If you are selling today, WOR should be selling for you in each of these 16 great war-active cities of more than 100,000 people each...

BRIDGEPORT, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK CITY
JERSEY CITY, N. J.
PATERSON, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATERBURY, CONN.
HARTFORD, CONN.

May we tell you how simply, profitably, quickly this can be done? Our address is...

WOR

—that power-full station
at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
LETTERS BEFORE DAWN!

“It’s three o’clock in the morning” ... and the Bunkhouse Jamboree takes the air on WLS, 3 to 5 A. M. ¶ For one week, six days, we offered a tobacco sample on this pre-dawn program. We received 10,176 requests! From all 48 states, Canada, Hawaii and the District of Columbia! To receive samples listeners were required to give their occupation ... and we received mail from factory workers, soldiers, farmers, students, police and others. ¶ This breakdown gives a good picture of the WLS audience—made up of working families, people with money to spend. And it’s another in a long series of advertising successes to prove once again that WLS Gets Results!

JOHN BLAIR & COMPANY
CHICAGO
REPRESENTED BY
MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK — KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL
ITS acorn, WNAC, planted over a generation ago, took root firmly in the fertile New England soil and grew sturdily. Strong branches appeared and spread widely until the tree figuratively covered the expanse of six states.

Remember, this is not a group of conveniently hooked up stations for makeshift accommodation; but 21 stations with a ready-made network audience, each station enjoying the loyalty and good will that New Englanders reserve for friends of long standing.

Consider this stability and what it means in established acceptance, grown solid and substantial through the years.

It isn’t the time to experiment with half way measures of unknown facilities ... it’s a time for all-out a-c-t-i-o-n—everywhere!

The Yankee Network is the only combination that can give you this all New England, sales-resulting coverage, more essential in 1943 than ever before.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.  EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Barber Jones has business to attend to... 

He's gone to buy up time on KFAB... 

Nowadays, when a good spot opens up on KFAB, there's no time to waste. Outstandingly productive in normal times, KFAB is a gold mine today, when farm men and women are spending the largest income in their history. This income is doubled and tripled by the cycle of its spending... from farmer to merchant to grocer to farmer, ad infinitum. KFAB governs the buying habits throughout the farm areas of Nebraska and neighboring states. Its listeners buy what KFAB recommends. And they'll buy the things you sell, if they hear your message over this station.
Every week between 2,500 and 3,000 loyal WSM listeners come to Nashville's War Memorial auditorium to see their favorite stars and their favorite program—the Grand Ole Opry. From miles around they throng into the Grand Ole Opry Auditorium. 136,000 of them paid $40,000.00 in admissions during the past year to see this unique and original show.

Week in and week out this regular audience is a premium that you get FREE when you buy a slice of the world's most famous show of its kind.

And besides these thousands, millions more in two million radio homes are bending an interested ear to their receiving sets—listening to the program that (according to a recent survey) 5 out of 6 persons prefer to any other Saturday night show. This is the Grand Ole Opry audience!

HARRY L. STONE, Gen'l Mgr.

NASHVILLE, TENNESSEE
So Mrs. Mullane
TOOK THE CONSEQUENCES...

YOU’VE undoubtedly heard the story of Mrs. Dennis Mullane, the Staten Island lady who muffed a question on Ralph Edwards’ “Truth or Consequences” show on NBC the other Saturday night and

3. IT WAS RALPH EDWARDS’ TURN to take the consequences. Special office space was rented—200 clerks, working on 24-hour swing shift, were hired to handle the mail which averaged 30,000 letters daily, and bore post-marks from every State in the Union and from Canada. And they're still coming!

4. HERE IS 17-YEAR OLD HAROLD MULLANE, brought from camp Le Jeun, North Carolina, on the air with his mother and Ralph Edwards the following Saturday with some of the 300,000 pennies the young Marine received.
ON A RECENT SATURDAY NIGHT on Procter & Gamble’s “Truth or Consequences,” Master of Ceremonies Ralph Edwards told Mrs. Dennis Mullane “We are going to ask every person listening to put a penny in an envelope and mail it to you. You are to take the pennies to the bank and buy War Bonds for your son, Harold, enlisted in the Marines . . .”

promptly became the focal point for an avalanche of pennies from every State in the Union. If not, a quick left-to-right on the surrounding photo captions will bring you up to date.

Everybody, you’ll admit, has been very nice to Mrs. Mullane.

But what does it all mean to advertisers—especially those who are looking for the one best way to do the great variety of selling and public relations jobs necessary in days like these?

It means just two things:

1. Radio

2. NBC, The Network Most People Listen To Most!

This is the NATIONAL BROADCASTING COMPANY
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

NATHAN LORD
MANAGER, WAVE, LOUISVILLE

TAKE a look at them clear calm eyes, gents, and you'll see why Nate Lord is a good hunter, a good friend and a good station manager as well. Thinking back over our eight years’ personal experience with him, we can safely say it's a rare pheasant, friend or customer that ever gets away, once Nate has drawn a bead! That's shootin', stranger!

Be that as it may, Nate Lord is in many ways fairly typical of all the station managers we work for, here at F&P. Not all of them hunt, but every one of them, without exception, represents good station management and therefore a good station. Some feature great power and widespread audiences—some do an intensive job on concentrated metropolitan audiences. Some go in strongest for merchandising, or for mail pull, or for farm coverage, or for urbanites exclusively. But whatever their specialties, every one of our F&P stations is a leader in its community, and a leader in its industry. That's the only kind of station we work for, here in this group of pioneer radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

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BROADCASTING • Broadcast Advertising
Appointed by Cox; Rayburn Saves Budget

SAVED FROM possible loss of its entire appropriation by the spectacular intervention of Speaker Rayburn on the House floor last Wednesday, the FCC has received renewed evidence of the rough sledding it is destined to encounter in Congress this session.

Following House action approving its reduced appropriation for the 1944 fiscal year, but only after heated debate proposing withholding of the entire fund, Chairman E. C. Cox (D-Ok.), of the House Select Committee to investigate the FCC, last Friday announced appointment of Eugene L. Garey, well-known New York attorney, as chief counsel and head of the investigating staff. An initial fund of $60,000 was approved by the House last Thursday for the committee.

"Mr. Garey is an eminent lawyer of great ability and high standing and will do his work without any prejudice or predilections and with the single purpose of constructive service in the public interest," said Chairman Cox in announcing the attorney's appointment. "The Committee deems itself fortunate in having Mr. Garey connected with the investigation."

Weeks May Be Assistant

The 51-year-old New York attorney, described by friends and associates as a "fighting lawyer," will devote his entire time to the inquiry, expected to get under way by mid-March. Senior member of the New York law firm of Garey, Desvernine & Garey, the attorney has specialized in trial work and is experienced in administrative law.

Selected from a field of several lawyers highly recommended to the committee, Mr. Garey was to be in Washington this week to set up an organization. In addition to a staff of legal assistants, he also will have an investigating staff to ferret out matters incident to the inquiry, which will cover activities of the FCC since its formation in 1934 and the stewardship of its members, past and present. The name of John Wesley Weeks, former principal attorney in the FCC's broadcast section, was mentioned as one of Mr. Garey's possible aides. Mr. Weeks, a native of Decatur, Ga., was with the FCC and the former Radio Commission from July 1, 1933, until May 22, 1935, when he resigned to return to his law practice.

There is no present intention of broadening the scope of the inquiry to include the industry, though discounting reports to this end have been heard, particularly in the light of stories that certain elements were seeking to block the inquiry. Main target of the investigation is FCC Chairman James Lawrence Fly, who has feuded with Chairman Cox, largely over accusations that the Georgian improperly had represented radio station WALB, Albany, Ga., and had accepted a $2,500 fee.

Rayburn Leaves Rostrum

The FCC's close call with extinction came on the floor of the House last Wednesday during consideration of the Independent Offices Appropriation Bill. Striking out of the entire appropriation of $7,609,000 for the FCC was proposed by Rep. Case (R-S.D.), a member of the Independent Offices subcommittee, who had pointed out that general dispute over the FCC's functions warranted withholding of the fund until the Cox committee completed its work.

Before the melee was over, a dozen members of the House had participated, including Rep. Cox. It was only after an "appeal to reason" by Speaker Rayburn, who for the first time this session left the rostrum to address the House, that the FCC's appropriation was safe. By a vote of 162 to 87, the motion to strike the FCC appropriation from the bill was rejected.

No words were minced in the debate last Monday and again on Wednesday. Rep. Woodrum (D-Ok.), chairman of the appropriations committee, strongly defended the appropriation, pointing out that the budget request had been cut by $480,000, largely because of duplication with functions of the military agencies, and that other cuts could be made after the Cox inquiry or after the appropriations committee investigators, authorised only this session, have thoroughly examined the Commission's functions and personnel.

