Plan

It was after Mr. Petrillo several times refused suggestions that he be lifted pending a settlement of the dispute with record makers that Chairman Clark proposed he call his international executive committee together and draw up a definite program which could be presented to the committee and other industrial groups involved. Previously, the AFM had rejected a suggestion that the ban be immediately lifted, and that negotiations be initiated, with a 30-day deadline. Petrillo contended that the record manufacturers could make enough recordings in 30 days to "last for a year."

Protests from many music clubs and organizations, including the American Federation of Music Clubs, headed by Mrs. Guy P. Gannett, of Rochester, were cited by Senator Andrews. He called attention to resolutions condemning the Petrillo ban of amateur orchestras from the air as striking a "serious blow" at the nation's musical culture. He said he thought that AFM was doing an injustice to the country and that these orchestras ought to be returned to the air.

Cites Manpower Shortage

Pressed by Senator Tunnell for the kind of relief he wanted from Congress, Mr. Petrillo first said he wanted an ASCAP-type law. Musicians do not want to discontinue records, he added, but they want "the gentlemen to share the profits with us".

The AFM head was subjected to a severe grilling by Senator McFarland, who asked whether he did not think it was more important to have men work in factories in the war effort than to work as musicians. He cited the shortage of manpower, declaring that factories are "crying for men and our boys are dying on the other side". That is the reason, he said, that the people have built up the "sentiment against your bands".

Petrillo insisted that the people are not doing it, but that the NAB "with its hundreds of thousands of dollars" had whipped up this senti-
John Henry, President
George V. Seaton, Gen. Manager

National Representatives:

SPOT SALES, INC.

New York - Chicago - San Francisco

Union Record-Changer Order A Mistake, Petrillo Admits

In Chicago, Petrillo said, the standby fees do not go to the musicians but to the Federation orchestras and bands to defray costs of benefits. But he didn't say this so everywhere.

No Standby for Senator

Senator Tobey said that being a New Englander, he probably didn't get the economic significance of such activities, and that it seemed to him an "incongruity" that men should be paid for work they do not perform. He asked whether Petrillo would favor a condition whereby a standby would be hired for Senator Clark (D.-Idaho) committee chairman, if he made a speech in Chicago for $300 and expenses. The answer was a vehement "no".

When Senator Clark raised the case of the premiere of the film "Wake Island," in Hollywood, wherein all revenues were given to the Marine Fund, but the union charged $200 for a standby for a Mariner's band, Petrillo said he thought the former was a "premise case". He commented "we can't all be angels".

Asked about his requirement that two standbys be retained on repeat broadcasts by television, such as was recently invoked in the Jack Benny broadcasts, Petrillo said that Benny received "two fees"—one for each broadcast, whereas the union charged only one. Under further interrogation, he admitted he didn't know whether Benny was paid twice but he "assumed" that Petrillo had and therefore had invoked his ban.

To prove the magnanimity of AFM he said that it permits "delayed broadcasts" by stations which cannot accept work by the regular network program at the regular broadcast time, without additional orchestra fees. "We could stop that, but we can't fight all of them. The committee let it drop there.

Petrillo first rejected the Clark proposition that he call off the strike and go to the stand before the noon recess, on several grounds. Then, just prior to the close of his testimony Wednesday afternoon, he said: "I forgot to say..." and mentioned the idea that the international board draw up a definite program.

Senator Clark had suggested initially that Petrillo consider lifting the ban now, and then proceed to negotiate with the industry to see whether something couldn't be worked out. He suggested that Petrillo think it over during the noon recess and return with his answer, observing that such an action would put the organization in an infinitely better light all over the country and not weaken its bargaining power. Petrillo promptly retorted that if that happened, the record companies would negotiate for two weeks, including executives, with the record companies.

Under rigorous cross-examination by Counsel Bingham, Petrillo said he did not know of the disbanding of many name bands because of lack of manpower. He said he had never made a record with orchestra leaders on this score.

There were several colleagues between Petrillo and his counsel over the accuracy of testimony previously adduced, regarding compensation received by musicians and statistics on employment.

The AFM head said he had never familiarized himself with industry finances. He estimated that radio in 1941 spent about $15,000,000 for musicians, exclusive of those used in commercial network programs. Bingham pointed out that the FCC's estimate was $8,000,000 and that the official figures of the Commission revealed that the musicians received more money than any other group, including executives, with the exception of technicians. The FCC figures showed average weekly earnings of $67.25 for staff musicians, with the average work by other musicians gave 10 hours, including rehearsal time.

To this, Petrillo rejoined that musicians worked longer hours than anyone else and were entitled to that compensation. He insisted he could not answer yes or no as to whether the broadcasters "could stand the pressure" of additional
employment of musicians, based on their earnings, declaring that he did not realize he would be called upon to answer such questions and had not prepared himself.

**Standby Fees to Locals?**

Counsel Bingham then cited FCC statistics showing that 331 stations made less than $5,000 net last year before taxes and that 221 additional realized less than $25,000. Such stations, Mr. Petrillo contended, were not required to hire musicians under the 1937 agreement.

While the original AFM Schedule A contract guaranteed performance of recordings, Petrillo declared that renewal of these contracts through AFM locals did not carry such a clause. He disclaimed any knowledge of such a clause in new contracts, though committee counsel Mr. Bingham stated he had advised him of its existence.

Although Mr. Bingham cited AFM reports disclosing that standby fees of some $50,000 were turned in to the national organization by its locals in 1941, the AFM head said that such fees went only to the locals. He said there was a 15% tax, but he thought the report was in error when it revealed what amounted to a 50-50 split between locals and the national union on standby fees. "Something is wrong with it," he commented.

**Neutral Problem Unsolved**

Whereas in his previous testimony Mr. Petrillo had claimed that AFM had a peak membership of some 185,000, Mr. Bingham produced AFM figures to show that the organization's membership steadily has increased since 1934, or during radio's peak period. It was at a low of about 180,000 in 1934 and graduated upward to 138,000 in 1942, he cited. In 1929, it was later developed, AFM had a membership of 145,000.

Describing as a "hard question" Mr. Bingham's inquiry regarding cities which have stations but no musicians' locals, Mr. Petrillo said that the problem of "neutral territory" has never been cleared up, but he hoped to do that someday. Apropos coin-operated phonographs, Petrillo estimated that possibly 15% of the some 300,000 "juke box" locations could be hired to four or five-piece orchestras and that perhaps half of them could hire one musician, resulting in increased employment for musicians. He admitted, however, that if his

**Night Owls**

TESTING reaction of a night-owl program audience, WLS, Chicago, offered listeners to Bunkhouse Jamboree, daily, 3:5 a.m. recording program, free samples of rum and maple tobacco. Healthy volume of mail resulted, coming 30% from industrial workers, 18% farmers, 15% plant guards, 9% women, 5% servicemen, 4% railroad employees.

**Radio Provided Work**

He did not know about the inability of the St. Paul-Minneapolis union to supply men for radio.

Summarizing, Counsel Bingham asked Petrillo a series of questions and sought "yes or no" answers. He didn't get them all down the line.

Petrillo admitted (1) that radio has actually made work for more musicians; (2) that the phonograph was invented before AFM was founded and therefore could not be held responsible for present-day conditions; (3) that, in part, musicians are making more money today than ever before from recordings, contending that use of the music was an important consideration; (4) that the radio industry furnished an opportunity for musicians' employment, as indicated by the steady growth in AFM membership since 1934.

It was at this point that Petrillo agreed to convene his executive committee and formulate some sort of program for solution of the controversy.

Mr. Padway at the Wednesday session, stoutly defended the AFM action on recordings as a "simple
... to work" which he said was always used to redress injuries or improve the standard of living. He brought out that the AFL convention in Toronto last October had given Petrollo unqualified support. He attacked the NAB campaign as both expensive and "cheap." One of the most unfair aspects, he said, was the "attempt to wrap it in the American flag and to question patriotism of AFM and its members."

Chairman Clark did not agree that the NAB campaign caused the public resentment, pointing to the statements of public officials condemning the Petrollo action. Such men as Elmer Davis, he said, did not resort to "trickery." He said that public opinion may have been influenced somewhat by what the NAB did, but that it was not controlling.*

Backlog Still Available

Senator Tobey commented he did not like such propaganda campaigns, terming them "the barnacles on the ship of democracy" that have to be removed.

Mr. Padway told the committee the whole controversy might have been settled before the "strike" became effective if negotiations had been initiated by the industry. He reiterated he thought the committee had done more to bring "this thing to a head" by its action the preceding day.

Contending that the industry had not yet been hurt, Mr. Padway cited the published reports that the backlog of recordings has not yet been entirely used up and that there has been no extreme suffering. He called the amateur musician controversy the "evil of apprenticeship" existent in practically all unions.

Counsel Bingham, drawing the witness' attention to statements that AFM contributes its services gratis to all Government agencies, asked whether it was not a fact that the Army's Command Performance, which is beamed to troops abroad, uses union orchestra groups at regular or special rates. H. J. Steeper, Petrollo aide in New York, said first he did not believe this was so, but pointed out that those were autonomous where no traveling bands were concerned. He said he would check into the matter, after Mr. Bingham said he had been informed that card rates are being paid. Similarly, Mr. Steeper did not know about the situation in St. Paul -- Minneapolis and whether charges were made for public benefits, thought here again he thought that was not the case.

Musician Shortage

When Mr. Bingham brought out that in Washington union musicians were not available for stations, and that most of the men had more than one job, AFM officials said they had no information on this and that regulations varied in different jurisdictions. Mr. Padway thought that the situation stemmed from the fact that radio wanted first-class men and that they are not always available in all jurisdictions because of other commitments. He knew of no prohibition against a musician holding more than one job, he said.

After reviewing at length the contributed series of AFM for the war effort, Mr. Padway estimated that the value exceeded $15,000,000. Juice boxes alone have lost jobs for some 15,000 members of AFM, said the labor attorney, while thousands of other musicians have been put out of jobs by use of transmissions and records in broadcasting. He cited FCC statistics to show the widespread use of recordings by stations and pointed out these revealed that more than 500 stations rely "entirely on canned music."

Mr. Padway drew from Chairman Fly's testimony at the September hearings the inference that stations are violating Commission policies by performing an excess of recorded programs and by not using enough live local talent. He did not mention, however, that the FCC had no censorship powers over programs, unless they were obscene, profane or indecent.

Hits 'Monopoly'

Launching his attack upon the "handful of tremendously wealthy and powerful corporations" who control recorded music, Mr. Padway cited these "little fellows" as RCA, Columbia and Decca. He said they have "reaped riches" from recordings and that two of them -- RCA and CBS -- controlled two of the three record companies, with only Decca accounting for 40% of the total production of 120 million records by the industry. He contended there were enough resources in the industry to take care of the interests of the musicians without raising the cost to the public "by one penny" and at the same time leave generous profits to stockholders.

He argued that it was not a case of inability of the industry to meet musicians' requirements, but that management does not do so. Long as this attitude continues, he said, the musicians are "compelled to use their own means of redress, which is their refusal to play at their own funeral while the lion's share of gate receipts go to a few large companies."

Concluding his testimony, Mr. Padway warned NAB that there was not "an ASCAP fight." Live musicians are involved, he said, and they can "refuse to work." He added AFM could not be driven into a bargain as was ASCAP and that the quicker NAB realized that, the quicker there would be a "reasonable settlement."

Chairman Clark concluded this phase of the hearing with the announcement that the subcommittee would have an executive session on Wednesday to determine its future course of action. He indicated it would be at least two weeks before the hearings would be resumed, but that depended upon the committee views. More than likely the committee will not act until it receives the program of demands from the AFM executive board.