Smith Committee Named

Reference also was made to the recently created seven-man committee to be headed by Rep. Smith (D-Va.) to curb so-called "bureaucratic" agencies and which likely will inquire into FCC operations [BROADCASTING, Feb. 15].

Appointment of the Select Smith Committee was announced by Speaker Rayburn last Thursday. It includes, in addition to Chairman Smith, Voorhis, Cal, Delaney, N. Y., and Peterson, Ga., Democrats; and Harris and needs of all Government.

EUGENE L. GAREY

Schenley Plans
With the Cresta Blanca Carniva-
val already on MBS and Alec Tem-
pleton Time starting March 1 on
the BLUE for Dubbonet wine, Schenley Distillers, which recently
purchased Roma Wine Co., Fresno,
Ca., is expected to promote Roma
wines on CBS Thursdays, 8-8:30
p.m. starting about March 4. No
confirmation of this schedule was
forthcoming from Schenley or McCann-Erickson, agency in charge.

Also slated for April is a weekly
institutional series of news
programs, featuring Joseph C.
Harsch, of the Christian Science
Monitor, under sponsorship of E.
F. Goodrich Rubber Co., Akron.
No confirmation of the series could
be obtained from network or agency
last week but the show is under-
stood to be starting March 8 or 15
in the 8:55-7 p.m. period. Agency
is BBDO, New York.

M-G-M Rumors
Reports were circulating last week,
after P & G had signed for the
former Amos 'n Andy spot on CBS,
that the comedy team might be
taken by Metro-Goldwyn-Mayer
in the fall on CBS, or on the full
BLUE at 7-7:15 p.m. plus WNL,
Cincinnati, and WNY, New York, sta-
tion owned by M-G-M. P & G had
also been named among the pos-
sible sponsors of the program, but
this appears unlikely with the
announcement of the new P & G my-
sery show. M-G-M agency is Don-
ahue & Coe, New York.

NAB May Cancel Convention;
Radio War Session Proposed

Board Meeting Agenda This Week to Include
Cox Inquiry, Music, Manpower Problems

PROPOSAL that the NAB cancel
its annual conventions for the dur-
ation and that a compact, fast-
moving "radio war conference" be
held in later April or early May.
In lieu of this year's convention
will be considered by the NAB
Board at its meeting in New York
Thursday. Friday.

Since New Orleans definitely is
out of the picture as the conven-
tion city, by virtue of withdrawal of
its formal invitation, and with the
declaration of the Office of Defense
Transportation that regular con-
ventions be discouraged, it ap-
peared likely that the board either
would approve the "war confer-
ence" proposal or cancel the con-
vention altogether.

The war conference, which would
be stripped of customary banquets,
displays and other convention frills,
might be packed into two days,
either in New York or Chicago.
Key Government officials identified
with the war program and with
radio would be asked to participate.

HONORING Burridge D. Butler, chairman of the board of KOY, Phoenix,
Ariz., (2d from left) at a luncheon on his 75th birthday recently were
C. A. French (1), publisher of the Holland, Mich. Sentinel and City News,
who have worked of his first newspaper jobs many years ago, Donald
Thornburgh, vice-president of CBS Los Angeles (2d from right);
and Harold A. Safford, manager of KOY (r). Mr. Butler also is president
of WLS, Chicago, and is one of the broadcasting industry's pioneer figures.
Recorders, AFM Fail to Reach Settlement

Legal Entanglements Stymie Petriillo Plan; War Time Problems a Factor

SEVERAL weeks may elapse before any substantial basis for discussion of the AFM recording strike is reached, it appeared evident last Friday after transcriptionists and recorders had deliberated all week in an effort to meet the "fixed fee" ultimate of AFM President James C. Petriillo and his international board.

After the recording group, representing the principal phonograph record and transcription companies, had failed to work out a proposition, based on the abstract AFM formula, they notified AFM last Thursday that the formal answer might not be available for several days. Mr. Petriillo promptly dispersed his board, which had met with the group the preceding Monday. Indications were that another meeting would not be held for some time.

Subcommittees Named

Perplexed as to how they can negotiate with AFM on a fixed fee basis and the effect it is having on a war footing, the face of wartime manpower and economic problems, the recording industry group was impelled to postpone negotiations with the AFM Board, which had been set for Thursday. While the negotiations are not regarded as stalemate, the novel proposal of the AFM board, based on established labor procedures, posed so many unique legal and operating problems that the recording industry felt extreme caution should be exercised.

After a half-dozen meetings, during which much midnight oil was burned, the transcribers were to meet again today (Feb. 22) and tomorrow in the hope of completing a counter-proposal. Several subcommittees were formed. Since AFM announced the plan on Feb. 12 [BROADCASTING, Feb. 15], it is believed, at least for fees to be paid by the manufacturers and distributors of music into a union unemployement fund, the recording groups have been in almost unbroken conference with their attorneys.

While radio itself was not directly covered for additional royalties, it was pointed out that the effect of payment by transcription companies of royalties covering library services obviously would be felt by the broadcasting industry.

It was clear that the recording industry proposed to present a "united front". At the Monday meeting—the only one held with Mr. Petriillo and the AFM Board—17 trade executives and their lawyers attended the meeting, but, however, was not represented. The meeting was described as "friendly" by the AFM president, who commented that it "seemed like the men want to make a settlement."


At the initial meeting Feb. 15, Mr. Petriillo said he would not state his dollar demands until the recording union adopts a fair basis, principle of a contribution directly by them to the union to relieve unemployment, increase cultural interest in music and give free concerts. If a royalty of one-cent per record were established, based on last year's phonograph record sales, the tribute to that fund would total $1,500,000. That would be aside from royalties sought for transcription, jube-boxes and wired music. The AFM president stated at his news conference that he had not mentioned how a jube-box provision could be enforced.

NAB Recalls Statements

While Mr. Petriillo said he had no fight with radio, NAB, in a bulletin to its membership last Friday, pointed out that the AFM president's original statements last summer, preparatory to the Aug. 1 ban on recordings, were the recording companies had to find a way "to keep the records out of radio stations". Moreover, reference was made to statements by Mr. Petriillo and a counsel Joseph Padway before the Senate Clerk Probe Committee, wherein claims were made against radio as having caused unemployment among musicians. In that way, NAB cited, suggested that 20,000 to 60,000 musicians should be employed by radio.

NAB pointed out that so far as transcription companies are concerned, "Mr. Petriillo acknowledges that no charge should be made on commercial transcriptions which are played only once, but he will not remove his ban on such transcriptions unless transcription companies assede to all of his demands."

Pointing out that he seeks from the transcription companies a percentage of the rental on library services, NAB said that if his demands were acceded to "it is conceivable that the broadcasting industry might be faced with increased cost of library services."

Listed as among the companies involved in the settlement negotiations are these:

1. Columbia Recordings, Inc.
2. Decca Records, Inc.
3. Muzak Transcriptions, Inc.
5. World Broadcasting System
6. NBC
7. CBS
8. Mutual
9. Vitaphone
10. Melotone

Trial Ordered in Second AFM Suit by Federal Judge Barnes

THE GOVERNMENT'S second anti-trust suit against James C. Petriillo and the AFM was much alive last week when Judge John P. Barnes of the Chicago Federal District Court on Wednesday decided to allow the case to come to trial after studying briefs and hearing oral arguments four weeks ago by both Plaintiff Arnold Assistant Attorney General, and Joseph A. Padway, counsel for the AFM, on the union's motion to dismiss the case.

Judge Barnes, in a four-page written memorandum, ruled that he was deferring a decision on the motion to dismiss since it would be necessary, he stated, to hear the complete evidence on both the anti-trust and the copyright issues in order to determine whether the suit should be dismissed or whether the union is guilty of anti-trust practices. "The court is inclined to the view," he stated, "that the complaint raises issues neither raised nor ruled upon in the earlier case."

Judge Barnes' ruling follows by two days the Supreme Court decision upholding his previous opinion in the earlier Government anti-trust suit when he held that the case involved a labor dispute and therefore could not be brought under the anti-trust statute.

However, in the second suit now before Judge Barnes, the Dept. of Justice in an amended complaint charges that Petriillo is seeking, through the recording ban, to destroy the 500 independent radio stations who depend on transcribed and recorded music for a large part of their programming, an allegation not made in the original complaint. In an oral plea before Judge Barnes on Jan. 25 [BROADCASTING, Feb. 1], Mr. Padway, asking a dismissal of the sec- (Continued on page 18)

ASCAP Suit Dismissed;
Second Action Pending

JUDGE ARON STEUR of New York Supreme Court last week granted Petriillo's motion to dismiss the action brought by Denton and Haskins Corp. and Geri Music Corp. to obtain a declaratory judgment against ASCAP. The motion had been argued by Louis D. Frohlich of Schwartz & Frohlich, A. P. L. O. counsel at the time, and the declaratory judgment was necessary.