Johnson Staff Meets

GATHERED in studios of NBC affiliates in 21 cities in the U. S. and Canada, division managers and members of the S. C. Johnson & Son, Racine (wax, polish) set Jan. 9 in a closed circuit sales session featuring messages by Johnson executives and members of the company's NBC Fibber McGee & Molly. John J. Louis, vice-president of Needham, Louis & Borby, explained the policy handling the account, explained the meeting was a wartime measure to save time and transportation. Pickups were piped from New York, Chicago and Hollywood, with George Connolly, Johnson advertising manager, spoke.

Red Cross Programs

TWO new Red Cross programs are being aired each week over NBC and Blue. One of the series is known as That They Might Live featuring guest actors each Sunday promoting the service's drive for nurses recruit. Dramatic stories of America's fighting forces are heard Fridays over Blue in cooperation with the Red Cross, 4:30-4:55 p.m. (EWT).
Woodell, Provost Join WEAF Staff
Promotion and Program Posts Are Filled by Gregory

SHIRLEY F. WOODELL, formerly sales manager of NBC's international division and later liaison with Government officials, has been named promotion manager of WEAF, New York, as part of a general change and expansion of the station's personnel by Sherman D. Gregory, WEAF general manager.

Mr. Woodell will have charge of program and sales promotion and station exploitation, taking over the duties of Robert L. Hutton, who has joined the NBC promotion department.

Provost Joins
Joining WEAF as assistant to Mr. Gregory is DeLancy Provost, formerly in charge of sales for Empire Broadcasting Corp., and previously general manager of Gronbach Productions. Mr. Provost will concentrate on program building, while program publicity will be handled by Leighton Blood, formerly in the NBC press department.

Mr. Gregory revealed that national spots and local sales on WEAF increased 23% in 1942. For January, 1943, sales will be 33% ahead of the same month last year, he stated.

War Program Sponsors
FOUR participating programs built by WOR, New York, in 1942, all designed to throw light on wartime problems of food, nutrition or home economy, have attracted a total of 27 sponsors during the year, 17 of whom had never used the station before. Food companies ranked highest in the number of advertisers participating, followed by drug products, household goods and wearing apparel. Programs are: Peggeen Prefer's, The Consumer's Club, The Food & Home Forum, and Claire Wilson Reports.

‘Chef’ Series Open
RADIO figure known as "The Mystery Chef," who started a program on BLUE last December on a sustaining basis, will be available for local sponsorship to all BLUE affiliates, effective Jan. 18. Series is aired Monday through Friday, 2:15-2:30 p.m.

OVI Names Carlin
TO HEAD the Office of War Information radio news division in New York, Harry J. Carlin, former teletype editor of the OWI Washington news desk, was named last week. In this capacity he will service commentators and station news departments with background information as well as providing material requested through queries. Before joining OWI, Mr. Carlin worked for the Asbury Park (N.J.) Evening Press, New York Daily Tribune, the Long Branch Daily Record and the Brooklyn Daily Eagle. His offices will be in Room 703, Chanin Bldg., and Room 312, 610 Fifth Ave., both in New York City.

Waiver Refused
NOTICE was served by the FCC last Tuesday that it would not grant requests of networks to eliminate station identification announcements during the President's birthday ball program on Saturday, Jan. 30. Disclosing it had denied the request of the BLUE Network for a waiver of Section 3.406 to eliminate the announcements during its 11:15 p.m. to 12:15 a.m. program, the FCC said that similar requests from other networks would not be granted.

Bibo Sues ASCAP
IRVING BIBO, Hollywood songwriter-publisher, in early January filed a $100,000 damage suit in Los Angeles Federal Court, naming ASCAP as defendant. Action charges ASCAP with violation of the Sherman Act by refusing to accept small publishers for membership. Bibo alleges that ASCAP "is unfairly and arbitrarily prohibiting competition by refusing membership with the result that small operators cannot market their releases."

Institute’s Program
Despite limitations in the time radio women could spend listening to the radio during the war years, listening trends remained fairly constant in 1942, according to the Women's Institute of Audience Research, New York. The Institute, under the direction of Agnes Grew, is planning a study program titled "As They Like It", which will follow specifications set down by the women surveyed.

editor’s Blue Series
SOL LEWIS, editor and publisher of the Lynden (Wash.) Tribune, who made his network radio debut on BLUE five months ago when he took part in America's Town Meeting of the Air, has started a weekly one-hour program of informal commentaries on national and world affairs on BLUE, under the title, "Sol Lewis—Country Editor."

MILLER McINTOCK, president of NRS, and former executive director of the Advertising Council, on Jan. 15 was guest speaker at the first official meeting of the Media Men's Assoc. of New York. Installation of permanent officers took place.

If you’re now using radio
in the Charleston, West Virginia market—or planning to do so in the future— you should see the
Crossley Study just completed.

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John A. Kennedy, President Howard L. Chernoff, Managing Dir.
Charleston, West Virginia represented by THE BRANHAM COMPANY

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NBC Plans Group Meets in New York
Committee Aims to Intensify Activity for Coming Year
PUBLIC SERVICE programs on stations affiliated with NBC will receive increased and intensified promotion throughout the coming year, with special emphasis on NBC's Red Cross series, That They Might Live, it was announced Jan. 12, after the first meeting of the new NBC Stations Planning and Advisory Committee in New York.
Chairman of the Committee for 1943 will be James D. Shouse, WLW, Cincinnati, who succeeds Paul Morency, WTIC, Hartford, chairman last year.

Longer Meetings
After reviewing the success of last year's activity the committee decided that meetings hereafter would be of two-day duration rather than one. Speaker at evening session, held in conjunction with the NBC Management Committee at the Hotel St. Regis, was Dr. James Rowland Angell, NBC public service counselor.
In addition to Messrs. Shouse and Morency, committee members present included Arden Pangborn, KGW, Portland, Ore.; Sidney S. Fox, KDYL, Salt Lake City; Edward Zimmerman, KARK, Little Rock; Stanley Hubbard, KSTP, St.

Kaye-Martin To Blue
ALLEN C. KAYE-MARTIN, formerly the sales staff of Printers Ink, New York, and Margaret Sidney Eaton, previously promotion director of The American Legion Magazine, have been appointed to the sales promotion staff of BLUE by B. J. Hauser, sales promotion manager.

OWI Changes
TO FILL the vacancy created by the death of William B. Gillego, vice-president and general manager of KTUL, Tulsa, who also served as the OWI's regional consultant for District 12, Mr. William H. Weyman, manager of KV00, Tulsa has been named. Another change has occurred in District 15 where Arthur Westlund, manager of KRE, Berkeley, succeeds Lincoln Dollar as regional consultant. Marcelle Burke has been engaged as a writer to work in the radio bureau's New York office.
Pual: Richard Shafto, WIS, Columbus, S. C., and Harry Stone, WSM, Nashville.

ASA, WPB in Accord
On Victory Parts Line
SUBSTANTIAL agreement has been reached between the WPB and the American Standards Assn. on the Victory Model list of replacement parts, according to Frank H. McIntosh, chief of Radio & Radar Divisions' Civilian Broadcasting Branch, and it now appears that the way is clear for an early order for their production.
Final differences between WPB and ASA were ironed out at meeting in New York Jan. 14, which left only minor specifications to be adjusted, Mr. McIntosh said. He also indicated that the WPB's twin program for concentrated production of essential replacement tubes would be in effect shortly, with letters now being prepared to direct manufacture of the selected list of tubes.

NAB Asks for Gas
PROTEST was filed Jan. 8 by Neville Miller, NAB president, against OPA regulations denying extra fuel rations to radio employees, other than technicians working at isolated transmitters [Broadcasting, Jan. 4]. In a letter to OPA Chief Leon Henderson, Mr. Miller pointed out that radio broadcasting is considered vital to support the war effort, and that travel to and from temporary installations is part of its job.

ASA, WPB in Accord

CBS BILLINGS RISE
2.3% ABOVE 1941
CBS billings for 1942 totaled $24,593,125, marking an increase of 2.3% over 1941, according to the network's accounting department. The 1941 total billings amounted to $24,584,378.

Ken Dyke Quits OWI
To Enter Army Service
RESIGNATION of Kenneth R. Dyke, former NBC promotion director, as chief of the campaigns bureau of the Office of War Information, was announced last week when he joined the Army as a major, assigned to the Special Services Division to replace Wm. Gardner Cowles Jr., assistant director for OWI domestic operations, as Lt. Dudley, acting chief of the campaigns bureau.
In his Army assignment, Maj. Dyke will be concerned with public relations for radio activities of the Special Services Division, attached to the staff of Lt. Col. A. C. Parlow. The Division's radio activity is concerned with entertainment in the camps, shortwave broadcasting to the troops and the use of radio in general morale work.

Shartle Named V-P
WILLIAM S. SHARTLE, former director of the New York office of Russell M. See Co., and radio executive of H. M. Kiesewetter Adv. Agency and Erwin, Wasey & Co., New York, has been appointed vice-president and radio director of Henri, Hurst & McDonald, Chicago. Ward Dorrell, present radio director, has been made executive on the Skelly oil account, succeeding Jack Shaw, who has joined the American Red Cross.

Page 44 • January 18, 1943

BROADCASTING • Broadcast Advertising
FCC attorney assigned to the WALB proceedings, denounced as "unsupported insinuations," allegations made by Delacey Allen, WALB attorney and a stockholder in the station, that the Commission investigators were more interested in trying to "get something on Rep. Cox than they were in the station's business."

He asserted the purpose of the renewal proceedings was largely based on failure of the station's records to reveal that Arthur Lucas and William K. Jenkins, southern theatre operators and part owners of WDRW, August, WMOG, Brunswick, and WLAG, Lagrange, Ga., were stockholders in WALB. Thus, it was contended, the Commission's inquiry was prompted largely by the multiple ownership aspect.

McIntosh Admits Payment

Earlier in the proceedings, H. T. McIntosh, president of the Herald Publishing Co., licensee of WALB, and of the Albany Herald Broadcasting Co., had testified that $2,500 had been paid Rep. Cox, congressman from the district in which Albany is located, for legal services. He said the entire transaction had been handled in an "ethical and legal manner" in no wise in conflict with his status as a member of Congress.

Judge Cox, when the incident originated, had reported that the $2,500 check had been endorsed and sent back by him and that he had received stock in the new corporation "which never has functioned." The stock subsequently was transferred to "a private charity," he said.

Rep. Cox, discussing his pending resolution, asserted there was no doubt whatever that the measure would pass. He reiterated charges against Chairman Fly and his "gestapo agents." (Two FCC investigators spent considerable time going through WALB files last year.)

The WALB hearing was on issues involving voluntary assignment of the license from the Herald Publishing Co. to the Albany Herald Broadcasting Co., for construction permit to install new equipment and for renewal of license. The hearing had been postponed on the Commission's own motion several times, while aspects of the applications were being investigated.

Mr. McIntosh testified no material facts had been intentionally withheld but that mistakes "of a minor nature" had been made.

Witnesses called last week included, in addition to Senator George, chairman of the Senate Finance Committee, and Senator Russell, former governor of Georgia, Congressmen Robert Ramey (D-Ga.) and Stephen Pace, of Georgia. All testified in favor of renewal of the WALB application.

I. C. Gortatowsky, a stockholder in the station, testified that Rep. Cox had been asked to act as counselor for the new company at a $2,500 fee, that he refused the assignment and compensation at first, but, upon insistence of stockholders, he agreed to perform such duties as he could "in a legal and ethical manner." While and as a member of Congress.

When Mr. Cohn introduced numerous photostatic copies of checks and other WALB financial records, WALB Counsel Allen commented that these records were "borrowed by FCC investigators" known to him only as "Rowell and Clift," with consent of Mr. McIntosh, to be taken to Atlanta for photostating. Instead, he charged, these were brought to Washington, turned over to the FCC and "some of them were sent to the FBI." (FCC records reveal that Russell Rowell and Charles Clift are members of the FCC law department. They have been assigned to investigatory work.)