Decision by Judge Steur follows completion for the second time of affidavits against ASCAP in January [BROADCASTING, Jan. 25], at which time two suits were filed to determine the relationship of public performance rights in musical compositions in 1951, following expiration of current contracts assigning the rights to ASCAP.

The second suit, filed by the same plaintiffs in conjunction with Genes Whiting, an ASCAP writer member, demands an accounting of financial transactions since ASCAP was organized in 1914. Last week the defendants were given until March 8 to file replies.

Paine to Coast

JOHN G. PAINE, general manager of NBC, flew out of New York last week for Hollywood to arrange for the semi-annual meeting of West Coast members of the society, to he held at the Beverly-Wilshire Hotel. The semi-annual meeting in the East will probably take place the last week of March in New York after ASCAP members have sent in their votes for eight directors whose terms on the ASCAP board expire April 1.
IN BETWEEN SESSIONS of the traveling NBC war clinic, participants took time out for some informal chatter, as evidenced here at the Chicago meeting held recently at the Drake Hotel. Conferences with NBC President Niles Trammell are: Standing (1 to r) W. S. Hedges, vice-president in charge of stations; Stanley E. Hubbard, KSTP, St. Paul; and B. J. Palmer, WHO, Des Moines. Seated, Walter J. Damm, WMJ, Milwaukee; Dean Fitzer, WDAF, Kansas City; Mr. Trammell, and George M. Burnside, KSD, St. Louis. The group discussed war operating problems. NBC officials assured broadcasters the network would discourage future "teaser" campaigns such as the recent jingle used by American Tobacco Co. to build up new All-Time Hit Parade.

McNutt Holds Back Release Of Guide on 48-Hour Week

Official Regulations May Not Appear Until Late This Week: Flexibility Predicted

NO OFFICIAL information was available last week to give reliable answers to questions arising every where over the position of broadcasters in 32 critical labor areas under the President's order establishing "a minimum work week of 45 hours".

The best unofficial word, however, was that the detailed regulations, when finally issued, will be flexible and that business organizations which are unable to decrease their working force by lengthening the workweek will be able to exempt from the order.

Rules Delayed

Despite WMC Chief Paul McNutt's promise that the rules would be ready "in two or three days", they were still in the snare of the Commission's legal machinery when Broadcasting went to press. Indications are that they will not be available to accommodate instances where they would work a handicap. He would not reveal any details of the forthcoming rules, but repeated that WMC expected industry to go on 48 hours wherever possible.

A report late last week said that Mr. McNutt had signed a final draft of the rules and that they were already being sent to WMC regional directors. This report was later denied, and WMC revealed the rules had been recalled for further alterations.

Disappointment over this development was expressed by NAB officials who had called a meeting of the Labor Committee to discuss the regulations in Washington Feb. 23. The meeting will be held despite the developments, but NAB hopes to have enough information at that time to clarify the broadcaster's position.

Some opposition to application of the 48-hour week in radio was heard both from station managers and officials of the IBEW. One IBEW representative pointed out that where stations used small technical staffs, no saving in manpower could be expected.

"The only solution to radio's shortage of technicians is to train more technicians from non-draftable groups," this IBEW spokesman said. He added that an industry-wide 48-hour week for technicians might save some labor, but would only be a partial solution.

Overtime Plan

Among the provisions that well informed Washington sources predict are:

- All business organizations employing eight or less will be exempt.

Overtime will be paid at straight time for firms not under the Wage & Hour Act, and time-and-a-half for those under the act. (Commissioner McNutt explained there is no provision for time-and-a-half for firms in interstate commerce.)

Hiring will be through WMC regional offices, and firms will have to show compliance with or exceptions to the 48-hour week before recruiting new help.

All these suggestions, nevertheless, were tentative, and no definite rules should be anticipated before the official interpretations are issued.
TIED FOR

AT IN BOSTON
From 8:30 a.m. to 9 a.m.

PERCENTAGE
OF LISTENERS . . . . . . . . . . . . . . . . 27.5%

According to the Hooper "Continuing Measurement of Radio Listening" report (June 15th through Sept. 1942) of seven Boston stations.

THIS is the story of an independent radio station that is doing a single-handed job in Boston . . . a station that by sheer popularity, and without benefit of network, is a major factor in this market. WORL is the station to watch . . . WORL is the station to use. It's "Boston's Best Buy."

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"
CAB Reviews Radio's Fourth War Year

Would Set Rates For Time On All Outlets

REVISION of the existing rate structure practiced by radio stations, election of officers and war coordination in the Government's use of radio highlighted the three-day session conducted by the Canadian Broadcasters' Assn. in Toronto, beginning last Monday.

Glen Bannerman, C A B president, reviewed the advertising prosperity of 1942 even in the face of reduced local dealer inventories. He explained this in part by describing the energetic sales promotion of many stations which produced new sources and new types of sponsorship. In the national field, he looked to continued increase of Government purchase of time.

Mr. Bannerman also reported that manpower demands on the industry were being carefully studied in collaboration with interested Government agencies.

Standardize Rates

The CAB decided after lengthy discussions to standardize rates for all member stations on all times except spot announcements and flashes; to discuss possibility of setting up a judiciary committee composed of CAB, Canadian Broadcasting Corp. and a neutral chairman similar to the Canadian Railway Commission; to tell Canadian listeners about privately-owned stations through a station-break publicity campaign, to keep the same monthly fees based on twice the half-hourly rate; to oppose a CAB sponsored school for announcers; to adopt a broadcasters code.

As the result of a Canadian Gallup poll held some months ago in which, through question phrasing, over 50% of the public favored government regulation of radio broadcasting, it was decided that the privately-owned stations had not sufficiently identified themselves with the listening public as being apart from the CBC network system. It was resolved that the CAB member stations pledge themselves to explain their work and problems.

A report was heard from Cy Langlois of Lang-Worth Productions on meetings held in New York Monday and Tuesday with Petrillo and APF. The broadcasters were told that most likely the transcription problem would not be settled for some months.

Also discussed were a report on the 1942 Parliamentary Committee of Enquiry in Radio Broadcasting, the work of the national radio committee on government advertising, new CBC transcription regulations, the advantages of Canadian broadcast, the agenda of the CAB convention at Toronto. Seated (1) Bannerman, Washington; (2) Avery, NAB, Washington; (3) Bannerman, president, Toronto; (4) Miller, NAB president, Washington; (5) Woolley, NBC, New York. Standing, Jack Treacy, NBC, New York; H. C. Rice, WGR-WKBW, Buffalo; W. B. Parsons, NBC, New York; Joyce, CKAC, Montreal; Carl Ayers, Ruthrauff & Ryan, New York; Harry Sedgwick, CFRB, Toronto. Many broadcasters from the United States attended the sessions in Toronto.
People are moving into Detroit! Even an alert Board of Commerce finds it difficult to keep count. But, this we know: Detroit leads all major cities of the nation in percentage of increase in population during the past two years.

These newcomers (more than 300,000 of them) would have emptied the state of Delaware. Or cleared the city of Denver. Or left Dallas a ghost town. But, they have come from everywhere. Come to build the tanks and guns. Come to make every hour a productive hour.

No routine radio schedules could serve these men and women. That is why WJR is on the air twenty-four hours a day. Why there are newscasts every hour of the night. Why the name band swinging for dancers in Hollywood is piped in for the pleasure of the swing shift at the war plants.

Detroit is not leading a normal life these days. It is working 'round the clock. It is fighting a war. And so is WJR.
Two More States Abolish War Time

Radio’s Headaches Grow As Others Plan Action

INNUMERABLE headaches for radio as well as a threat to the nation’s war production loomed last week as two more States abolished War Saving Time, while three others had similar legislation under consideration.

Disregarding fervent pleas of War Production Chief Donald M. Nelson [BROADCASTING, Feb. 8], the Legislatures of Michigan and Ohio passed measures to turn back the clock one hour. Michigan’s bill officially placed the State on Central War Time, which corresponds to normal Eastern Standard Time, while Ohio’s legislation placed the Buckeye State on Eastern Standard Time.

Ohio Cities Bulk

Even after the Ohio Legislature passed the bill, Gov. John W. Bricker was besieged with a wave of protests from the urban centers urging him to veto the measure. Despite these protests, Gov. Bricker signed the bill into law late Wednesday, with the statement that the time change would “help the agricultural situation. Several large manufacturing plants engaged in war production are located in Ohio.

Further complicating Ohio’s problem was the declaration of at least 25 cities that their communities would continue to observe Eastern War Time. The Ohio Eastern Standard Time became effective Feb. 21.

Detroit last week voted 2-1 to remain on Eastern War Time after the Michigan Central War Time became effective Feb. 15. Mr. Nelson had appealed also to the Detroit City Council to keep that city on Federal Time.