At the FCC hearing Friday, Counsel Allen charged that Commission Counsel Cohn was attempting to introduce evidence on which to base prosecution of Rep. Cox for alleged violation of the Federal statute prohibiting members of Congress from receiving remuneration for services rendered before any federal agency. He added that Mr. Cohn wished to "prejudice," the Commission against WALB's application for renewal by showing that Rep. Cox acted as the station's attorney in 1940.

This prejudice might be aroused, he declared, "because the FCC is under the likelihood—if that is the correct word—of being investigated by the House at the instance of a resolution introduced by Rep. Cox."

Standards On 95

STANDARD OIL Co. of Indiana Chicago, will use 95 stations for a campaign of noon hour spot announcements offering War Bonds for outstanding farm achievements, scheduled to start April 5 on a 26-week basis, six announcements a week. This is an increase over last year's campaign schedule aimed at rural markets. Agency is McCann Erickson, Chicago.

WOR Lunch in Chicago

TIME buyers and radio directors from 26 Chicago agencies attended a luncheon Jan. 14 at which Joseph Creamer, promotion director of WOR, New York, and R. C. Maddux, vice-president, explained the WOR-Crosley continuing survey of the New York area. Hosts were Robert Wood and John Shelton.

FOUR new directors of Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., were elected at a special meeting held Jan. 9. The new directors are: Frank E. DeVaan, of Goodwin, Nixon, Hargraves, Millleton & DeVaan, law firm; William Fay, vice-president in charge of broadcasting of Stromberg; Lloyd L. Spencer, vice-president in charge of sales, and Fred C. Young, vice-president, engineering.

Your Separate Peace

We're all in this war together, and we'll work together without thought of ourselves until we win! But what peace will bring—for you—depends on your individual efforts...now! If peace is to bring prosperity for your business, you must continue to hold the goodwill of your customers. One well proven way is to give them something they value—radio entertainment—to remember you by.
In cities...villages...farms...for miles and miles around...whether the messages of national, regional and local advertisers are heard over WCAR's 1,000-stripped watts.

GET THE FACTS FROM

W CAR

PONTIAC, MICHIGAN
or the Foreman Co. Chicago New York

Record Ban Hurts Overseas Programs

OWI Needs Discs to Combat Nazi Attack on U. S. Music

LACK of new commercial recordings and shortage of materials has handicapped OWI in telling the truth about American musical taste and talents to occupied countries. Macklin Marrow, OWI's director of musical broadcast, told leaders in music and morale work at a meeting in Town Hall, New York, Jan. 12.

The OWI spokesman explained the civilians of low cultures are confronted with Axis propaganda, emphasizing the general decadence and barbarism of American culture, and the lack of live orchestras or composers. OWI is attempting to refute these charges by presenting a true picture of American music, he said.

Mr. Marrow said OWI is faced with the problem that "not only have no new commercial recordings been made in the past few months, but because of the shortage of materials and one thing or another, a large number of standard titles are no longer available." He said the recording companies and the A.M.A. had cooperated, however, and is helping the government enlist leading conductors, composers and symphony societies in making records for the OWI.

Mr. Marrow said American troops overseas apparently have greater preference for serious music than do civilians, with 29% of the servicemen requesting that type, compared to 17% civilians. He said listeners abroad are getting all types of our music "due to magnificent cooperation of musicians in all branches of the art."

Among other speakers at the meeting were Dr. Sergei Rousse- witzky, conductor of the Boston Symphony, now heard on the BLUE, Major Howard Bronson, music officer of the Army Special Service Division, and Dr. Howard Spackman, head of the music division of the Army.

General Baking Spots

NEW YORK, has released a radio and newspaper campaign throughout territory of the firm's Pennsylvania division. Spots on 29 stations from Trenton, New Jersey, to New Orleans are being placed through Ivey & Ellington, Philadelphia.

WANTED

ANNOUNCER — local network station. Who can write and read copy, direct news, play records and be useful around studio. Starting salary $25.00 per week. Moderate hours. Send transcription sample of work if possible. Write or wire, Box 227 BROADCASTING

Too Hot

WITH the East worried about lack of heat, studio staff in WKZK, Rahamasso, had to evacuate Jan. 7 because things were too hot. Fire in the Broadcast Station below the studio caused the alarm, but no WKZK equipment was damaged.

Former Radio Men Now

In War Theatre Post

MAJ. BROOKS WATSON, former program director of WMDB, Pe- oria, and now radio public relations man for the European Theatre of Operations, was heard over Mutual last week when he was on the BBC-Mutual program, Stars & Stripes in Britain. Member of the War Dept. Bureau of Public Relations radio branch, Maj. Watson was assigned to Gen. Eisenhower's staff a few months ago.

Maj. Howard Nusbaum, formerly of WABF, New York, also is in London with the European staff, while Lt. Al Wharfled, formerly of WABF Inc., New York, is on Gen. Eisenhower's staff in Algiers. All three officers were on duty in Washington before their transfers overseas.

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Radio Station

In War
WOKO’s Renewal
Set for Hearing
Sam Pickard’s Name Linked
To Station’s Ownership

EVIDENTLY still seeking to
resurrect antiquated charges of
purported improprieties in former
Radio Commission licensing poli-
cies, the FCC last Tuesday desig-
nated for hearing the renewal ap-
plication of WOKO, Albany. The
name of Sam Pickard, former mem-
er of the old Radio Commission
and afterward vice-president of
CBS in charge of station relations,
was linked with the new proceed-
ings.

Only a fortnight ago, it was
learned authoritatively [Broad-
casting, Jan. 11] that the Depart-
ment of Justice had notified the
Commission that an investigation
directed against Mr. Pickard would
not be pursued because it construed
the case as moot due to the statute
of limitations. This action followed
a far-reaching but highly secret
inquiry conducted by the FCC,
largely upon instigation of FCC
Chairman James Lawrence Fly.

Not Stockholder
The Commission announced it
had designated the WOKO appli-
cation for hearing “to determine
whether the representations and
statements made to the Commission
or its predecessor, the Federal Ra-
dio Commission, by the licensee, its
officers, directors, stockholders, or
agents, with respect to the owner-
ship or transfer of, subscription to,
or consideration paid for the stock
of WOKO, Inc., truly and accurate-
ly reflect the facts.”

It also said the hearing would
seek to determine all the circum-
stances and conditions under which
the stock of WOKO had been issued,
transferred or assigned and deter-
mine whether or not the appli-
cant was qualified to continue oper-
ation of the station, and whether
the renewal should be granted.

The FCC records do not show
Mr. Pickard as a stockholder in
WOKO, but it is understood that
the Commission action was based
upon purported information that
one of the four stockholders was
Mr. Pickard’s brother-in-law. The
station is a CBS affiliate.

President and general manager
of the station is Harold E. Smith,
who holds 25½% interest. Other
stockholders are the Knickerbocker
News, holding 29%; Raymond B.
Curtis, of Garrison, N. Y., 25½%;
and R. K. Phelps, of Kansas City,
24%.

Alkine Adding
ALKINE Co., New Brunswick,
N. J., in its annual winter cam-
paign for Flemolyn cough medicine,
started in November, has added six
participations weekly on WINS,
New York, for a 13-week period.
Firm uses WNEW, New York,
WAAT, and WHOM, Jersey City,
and approximately eight additional
stations in the Midwest. Agency is

After more than five years with the
Campbell Soup Company on February
the nineteenth 1943 their sponsorship
will discontinue.

During this period we feel that we
have advertised one of America’s fin-
est products.

We want to express our deep
appreciation to the Campbell Soup
Company for the very pleasant asso-
ciation we have had with this great
organization.

AMOS ’N’ ANDY
(Freeman F. Cosden)
(Charles J. Correll)
Decisions . . .

JANUARY 12

WOKO, Albany, N. Y.—Designated for hearing application for renewal of license of WOKO to clarify stock ownership.

KROV, Sacramento, Cal.—Granted consent to assignment of license for KROY from Roy Miller in a partnership com-
posed of Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney and Will Thompson, 4/4 as Royal Miller Radio.

WOW, Omaha—Commission adopted order denying joint petition of Woodmen of the World Life Insurance Society and Ra-
dio Station WOW, Inc., for extension of time in which assignment of license of WOW may be consummated.

BLUE Network Denied request for waiver of Sec. 3.066, to eliminate station identification announcements Jan. 30, from 11:15 p.m. to 12:15 a.m., in connection with President’s birthday. (Commission stated other similar requests would not be granted.)

JANUARY 13

WLAW, Lawrence, Mass.—Granted petition to intervene in hearing on application of WBXY, Buffalo, for modification of li-

cense.

WENY, Buffalo—Granted motion to con-

inue hearing to Feb. 23 on modification of license.

NEW, Chattahoochee Broadcasting Co., Columbus, Ga.—Granted continuance of hearing to Feb. 4 in re application for new-

station.

KFC, Los Angeles—Granted postpone-

ment of hearing to March 22 in re applica-
tion for license.

WORK, York, Pa.—Granted postpone-

ment of hearing to Feb. 23 in re modifica-
tion of CP.

KOA, Denver—Awarded granting of mech-

ical contest for reapplication for WBXY, Buffalo, directed against the grant of application of WJW Inc., for modifica-
tion of CP; change of frequency from 1240 to 850 kc; increase power to 5 kw, with DA-day and night; change location 13.6 miles nearer Cleveland; move studios from Akron to Cleveland; dismissed KOA’s re-
quest for stay order without prejudice to KOA’s right to renew request if WJW should seek Authority for az-
imuth change. Granted for 850 kc, in Cleveland prior to final de-
cision by Commission in this matter.

KTRB, Modesto, Cal.—Granted license to cover CP for increase in power, change of hours of operation; install new trans-
mitter and DA for night use, and move transmitter.

WOC, Davenport, Ia.—Granted license to cover CP for increase in power; move transmitter and DA for day and night use.

Applications . . .

JANUARY 11

WEU, Reading, Pa.—Special service authoriza-
tion to operate from 7 a.m. to local sunrise, Jan., Feb., March, 1945 (850 kc).

KFAB, Lincoln, Neb.—Extension of spec-

cial service authorization to operate syn-

chronously with WHBM from local sunset at Lincoln, Neb., to midnight (CST), to Feb. 1, 1944. (780 kc).

WBDM, Chicago—Same as above, with KFAB. (780 kc).

KFMB, San Diego, Cal.—Voluntary transfer of license to vacancy in los Angeles, to The First National Trust and Savings, under Declaration of Trust for Watsch, W. R. (460 kc).

KOAC, Corvallis, Ore.—License to use for-

mula of auxiliary with power of 1 kw. (650 kc).

WKAG, San Juan, P. R.—Modification of CP for extension for completion date to July 26.

JANUARY 13

WXQR, New York—Modification of CP for change in equipment, etc., to April 1, 1945.

WXE, Philadelphia—CP for move of transmitter to Mermaid Ave., west of Chel-

tenham Ave., Springfield Twp., Montgom-

ery Co., Pa., and make changes in equip-

ment. Allow license to cover.

KMBR, Monroe, La.—CP to install new transmitter. (1250 kc).

JANUARY 14

KXYZ, Houston, Texas.—License to use for-
mower licensed main transmitter as aux-
iliary with power of 1 kw. (780 kc).

KGET, Little Rock, Ark.—License to cover CP for new transmitter. (1250 kc).

Tentative Calendar . . .

WCOA, Penaola—CP for 1083 kc, 10 kw, DA-night, unlimited (Jan. 18).

WWKB, Buffalo—Renewal of license (main & aux.), for 1520 kc, 60 kw, un-
limited; DA-day and night (Jan. 19).