Michigan generally was thrown into confusion over the change, with most of the western part of the State going on Central Time and the manufacturing centers holding out for Federal time. Radio schedules were reshuffled in many instances, as broadcasters worked far into the nights to straighten out entanglements involving both commercial and sustaining programs.

A telephoned inquiry from a Michigan broadcaster to the WPB asked whether his station should operate under Federal time or under Michigan time. The wire was referred to the FCC.

Rosel H. Hyde, assistant general counsel of the FCC, commented on the problem of stations operating on limited time are authorized by the FCC to broadcast certain hours under Federal time. Those stations cannot operate under hours other than Federal time without violating the terms of their licenses.

Another headache facing the industry is the potential loss of revenue which will result in abolishing an hour of Class A time, the most lucrative of radio’s salable hours. Class A time generally begins at 6 p.m., with much lower rates in the bracket between 5 and 6 p.m.

Hardship Faced

With both network affiliates and independents confronted by reduced revenue by the mandatory change in time, untold hardship is faced by many broadcasters, already financially pressed to the point of suspending operations. Six stations have suspended since last fall, and Chairman James Lawrence Fly of the FCC has been in conference with network officials in an effort to work out some feasible plan to save further curtailment due to loss revenue (see page 58).

Georgia began the move to abolish War Saving Time by legislating that State into the Central War Time Zone [BROADCASTING, Feb. 1]. Since then, however, several individual cities have elected to remain on Federal time, placing that State in confusion.

Meantime the legislatures of Indiana, Oklahoma and Kansas have under consideration measures to abolish War Time, according to WPB officials. Although Chairman Nelson plans no official action, it is evident the matter is before the country at large that the WPB is unalterably opposed to anything but universal Federal time, as established by Congress a year ago.

Inasmuch as War Time was set up by Congressional Act, all Federal agencies and interstate commerce will continue to operate on Federal time, regardless of what the individual States may do, it was pointed out. Postoffices and transportation lines operating interstate will continue to be guided by Federal War Saving Time, which will further complicate the situation in the States which abolish it.

FDR’s Crossley 67

PRESIDENT ROOSEVELT’S speech on Allied war plans, broadcast Feb. 12 on all four networks from the White House Correspondents’ Assn. dinner, was heard by 75% of the radio owners in this country, according to a report issued last week by the Cooperative Analysis of Broadcasting. The talk was broadcast from 9:30-10 p.m.

FIRST anniversary of the Treasury Star Parade was observed last week in Washington with a gathering of Treasury and Allied Record Mfg. Co. executives.

Navy Ruling Hits Institutional Fund

Radio Time Not Includable in Cost-Plus Contracts

RADIO advertising is not a necessary overhead expense in producing war equipment for the Government, the Navy has ruled in disallowing from a cost-plus-contract a charge for a radio program aired by a Michigan motion picture firm on an independent station in that State.

This ruling, it was learned in Washington, is in accord with policies fixed by Chief Donald Nelson and the Comptroller General of the United States.

Mr. Nelson decided some time ago that certain kinds of advertisements of industrial or institutional nature, principally those offering financial support to trade or technical journals, were permissible [BROADCASTING, Oct. 5].

The Army, however, does not allow any general advertising in cost-plus contracts. An offer of the Service of Supply Fiscal Division told Broadcasting that institutional advertising to maintain brand names must be paid from the manufacturer’s commission, or from other funds.

Two Firms Get Awards

TWO electronics plants—Farnsworth Petersen & Radio Corp., Marou- lard, and Colonial Radio Co., Buffalo—are among 36 industrial plants awarded the Army-Navy Production Award, Undersecretary of War Robert P. Patterson and Undersecretary of Navy James V. Forrestal announced last week.

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BROADCASTING • Broadcast Advertising
FROM ATLANTIC CITY TO POUGHKEEPSIE
FROM NEW JERSEY TO RHODE ISLAND
THE EASIEST SPOT TO FIND IS

WMCA
FIRST ON NEW YORK'S DIAL
570 kc.
America's Leading Independent Station

64 newspapers in this area regularly list WMCA programs . . . more than twice as many as list the next New York independent station.

REPRESENTATIVE: WEED & COMPANY - CHICAGO - DETROIT - HOLLYWOOD - BOSTON
Atlantic's minor league schedule has been held up by uncertainty over plans for continuation of minor league baseball. At the present time, Atlantic has taken the option on its three-year Eastern League contract, and is dealing with individual teams instead of accepting a blanket contract with the league. At the same time, Eastern League broadcasts in Wilkes-Barre, Williamsport, and Elmira, but has made no arrangement with Binghamton, Albany, Hartford or Springfield.
Big Aggie Says:

**VICTORY WILL SCATTER THE OKIES**

Dozens of alert national advertisers agree that it's a sound investment to spend their advertising dollars out here where there's plenty of money now and where radio listeners will continue to do business, after Victory, at the same old stand.

Food produced on the nearly half million farms in the WNAX area will win the war... and win the peace. These farms are our defense plants. They are equally important as those manufacturing guns, airplanes and ammunition.

There is one important difference between farmers producing food and the hundreds of hard working Americans employed in defense areas. Farmers will continue to produce foodstuffs... long after Hitler and Hirohito sign on the dotted line.

WNAX listeners are here to stay. Nearly 4,000,000 people (81% rural) make their homes in the WNAX primary area and when peace comes they'll still be home... still buying your product.

Your product is needed here now. And with a $1,500,000,000.00 increase in farm income, there's more than ample money with which to buy it. The selling investment you make here today will bring tomorrow's dividends... free from the gamble of shifting markets, free from the uncertainty of post-war reorganization.

**OKIES** A worker who migrates... maybe to a defense area.
FM Anniversary
FOURTH anniversary of FM Broadcasters Inc., was observed Feb. 15, with expansion activities of high-fidelity stations stalled under the equipment freeze. FM Broadcasters Inc. said in a statement last week "the actual anniversary was Jan. 29, but we didn't get around to mentioning it until now." Statement predicted that 1945 would be a big year for FM.

Here's Mud on Your Boots!
You've got to have mud on your boots to do a real selling job to listeners like these. They can spot phoney farm talk and insincerity a mile away. Here at WIBW we do have mud on our boots. It's reflected in our programs and in our speech. But, these 678,400 farms homes in our territory are the most loyal, responsive group that any advertiser could ask for ... simply because they know that we're one of them. Let us prove it on a profit-to-you basis. Here's success to your sales program throughout Kansas and adjoining states with WIBW mud on your boots.

OWI TIPS FOR RADIO WRITERS
Cautions Against Tying Commercial Plugs to War Effort, Citing Examples

Radio's wartime job is to explain and instruct, according to the Office of War Information, and to help the industry do that job the OWI Domestic Radio Bureau has issued a 16-page booklet of suggestions When Radio Writes For War.

Douglas Meservey, acting chief of the Radio Bureau, in releasing the booklet, emphasized that it contains "suggestions—not regulations". "We have no desire to be censors, no desire to tell writers what they should say," the preface advises. "We want only to point out—in accordance with the wish of these writers themselves—some of the common errors that often cause listener confusion."

Urging writers to fortify themselves with all facts of any subject the booklet cautions that "radio must present the war and its problems in true proportions, observing always the tenets of good taste."

Playing up the United States and belittling other United Nations is frowned on. Use of superlatives and catch-phrases to emphasize individual points such as those pertaining to War Bonds, food distribution and so on, is discouraged. Each is a part of the overall campaign for victory. Calling every new campaign a "second front" also is bad, according to OWI.

Horror stuff on the air is not good taste, says OWI. Care should be exercised in placing war messages on all types of programs, it is suggested. They shouldn't be so mixed with comedy as to be lost in the gag; neither should a guttural voice come in with "Stop, in the name of the Third Reich" and pretend to take over the station. That type of copy gives the listener a sense of being duped, cautions OWI.

"In our judgment it is poor taste to tie commercial plugs in with war messages," comments OWI. "Listeners lose confidence, not only in the message but also..."

As a "horrible example" of what not to do, OWI cites a slogan "flaunted by the maker of a hair-removal cream"—"For a nation under arms, watch your underskirts." The OWI also abhors commercials that urge women to feed their war-worker husbands certain cereals so they can "help win the war."

Writers are urged to clear their scripts with proper Government agencies—not for censorship purposes, but to be sure they have facts correctly stated. Explaining that clearance is "not censorship" the OWI concludes: "The Domestic Radio Bureau of the OWI at Washington or any of its regional offices throughout the country will be glad to give you advice."

Pronunciation Guide
SO POPULAR was the first guide book of recommended pronunciations for CBS announcers and newscasters published last August, a revised edition brought up to date has been released by the network to go to all CBS affiliates, including Canadian outlets, as well as to the BBC. Prepared by W. Cabell Greet, CBS speech consultant and associate professor at Barnard College, the 380-page guide entitled "War Words" contains over 4,000 war words, names and place. It is published by Columbia U. Press ($1.50).
There's a reason why WDOD is the choice of time buyers everywhere. Now in its 18th year, this pioneer radio station is enjoying the greatest season in its entire history. The chart opposite gives the details of a recent survey that proves WDOD's dominance.