WGR, Buffalo—Renewal of license (main & aux.), for 545 kc, 1 kw night; 5 kw day; unlimited; DA-day (Jan. 19).

New Business

ABC EQUIPMENT Co., Bryan, O. (war-

products), 1 to 3:30 p.m. sponsored one-

PLANE Co., Chicago (war industry), on-

Fri., Jan. 29 will sponsor one-time broad-
cast on 6:30 p.m. on 146 BLUE stations; 4:30-5 p.m. Agency: Buchen Co., Chicago.

GILLETTE SAFETY RAZOR Corp., Bos-
ton, on Jan. 29, only, sponsors Allie Stotz in "World’s Best Woman"; 6:30 p.m. to midnight. Agency: Subaru, Chicago.

H. J. HEINZ Co., Pittsburgh (food prod-

ducts), on Feb. 15 starts "Information Please on NBC Mon., 9:10-11; Agency: Maxon Inc., Detroit.

FOLGER COFFEE Co., San Francisco (coffee), on Jan. 28 starts for 12 weeks. Harry W. France—Newspaper Analyst, on 7 CBS Pacific stations (KKN, KQM KARM KROY KQO KGMD KFPY), Sat., 1:30-


A. RAMEY & SONS, Montreal (paint) on Jan. 30 starts Vanier de Ramsey on CEC, Montreal; CBC, Quebec; CJBR, Rimouski; Que.; CHAC, New Carlisle, Que., Sat., 8:30-8:55 p.m. Agency: A. McKim Ltd., Montreal.


Renewal Accounts


LADY ESTHER Ltd., Chicago (cosmetics), for 117 CBS stations, Mon., 10-10:30 p.m. Agency is Peller & Ryan, Inc., New York.

Network Changes

CARTER PRODUCTS, New York (Car-


teroid), Mon., Jan. 28, started Carteroid for 52 weeks, Lower Sheor Mocha, new copy, 7:00-7:10 p.m. on 17 KARM stations, 6:07-6:17 p.m. to Arched. Agency: Ted Bates & Co. (Liver Pillar, and Small & Seffer, N. Y. (Arrived).
Help Wanted

NEWSCASTER—Recognized Midwest SKW basic network affiliate has opening for a top-flight announcer who can make outstanding reputation on a good station. Base salary will be $100.00 per week, and only a man with a reputation of excellence is needed. Experience with NBC, CBS, or ABC network affiliations desired. Apply fully and in confidence to Box 234, BROADCASTING.

Operator-Wanted.—First or second class, engineer. Must live in area. Write Box 214, BROADCASTING.

Commercial—Broadcasting.

Immediate Openings

ANNOUNCER

Experienced, male or female. Positions available in major eastern and midwestern cities. Continuing positions. Salaries, $75.00 to $125.00. Thousands are now being published in newspapers. Write for details. Box 207, BROADCASTING.

remote Studio Manager—Must be all round person. Experience and percentage, straight high percentage, Permanent Job. All small remunerations. Write Box 223, BROADCASTING.

Time Salesman.—For network affiliate. Draft on checking account. Must have proven ability. Box 216, BROADCASTING.

ANNOUNCER

Programmed: Announcer Experience, Monday through Friday. Please reply fully and in confidence to Box 234, BROADCASTING.

ANNOUNCER—Females.—Immediate openings for female announcers. Positions available in small to medium cities in the eastern and south-central states. Good salaries, good benefits. Replies should be addressed to Box 240, BROADCASTING.

For Sale (Continued)

Radio Station for Sale: Due to owner being called into service, large radio station in Capital City of large Southern State can be bought reasonably. Quick action necessary. For information see Morris & Webb, 88 Poplar Street, Atlanta, Georgia.

HERE’S A COMBINATION

1. Writer, announcer, producer, operator, 14 years in radio. Past 2 years as manager of local independent. Desires change due to transfer of ownership. 1st Class License.

2. Salesmen, writer, announcer, operator, 6 years in radio. Good sales record. 3rd Class License.

3. Woman, Announcer, traffic, programming. 3 years in radio. Specialty ad lib, informal and women’s features. 3rd Class License.

All three experienced in sales promotion and servicing as well as radio-talent board work. Will go singly or as a unit.

For further information and references write to Box 195, BROADCASTING.
REPLYING to recent claims of vulgarity and profanity made on radio programs, representatives of CBS, NBC and BLUE issued formal statements last week explaining that censorship of material broadcast has been enforced in accordance with network policy and that performers have been asked to guard against ad-lib slips of this type.

FCC Chairman Fly said the number of complaints coming from the listening public have been “more than the ordinary number in recent months and weeks.” He declined to comment any further but indicated that an investigation was being made. Protestations against “hells and damnations and other rough and vulgar expressions,” the Enslay Highland Methodist Church of Birmingham, Ala., complained to the networks and also was allowed to have sent letters of protest to President Roosevelt and Wendell Willkie.

NBC Opinion

“We recognize that this is our problem,” C. L. Menser, NBC vice-president said, “and we are doing everything we possibly can to meet it. We have talked to the performers personally. We have deleted and will continue to delete all objectionable material from our scripts. We have taken them off the air a few times when they insisted on re-inserting material which we have deleted and will continue to do so.”

Then he added, “we of course, welcome all possible assistance from the public and the Army in dealing with this problem.” In fact Lt. Col. Ed Kirby, chief of the Army's broadcast branch, met with network and station representatives in Washington last fall to discuss the question of material. At that time a letter to a newspaper, advertisers and performers by the War Dept. requesting them to guard against objectionable material in their scripts.

Jan Schimek, CBS commercial editor, states that “CBS has had no complaints against specific programs or artists. Columbia’s editorial staff has adhered to basic points of policy, which have been effective and a matter of public record since 1929, respecting the use of comedy material and the indiscriminate use of such words as ‘hell’ or ‘damn.’

“The network will permit no programs or announcements that are sordid, obscene, or profane, either in the programming. In applying these principles Columbia has taken affirmative steps to ensure that its program material is suitable for mixed audiences of people of various ages and tastes. We have always considered radio is a guest in the home and must not abuse its privileges.”

According to Charles Barry, Eastern program manager of the BLUE, the network realizes that in entertaining large groups of men, the natural tendency for comedians is to sharpen up the lines. Fortunately, in the case of the two BLUE programs for Army camps, Coca Cola’s Victory Parade of spot-light bands and Hall Bros. Meet Your Navy, broadcast from Great Lakes Naval Training Station, the BLUE has not come up against the problem. If it does, he said the BLUE “will hold to the standards of good taste and does not intend to deviate therefrom.”

Marlin Cancels

MARLIN FIREARMS Co., New York (razor blades), will cancel all spot advertising, effective Feb. 1, due to a cut in the company’s steel allotments, and because the flow of steel blades to service men has reduced the civilian supply. Marlin will definitely return to the air at a later date, however, according to a spokesman of Craven & Hedrick, New York agency. Company has been using spot announcements and participations on approximately 60 stations nationally [BROADCASTING, Oct. 5].

Knox Butter Stretchler

TO PROMOTE special “butter-mix” formula, Knox Gelatine Co., Johnstown, N. Y., has been using participations on women’s programs since the first of the year. Announcements have been placed on Marjorie Mills’ program in New England; Mary McBride in the West on WEAP, New York; June Baker on WGN, Chicago; KJBS, San Francisco, and KFI and KHJ, Los Angeles. Agencies are Kenyon & Eckhardt, New York.

Harlow to BMI Post

CREATION of a program and music relations department of BMI to assist program managers has been announced by M. E. Young, vice-president and general manager. New department will be headed by Roy Harlow, former vice-president and program director of the Yankee and Colonial networks, and part-time operator of his own agency in New England. More recently Mr. Harlow has been Massachusetts state organization officer for OPA.

Mr. Harlow

San-Nap-Pak on NBC

SAN-NAP-PAK MFG. Co., New York, on Feb. 21 will take over 52-week sponsorship on NBC of quiz program What’s My Name?, formerly sponsored on Mutual by Standard Brands, New York, for Fleischmann’s yeast. Nail polish manufacturer last heard June 30, 1942, when Standard Brands discontinued it at the end of a 26-week contract. The new sponsor will promote its Lydia Gray cleansing treatments on the show, Sundays 10-30-11 p.m., using 13 NBC stations. Arlene Francis and Budd Hulick will again be in charge of the quiz sessions. Agency is Glow Co., New York.

Exporters Expand Time

INCREASED USE of radio advertising is anticipated on the part of U. S. exporters during 1945, according to a preliminary report based on a survey by the Office of Coordinator of Inter-American Affairs and the Dept. of Commerce. U. S. export advertising in the other American Republics will show a definite increase this year over the 1944 level, but rate increases may force some North American advertisers to reduce space in Latin-American newspapers. “Manufacturers are expected to utilize local radio stations to a greater extent than ever before,” reported the Dept., “for the first time, the report adds.

WJW Rehearing Is Ordered by FCC

NBC Petition Is Granted in Removal to Cleveland

IN AN ACTION that occurred as a consequence of the original grant, the FCC last Wednesday granted the petition of NBC, as licensee of KOA, Denver, for a hearing on the application of WJW, Akron, for removal to Cleveland, where it would become a BLUE Network outlet on the 850 kc. channel. The Commission on Dec. 4 had denied a request to make the move, duplicating on the 850 kc. channel, where KOA is dominant station.

The Commission said it had adopted an order granting the petition for rehearing filed by NBC and directed against the WJW grant to change frequency from 1240 kc. to 850 kc. and increase its power from 250 watts to 5600 watts. The case is assigned to a site 13 miles nearer Cleveland and removal of studios from Akron to Cleveland, which would be expected to affect a Cleveland outlet. It previously had been announced that the station, now on MBS, would join the BLUE.

Stay Order Denied

The Commission simultaneously denied a request for a stay order without prejudice to the Commission’s right to renew the request if WJW should seek authority for actual operation on the frequency involved in the hearing. It was expected the rehearing would be expedited. It also was reported that WJW would proceed with its construction of the new transmitter at the new location at its own risk and without awaiting final FCC adjudication.

The Commission’s original decision, issued Dec. 2 but not announced until Dec. 4, tended to duplicate the legal situation surrounding the breakdown of the 850 kc. clear channel, on which WHDH, Boston, had been granted overexposure test of KOA, and on which WJW was authorized to operate. Last February the U. S. Court of Appeals for the District of Columbia reversed the FCC’s decision in the WHDH case, but the Commission since has taken the case to the Supreme Court. William J. Dempsey, former FCC general counsel, is acting as FCC special counsel.

Last January, WJW, owned by Bill O’Neill, son of the president of the General Tire & Rubber Co., was authorized to operate on 850 kc. for primary service in Cleveland. Subsequently, it applied for removal to the location 14 miles closer to Cleveland, which the FCC granted, but the owners disagreed. Craven dissented from the original grant, on the ground that it would degrade clear channel operation. There also was complaint that the grant was not in accord with the full spirit of the April 27 equipment freeze order, although it was said at the Commission that very little new material would be required.
EARLY EVENING
MERCHANDISE-ABLE
AREA*

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WLW
The Nation's Most Merchandise-able Station

*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 32 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.
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Price $7.50

Ratings
Filament Voltage, 5 volts
Filament Current, 7.5 amperes
Peak Inverse Voltage, 10,000 volts, max.
Peak Plate Current, 5 amperes, max.
Average Plate Current, 1.25 amperes, max.

* for condenser-mercury temperature of 20-60° C.

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Adoption of a special alloy for the cathode base has yielded materially increased emission with correspondingly low tube drop which, in turn, has resulted in greatly improved shelf and operating life. Thermal efficiency has been greatly increased, and, therefore, the tube will withstand higher surge currents without sputtering of the cathode coating—an important factor in increasing life.

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