-IT'S WDOD FOR CHATTANOOGA!

"WHAT A MARKET!"

The Sales Management's preferred list of high-spot cities shows Chattanooga not only one of the top markets in Tennessee, but one of the leading markets in the entire nation. Retail sales in the first eight months in 1942 are estimated at 48 percent above the 1939 level. Its actual retail sales for January 1943 represent a larger gain than that of any other Tennessee city.

WDOD 76.9%

Agency and advertiser time buyers have selected WDOD as THE station in Chattanooga. 76.9 percent of all national spot business placed in Chattanooga goes to WDOD. 18.3 percent is awarded Station B and 4.8 percent to Station C.

THE TIME BUYERS' STATION

WDOD CBS FOR CHATTANOOGA, TENN.

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.
BRITISH United Press radio wire clients in Canada are scheduled to receive 34-piece sets of illustrated colored folders, designed to help stations secure additional national and local sponsors for 12 special features on the wire. Multiple sets of the folders are to be given to client radio stations, radio representatives and agencies to call attention to program sponsorship possibilities.

Who's Who
RED COVER replica of Who's Who in America on heavy card stock is distributed by WBBM, Chicago, promoting News Commentator Harlan Eugene Read, whose biography from Who's Who is reprinted in the brochure. Also contained in the promotion piece is a coincidental phone survey on the commentator's programs.

Successful Merch 'Q'
THE REAL 'CUE' to successful merchandising is contained in The Q from WMAQ, new publication of the Chicago station, which was mailed to 15,000 wholesale and retail grocers and druggists. Emmons C. Carlson, advertising and sales promotion manager, NBC Central Division, edits the brochure.

Plugs 'Timekeeper'
ACTIVITIES of Bill Heron, heard as the "Timekeeper" early mornings on WRC, Washington, feature a booklet titled "This is NOT the Story of Peter Rabbit".

Network Stars Exhibit
CONSTRUCTION of display cases to contain 11 x 14 prints of network stars which will be installed in the Westinghouse Building, Fort Wayne, is scheduled to begin shortly. Dick Galbreath, musician of WOWO-WGL, Fort Wayne, is photographing copies of the pictures.

Maps
KDKA, Pittsburgh, has published for distribution to advertisers a brochure containing 10 performance maps describing typical listener response to random sponsored and sustaining shows.

"TINY TABLOID", new fan publication of WHK-WCLE, Cleveland, appears in that city's cars and buses twice-monthly to boost local Mutual and BLUE programs on the station. Next to the "Take One" box, K. K. Hackathorn, sales manager of WHK-WCLE, holds up the car cards used by the station along with the 25,000 copies of the tiny "newspaper" distributed in the current campaign through contract with the Cleveland Railway Adv. Co.

Sales Formulas
ILLUSTRATED with pictures of satisfied advertisers and agency men, with the talent they use for their products, a sales brochure titled "Seven Formulas That Spell Sales in New York", distributed to the industry by R. L. Hutton Jr., WEAF promotion manager, contains the sales histories of seven WEAF sponsors: C. F. Mueller Co., using Don Goddard; Reid's Ice Cream and George F. Putnam; Tenderay Beef and Mary Margaret McBride RCA Victor and Fred Colt's Sounding Board; Old Dutch Coffee and The Spice of Life Program and Horn & Hardart's Children's Hour.

Washington's 'Industries' GOVERNMENT "industries" form the theme of the latest brochure of WJSV, Washington, titled "Look at Industrial Washington". Pullpage illustrations in red and white depict five Government "factories" such as Civil Service Commission, with its 4,000 employees, and the Navy with 46,800, as tall smokestacks superimposed on a picture of the Capitol, with columns of employes in black and white marching from page to page.

Dimes from Hayes
COPY OF Collier's Feb. 20th issue cost radio editors nothing last week when they opened a letter from Arthur Hull Hayes, general manager of WABC, New York, and found one thin dime glued to the page with instructions to buy the magazine and "turn at once to page 13." Page 13 revealed a picture of Lois January before a WABC mike with a column caption describing her daily 5:30 a.m. program for soldiers in camp.

Army Rank Display
MATERIAL used by WSYR, Syracuse, in a prominence display of Army men and their ranks in the Merchants National Bank & Trust Co., that city, which was furnished by the Army, invited the public to tune in the Army Hour, official War Dept. Program on NBC, 3:30-4:30 p.m. Sundays. Food and department stores have requested use of the display.
In the military field, few tasks require more careful coordination than that of building a ponton bridge. In the radio field, Cowles stations apply similar coordination to each phase of spot campaigns—making sure that program production, publicity and merchandising are geared for maximum results.

In moving men . . . or merchandise, teamwork gets the job done better.

Geared for results

The Cowles Stations

Affiliated with the Des Moines Register and Tribune

Represented by the Katz Agency

WMT
KRNT
KSO
WNAX

Cedar Rapids
Waterloo
Des Moines
Des Moines
Sioux City
Yankton
Wires of Thanks Sent to Boost Sale Of OWI Programs, Connor Tells Ward

Editor's Note: When the Office of War Information recently sent telegrams to all broadcasters, praising them for their cooperation in the nation's war program, S. O. Ward, owner of WLAK, Lake-land, Fla., local, protested to Elmer Davis in a letter, a copy of which was printed in Broadcasting, Feb. 8. In reply to Mr. Ward's criticism of the OWI for spending money for telegrams when a note by mail would have sufficed, Richard F. Connor, chief of station relations, Domestic Radio Bureau, OWI, sent the following letter, dated Jan. 29, to the Lake-land broadcaster:

"Dear Mr. Ward:

"Mr. Davis has requested that I reply to your letter of Jan. 26 with regard to his telegram of Jan. 21.

"I am sorry the receipt of this telegram affected you adversely.

"It was sent, however, at the request of scores of stations throughout the country.

"As you know, the 'Uncle Sam' series, which is a part of the Washington Station Transcription Plan, begins on Feb. 1. OWI is producing this five-week series, containing important war information, and has arranged by special ruling, that this government-produced series may be made available to stations for local sponsorship without cost to the station.

"Many stations have written us, asking for some official indication of the importance and significance of this series, in order to enlist the interest of their local advertisers. We sent the telegram nightletter, at a low government rate, and felt that it was worth the relatively small expenditure on the part of the Office of War Information, if it would help provide a means of additional revenue for stations."

Two Civilians, Officer Named to Kirby's Staff

APPOINTMENT of two civilians and one officer to the War Dept. Radio Branch under Lt. Col. E. M. Kirby, chief, was disclosed last week by announcement from Hollywood that Gary Brechner, CBS announcer-m.c., would report this week as program production chief. He takes over a post vacated recently by Jack Joy, who was named chief of the Broadcast Service Section. Harry Walsh of KOIL, Omaha, joins the Radio Branch this week as scriptwriter in the Broadcast Service Section.

Second Lt. Thomas J. Walsh, formerly of WXYZ, Detroit, who recently was graduated from Officer Candidate School, reported to Col. Kirby last Monday and was assigned to the Placement Section under Capt. Frank E. Pellegrin. Lt. Walsh, who was inducted last May, was with the King-Trendle station for eight years. In another Radio Branch shift Joe Brechner, chief scriptwriter, was transferred to the Placement Section, following appointment of Capt. Hal E. Rouke as assistant to Col. William Nuckols, assistant for Army Air Forces to Maj. Gen. Alexander D. Surles, director, Bureau of Public Relations [Broadcasting, Feb. 15].

UP Foreign Clients

UNITED PRESS has completed plans to serve a number of stations in North Africa, the Middle and Near East, bring the worldwide total of UP radio clients to 460. Latest additions include stations in Ankara and Istanbul, Turkey; Palestine Broadcasting Corp.; Iraq Broadcasting Co., Baghdad; Egyptian Broadcasting, Cairo; South African Broadcasting Co., Johannesburg, Capetown and Durban. Contracts have been signed to begin service to outlets in Damascus and Beirut, Syria, as soon as physical equipment can be completed.
American Radio is in Good Hands Today

It is in the hands of people who have spared no effort, neglected no opportunity, to make radio a weapon for Victory.

From broadcasting entertainment that builds morale, to information that keeps the country alert, from explanations of war-time measures, to requests for cooperation with Government drives, the support of the American broadcasters has been wholehearted, enthusiastic, and efficient.

RCA has furnished equipment and technical services which have aided the broadcasters in the past. But because our plants and laboratories are working around the clock to build radio equipment for our armed forces, our service to broadcasters may not have been up to the standards RCA has set for itself.

We intend to keep producing that equipment, and to keep devoting ourselves completely to the task of winning this war. But we intend also, to the best of our ability, to aid the broadcasters in their important work. The skill, the knowledge, the resources of RCA are yours to command wherever available. If you have equipment problems, and if you feel we can be of service to you, write to us, call us, get in touch with us. We may be able to lick them together!

RCA BROADCAST EQUIPMENT
RCA Victor Division
RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY
PURELY PROGRAMS

BLUEPRINT for personal success is the theme of a Sunday afternoon series on WISH, Indianapolis, called the Cylinder Club. Regular listeners are counted members of the club. For 10 cents they are supplied with a large sheet similar to an architect's blueprint on which they may develop their own personal plans week by week.

Aim of the club is to do for its individual members what research departments of business firms do for industry. Idea originated with Mansur R. Oakes, who conducts the series. Noel Ihama, Indianapolis, the Indiana manager for the Business Men's Assurance Co. of Kansas City, is the sponsor. Script of the programs will be offered to advertisers for use on local stations.

Consumers' Welfare

SLANTED to the consuming public, a weekly quarter-hour program, Your Home, Your Welfare, Your Pocketbook, has been started on KNX, Hollywood. Conducted by Edgar Bishop, the program explains price regulation and features occasional guest interviews.

Welfare Work Dramatized

WELFARE work done by residents of the city and county of Camden, N. J., other than that performed through agencies supported by public funds, is subject of new Monday evening series, The Jersey Idea on WCAM, Camden. Welfare and business groups provide material for dramatizations.

Password of the Day

NOVEL program on WHIO, Dayton, called Hidden Password, has evoked listener response. Unannounced songs played on an organ must be identified to obtain the key to the password for the day since the hidden password is composed of a word from titles of each song used. Winners, selected on the basis of accuracy, prompt reply and neatness, are four each day—two Dayton residents and two from outlying districts. Simple tunes are chosen for the program.

Negroes at War

DESIGNED to show the part Negroes are playing in the war effort, a dramatized series, My People, started recently on Mutual, with a program inspired by Lincoln's birthday. Mrs. Eleanor Roosevelt, and Roland E. Hayes, tenor, participated in the first broadcast. George Zachary, chief of the OWI Program Service Division, supervises the weekly programs.

Preventing Illness

TO COUNTERACT the increasing shortage of doctors and provide the public with simple rules for prevention and relief of illness, two stations are presenting series of health programs. WMCA, New York, has started a five-weekly half-hour program, titled The Medical Channel, conducted by Dr. Frederic Damrau, a New York physician. WMJ, Milwaukee, in cooperation with the city's health department, has begun a dramatic quarter-hour, March of Health, heard Saturdays. Dr. Edward Kramb, city health commissioner, dealt with present trends in combating infantile paralysis on the opening broadcast.

Wartime New Mexico

THE ROLE New Mexico is playing in the war effort, is described in New Mexico at War, heard Fridays, 7:30 p.m. on KOB, Albuquerque. A brief historical sketch with information about agricultural, mining and oil production of each county is featured. Two weekly prizes for school children's essays on the subject, "What Our Community is Doing in the War Effort", are offered. Sponsor is the Charles Ilfeld Co., wholesalers.

FBI True Tales

FAMOUS CASES cracked by the Federal Bureau of Investigation are dramatized in a new series on WKY, Oklahoma City, Files of the FBI, broadcast Fridays, 9:30 p.m. Produced by John L. Proser, production manager, and written by Scott Bishop, continuity director, from factual material approved by FBI Director J. Edgar Hoover, the series features W. G. Bannister, Oklahoma FBI chief.

Kentucky Tomorrow

KENTUCKY'S postwar development is considered in a series of 32 weekly quarter-hour programs on WHAS, Louisville, in cooperation with the U. of Kentucky. Talks by University experts on subjects such as Kentucky's manpower, mineral wealth, transportation facilities, taxes, schools, forests, agriculture, technology and tourist possibilities are featured.

European Underground

FROM official records of the European underground movement, supplied by the Free World Assn., material is drawn for a weekly half-hour series heard on WMCA, New York. Names, dates and places are substituted to protect persons whose activities are dramatized. The association is a non-profit clearing house for world democratic forces.

Builders of Ships

GLORIFYING shipbuilders' part in the war effort, Report of the Union on KFRC, San Francisco, pays dramatic tribute to welders, molders, riggers, production workers and others. Weekly show, produced by Watson Humphrey and written by Dave Selvin, is sponsored by the Bay Cities Metal Trades Council and placed through Rhoades & Davis Adv. Agency, San Francisco.

Come On In! The Market's Fine!

No foolin'! Nashville is one market you can't afford to miss, and WSIX covers it to your complete satisfaction.

Prosperity is here for the duration and well beyond. Whether you want to increase your sales today or build your prestige for the future, Nashville and WSIX offer you an ideal combination. Write for availabilities.

Member station the Blue Network and Mutual Broadcasting System
Spot Sales, Inc., National Representatives

INCORPORATED
1524 GAY STREET, NASHVILLE, TENNESSEE

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Thanks, Mr. Paul. It's always nice to hear of the effectiveness of KXOK as an advertising medium, especially when you receive proof in the form of actual sales. Here's the success story.

From November 5, 1942, up to and including December 19, 1942, KXOK ran a series of 5-minute transcribed programs in the interest of Simon & Schuster Tax Books, selling at one dollar a copy. This series actually sold 7,343 books as a direct result of these KXOK programs! And of the four St. Louis stations used, KXOK was the lowest cost per order station in this territory.

Let us give you more details on how KXOK rang the sales bell for this sponsor, and how you can profitably use KXOK to stimulate sales in the St. Louis market, too! On the air 24 hours daily.

Nationally represented by Weed & Company.
Nearly 200 Stations Lacked Net Income
In 1940, New Revenue Figures Reveal

ALMOST 200 broadcast stations or 650 that filed income tax returns in 1940 showed "no net income" for the year, according to a current breakdown of corporation taxes released by Guy T. Helvering, commissioner of Internal Revenue.

197 Showed Deficit
Radio's average was far better than that of associated trades, according to Internal Revenue, however, for over half the magazines and book and music and advertising firms showed losses, and nearly 50% of newspapers paid no income taxes.

The statistics indicated that 197 broadcasting and television stations showed a deficit of $1,022,000 on a gross income of $7,650,000. At the same time, the Bureau found that 389 broadcast stations had a net income of $26,746,000. The stations paid income taxes of $6,075,000, from a gross income of $153,273,000. They distributed dividends totaling $12,844,000.

Among the allied industries, 2197 advertising agencies filed returns. Of these, 1,011 showed profits and 1,095, "no net income". Agencies reporting a profit, paid $4,091,000 income taxes on $19,467,000 net income. Their dividends were $11,282,000; their gross income, $380,069,000. Agencies with "no net income" reported deficits of $7,804,000.

Newspapers filed 1,434 returns showing profits, 1,148 with "no net income". Newspaper profits were $87,777,000, of which $18,472,000 was paid in income taxes and $48,387,000 in dividends. Papers in the "no net income" bracket, 1,148 in number, lost $15,428,000 in 1940.

Among periodicals, 425 showed a net of $25,947,000, paid $5,573,000 in taxes and $12,871,000 in dividends. Deficits of 275 others totaled $5,061,000. Book and music publishers had a net of $9,096,000 for 242 firms reporting, while 233 lost $2,039,000.

Manufacturers of communications equipment and phonographs showed a net income of $64,858,000 in 190 returns, the Internal Revenue Bureau reported. These firms paid income taxes of $15,060,000, and dividends totaling $30,435,000. An additional 174 manufacturers showed deficits of $3,070,000 in 1940.

At the same time, Commissioner Helvering's annual report for the fiscal year June 1941-June 1942 showed that manufacturers of radio sets, phonographs and components had paid $19,114,408 in excise taxes. Effective Oct. 1, 1941, a 10% tax had been imposed on these products.

Other Internal Revenue figures for the excise tax on radios, phonographs and components show that from Oct. 1-Dec. 31, 1941, total payment to the Government was $9,174,673, while for the period Jan. 1-Dec. 31, 1942 the tax yielded $10,870,819.

NBC Latin Tieup
TO ASSIST the OWI in its campaign to popularize the meaning of the Four Freedoms of the Atlantic Charter, NBC's Inter-American U. of the Air is devoting four of its Sunday afternoon "Land of the Free" broadcasts to discussions by four noted speakers of their importance. Feb. 21, Mrs. Franklin Roosevelt spoke on "Freedom of Speech"; Feb. 28, Norman Rockwell will talk on "Freedom of Worship"; Mar. 7, Stephen Vincent Benet, "Freedom from Want"; and March 14, Archibald MacLeish, "Freedom from Fear." Series also ties in with a campaign by the Saturday Evening Post, which is devoting four of its covers to the freedoms.
YEX, Detroit Diesel-Curtiss Candy Company
Cummer Products Company
Cudahy Packing Company
Crescent Macaroni Company
Continental Colusa Products Company
Colgate-Palmolive-Peet Company
Coca Cola Company
Colgate-Palmolive-Peet Company
Colonial Baking Company
Colusa Products Company
G. E. Cookery Company
Consolidated Royal Chemical Corp.
Continental Baking Company
Continental Oil Company
Dr. B. L. Cotler
Corn Products Refining Company
L. L. Coryell Oil Company
Crescent Macaroni Company
Council on Candy as Food in the War Effort
Crate Mills
Cudahy Packing Company
Cummer Products Company
Curta Candy Company
Diesel-Wemmer-Gilbert Corp.
DeKalb Agriculture Association
Detroit Bible Class
"Me-Mix, Inc."
"The Institute"
"a Company"
"g School"
Fenn Brothers, Inc.
Ford-Motor Company
Foreman and Clark
Fox Chemical Company
Gamele Studios
General Cigar Company
General Electric Company
General Foods
General Mills
General Motors
Gillette Safety Razor Company
Gooch Milling Company
Good Foods, Inc.
Gospel Broadcasting Association
Griffith Manufacturing Company
Grove Laboratories, Inc.
Hall Brothers, Inc.
Harts Mountain Products
Haskins Brothers and Company
Hecker Products Company
Highland Potato Chips Company
Hilex Company
Inland Milling Company
International Cellucotton Co.
International Silver Co.
Iodine Educational Bureau
Iowa Dairy Industry Comm.
Ironized Yeast Company, Inc.
Andrew Jergens Company
Dr. Floyd B. Johnston
Johnson and Johnson
Johns Manville Company
K. C. Baking Powder Company
Kellogg Company
Kolynos Company
Lady Esther, Ltd.
Lever Brothers Company
Lewis Howe Company
Libby-McNeil and Libby
Liggett and Myers Tobacco Co.
Thomas J. Lipton, Inc.
Lockheed-Vega Corp.
Lockman-Williams-Warren Watch Co.
P. Lorillard Company
Low Brotherson Company
Ludens, Inc.
Lutheran Laymen's League
Luxor, Limited
Magazine Repeating Razor Co.
Marx Serum Soap Company
Marxow's, Inc.
Marshall Canning Company
Mennen Company
Meadolahoma Company
Miles Laboratories, Inc.
Minnesota-Honeywell Regulator Company
Minnesota Mining and Mfg. Co.
Metro-Goldwyn-Mayer (Loew's, Inc.)
Montgomery Ward and Company
Monroe Salt Company
Monticello Drug Company
Mystic Mills
National Biscuit Company
National Refining Company
National Soap Company
Ninagrin Company, Inc.
Northern Pump Company
Northwestern Bell Telephone Co.
Northwestern Yeast Company
Nu-Enamel Company of Iowa
Nu-Way Manufacturing Company
Old Ben Coal Company
Olson Rug Company
Omar, Inc.
Ontario Travel Bureau
Pacific Coast Borax Company
Pan-American Coffee Bureau
Paramount Pictures, Inc.
Parker Pen Company
Pepto-Colla Bottling Company
Pepsdot Company
Pet Milk Sales Corp.
Philo Radio and Television Corp.
Philip Morris and Company, Ltd.
Phillips Chemical Company
Phillips Petroleum Company
Pillsbury Flour Mills Company
Plough, Inc.
Postal Telegraph Company
Porter Drug and Chemical Corp.
Procera and Gamble Company
Prudential Insurance Company
Pure Oil Company
Quaker Oats Company
Ralston Purina Company
Rath Packing Company
RCA Manufacturing Company
Reid, Murdoch, and Company
R. J. Reynolds Tobacco Co.
RKO Pictures, Inc.
Royal Lace Paper Works, Inc.
Russell-Miller Milling Co.
Saigent and Company
Schlitz Brewing Company
Sears, Roebuck and Company
Seck and Kade, Inc.
Seiberling Rubber Company
S. B. Semler, Inc.
Serutan Company
Service Optical Company
Seventh Day Adventist Comm.
Shaler Company
Sherwin-Williams Company
Simoniz Company
Sinclair Coal Company
Sioux City Stockyards Co.
Smith Brothers
Socony-Vacuum Oil Co., Inc.
E. R. Squibb and Sons
Stanley Milling Company
Standard Brands, Inc.
Standard Oil Company
Standard Oil Company
Standard-Welch Institute
State Sales Company
Sterling Products, Inc.
Sunoco Brands
Sun Way Vitamins
Swift and Company
Tangney McGinn Hotels
Tanvalic Company
Texas Company
Tidy House Products Company
Time Magazine
Thompson Hybrid Corn
Tone Brothers
Town Story Magazine
United Drug Company
United Fruit Company
U. S. Rubber Company
U. S. Tobacco Company
Vick Chemical Company
Wander Company
William R. Warner, Inc.
Washington State Apple Comm.
R. L. Watkins Company
Welsh Grape Juice Company
Whealing Steel Corp.
Western States Mfg. Co.
White Laboratories, Inc.
Willard Tablet Company
Williamson Candy Company
J. B. Williams Company
Winston and Newell Company
William H. Wise and Company
J. H. Woodbury and Company
F. W. Woolworth Company
William Wrigley, Jr. Company
Young People's Church
Zinzmaster Baking Company

FOR THE 229 NATIONAL AND REGIONAL ADVERTISERS* WHO MADE 1942 OUR BIGGEST YEAR TO DATE

*An increase of more than 10% over 1941. Does not include 180 other accounts, strictly local in nature.

Acme White Lead Works
Adam Hat Stores, Inc.
Affiliated Products, Inc.
Alco Nook Manufacturing Co.
American Bird Products, Inc.
American Cigarette Co.
American Cranberry Exchange
American Home Products
American Industries Salvage
American Tobacco Company
Anacin Company
Armour and Company
Armstrong Cork Company
Associated Serum Producers Inc.
A & P Tea Company
Audio Phone Company
Barbasol Company
Bayer Company, Inc.
Beech Nook Packing Company
Bishop Cafeterias
Bisodol Company
Bond Clothing Company
Bristol-Myers Company
Bulova Watch Company
Campina Company
Campbell Soup Company
Canada Dry Ginger Ale Co.
Cary Salt Company
Carter Products, Inc.
Celanese Corporation
Chatham Manufacturing Co.
Cheesborough Mfg. Co.
Chicago, Milwaukee, St. Paul & Pacific Railroad
Chick Bed Company
Chocolate Products Company
Chrysler Corporation
D. L. Clark Company
Coca Cola Company
Colgate-Palmolive-Peet Company
Colonial Baking Company
Colusa Products Company
G. E. Cookery Company
Consolidated Royal Chemical Corp.
Continental Baking Company
Continental Oil Company
Dr. B. L. Cotler
Corn Products Refining Company
L. L. Coryell Oil Company
Crescent Macaroni Company
Council on Candy as Food in the War Effort
Crate Mills
Cudahy Packing Company
Cummer Products Company
Curta Candy Company
Diesel-Wemmer-Gilbert Corp.
DeKalb Agriculture Association
Detroit Bible Class
"Me-Mix, Inc."
"The Institute"
"a Company"
"g School"
Radio was cooperative horse at As "COU".

Mr. Burke: Radio Has Been a Tireless and Sleepless Public Sentry...

... Radio is Performing a Service of Great Importance to the War Effort.

"Radio... A National Asset of the Greatest Value..."
WBAL ADVERTISEMENTS
PUBLICIZE RADIO'S SERVICE TO NATION

These full page advertisements in the Baltimore News-Post report the magnificent accomplishments of the American Broadcasting Industry in furthering every phase of the War Effort.

Great as were these achievements in 1942, in 1943 Radio will do even more to aid our war effort—for that has been the record since the beginning... each year to better its own accomplishments and its service to the nation.
War Writers

OF ALL the Government suggestions for radio, one of the best is the current booklet When Radio Writes for War, now being distributed by the OWI for guidance of scriptwriters. Well-written and brief, the booklet offers good suggestions. The OWI, for example, advises against tinging in commercial plugs with war messages.

In the early part of the war many agencies jumped at the opportunity to tell listeners to “help win the war” by buying their clients’ products. Such commercials, to say the least, were distasteful. OWI doesn’t pull any punches. It decries such slogans as “For a Nation Under Arms Watch Your Under-arms” on behalf of a deplorable. Equally opportunist are commercials that hitch-hike on war production.

While the general tenor of commercial copy has been toned down considerably the last few months there still remains room for improvement. To quote the OWI booklet: “Listen and the war messages. It to that all segments of the industry will heartily agree. After all no advertiser wants to lose customers at the expense of using the war with all its exigencies as an excuse to sell his products.

Jimmy’s Slush Fund

THERE are those in radio who will go into raptures over the proposals of AFM Czar James C. Petrillo for the return of recorded music to the air, because it appears to leave radio scot-free. That would be foolishly lack of foresight, based on past experience.

Mr. Petrillo proposes fixed fees, to be agreed upon, for the return of his minions to their record and transcription pursuits, the money to be paid into a union fund. If the fee for phonograph records alone amounted to as little as a cent per record, it would mean about $1,300,000 in AFM’s exchequer. That would be for “unemployment” relief, says Mr. Petrillo — relief for a union which already has a surplus fund of $2,500,000, according to this testimony last month before the Senate Investigating Committee. And that’s aside from tribute from transcription companies, “joke box” installments and wired radio.

Quite a sizable slush fund! And that $1,300,-
AMERICAN NETWORK officials are soon going to deal with a clergyman-educator who has left the presidency of a great Canadian university to head the nation's broadcasting system. The newcomer to the ranks of radio executives is Dr. James Sutherland Thomson, a ruddy-faced Scotman who made a creditable military record in World War I and then settled down to a life of churchwork and education. He was formally introduced to the industry at the Canadian Asm. of Broadcasters convention last week.

Dr. Thomson's acquaintance with the problems of administering a radio network are limited to two years experience on the CBC Board of Governors. He comes to CBC with definite ideas about radio's part in the community. Since he succeeded Maj. Gladstone Murray Nov. 2, the new CBC general manager has busied himself learning the business to which the Canadian Government appointed him.

Dr. Thomson is convinced, however, that radio is perhaps the greatest development of the age. He feels that radio, as an art, has hardly emerged from the pioneer stage.

"The time is now arriving," Dr. Thomson stated recently, "for radio to take itself seriously as falling into the tradition of a great and noble art—the art of the theatre. A good deal of the so-called comedy is slap-stick burlesque and the entertainment element still predominates. We are still at the stage of the melodramatic or sentimental serials that, not so long ago, were the staple diet of the moviegoers."

Though a firm believer in publicly-owned radio—he looks at the national radio system more than any other institution as the voice of Canada—Dr. Thomson says that particularly in the United States there are signs that the radio business is beginning to develop artistic standards. In music, drama, and education, he says that radio is at last taking great steps forward.

Dr. Thomson believes broadcasting's future lies in programming. While a member of the CBC Board of Governors he stated that if commercial sponsors could not produce programs to meet public tastes, CBC would create shows of acceptable calibre and make them available for sponsorship, retaining control of the commercials.

The function of CBC, he said in taking his new post, is to interpret the spirit of the Canadian people. "There must be fun and laughter for the leisure hour as well as serious talk to rally our hearts in the midst of a tremendous ordeal."

Dr. Thomson had been president of the U. of Saskatchewan since 1937. He arrived in Halifax from Scotland in 1930, and was professor of philosophy and systematic theology at Pine Hill United Church Divinity College there before going to Saskatchewan. His fairly recent arrival on this continent is reflected in conversation, for he habitually looks at situations in the Dominion as one from the outside.

CBC's new head was born in Stirling, Scotland, April 30, 1892. He was just out of the U. of Glasgow and Trinity College, Dublin, when he joined the Queen's Own Cameron Highlanders in 1914, returning from the war with rank of captain.

Back from the battlefronts, he resumed study at Trinity, graduating in theology in 1920, and winning the Paterson Fellowship in 1920. He was ordained in 1926, and after four years as minister in Coatsbridge, Scotland, was appointed secretary for Youth and Education to the Church of Scotland, a post that involved lecture tours in Canada, and the United States.

He is author of many articles and two books on religious subjects. Dr. Thomson was married in 1922, and has two children.
BOB MOONEY has returned to the announcing staff of WNBC, Hartford, after being rejected by the Army for a leg defect. He left last week. Greg Brown, a war plant worker, has joined the staff for week-end duty only.

CPL WILLIAM BRADLEY, former continuity editor and production manager of WHER, Portsmouth, N. H., is now stationed at Washington with the 2d Signal Service Battalion. Gordon Kinney, former production director, is now with the Radio Branch of the OWI, in Washington.

BOB HATTON of the announcing staff of KGVO, Missoula, is international president of the Pan-American Student Forum. He presents a weekly 30-minute broadcast, Meet The Americans, under the auspices of the Montana State U. chapter of the forum. Aline Mosby, daughter of General Manager A. J. Mosby, is a senior in the Montana State U. School of Journalism and serves KGVO as campus news correspondent.

RUSS HODGES, sports commentator of WOL, Washington, has been presented by the Washington Redskins professional football team with a gold football for a job "well done" in despatching the games generated by JOHN C. SCHRAMM, producer-director of THE BLUE, is teaching a course in radio production at Queens College, Flushing, N. Y.

Redd Awarded Medal

FOR OUTSTANDING service in the war effort, Robert L. Redd, Hollywood writer-producer of the NBC weekly half-hour Eyes Aloft, recently was awarded a medal by Brig. Gen. William E. Kepner, commanding general of the IV Fighter Command. Ordinarily the medal is given only to filter center workers and ground observers for 500 hours loyal service and to civilian supervisors of the Army Air Forces ground observers groups for six months continuous service.

BURRITT WHEELER, formerly of KWKW, Pasadena, Cal., started a five-weekly quarter-hour philosophical commentary on KECA, Los Angeles.

WALTER BASCHALL, news editor of WSB, Atlanta, was recently inducted into the Army at Ft. McPherson, Ga.

HILLIS HARRIS, KVOO, Tulsa, continuity writer and actress, will soon join the staff of WLW, Cincinnati, handling her own show.

NORMAN J. KRAEFT, formerly of WMBD, Peoria, Ill., has joined the announcing staff of WJJD, Chicago.

ROBERT R. MILLER, associate producer of the Radio Council of the Chicago Public Schools, has been inducted into the Army.

KATHERINE GRANTHAM, newspaperwoman and radio writer, and Edward Bliss, formerly a reporter on the Columbus (O.) Citizen, have joined the CBS news department, assigned to all-night news programs. The network's production staff has lost Louis Thomas, now in the Army.

VANCE COLVIG, maintenance man of NBC, Hollywood, has resigned to join Kay Kyser, as cagewriter.

BILL HOWARD, writer-announcer of WSPD, Toledo, has joined the Army. Jack Harrington, newsman, has been transferred to Fort Industry station WAGA, Atlanta, as news editor. Don Mathews, former WTKY announcer, has joined WSPD, as announcer.

Dale Babcock, of the transcription department of KFI-KECA, Los Angeles, has been inducted into the Army. Rosalie Grainer of the secretarial staff, takes over his duties.

CHARLES SWALLOW, son of John W. Swallow, western division program director of NBC Hollywood, has joined the Army Air Forces, reporting to Lemoore Field, Cal.

BARBARA BARNHART, conductor of the Modern Home Forum on WOWO, Ft. Wayne, Ind., known to listeners as "Janie Weston," was married Aug. 13 to S. R. Richard Hanmell, of Buer Field.

DON WRIGHT, news editor of CBS, Washington, has joined Press News Ltd., Toronto, as radio news editor.

CHARLIE L. MACK, WNXN, Sioux City, Iowa, service director, has been appointed radio industry representative in the farm mobilization of that area, and recently supervised production of a regional broadcast in connection with the CBS Farm Mobilization Day program. Daily farm family interviews feature his On The Farm program aired at 12:50, Monday through Saturday.

DAVID H. HARRIS, program manager of WAGA-AM, Washington, has been appointed radio chairman of the annual Worcester Red Cross membership drive.

LEN FINGER of the Blue Script staff, will write Where We Stand, a new program for network under sponsorship of D. L. Clark Candy Co., Pittsburgh.

IRVING RAVETCH has joined the CBS west coast staff as junior writer.

JOSEPH LOSEY, NBC program producer, who is on eight-weeks leave of absence, has been playing for play written by Kay stantin Finn, will continue doing spot shows while directing rehearsals.

WKY Saleslady

Wilson Station Names Women
To Key Posts

PROMOTIONS and additions to WCKY, Cincinnati, announced recently by L. B. Wilson, president and general manager, place women in several key posts. Sara Jane Petti, a 12-year employee and secretary to Fred H. Palmer, business manager, was transferred to the sales staff, becoming the station's first saleslady. Her secretarial post has been taken by Irma Zwygart, staff member. Sylvia Jones, wife of a Coast Guardsman, became the first woman operator of the WCKY News-O-Graph. Hazel Kerns, former assistant to Jeanette Fuller, traffic manager, was promoted to assistant to Margaret Dotson, promotion director.

Only male addition is Philip Dunserby, former sales manager of WPAY, Portsmouth, O., who was appointed merchandising manager.

PEN BROWN has joined the announcing staff of WHRL, Columbus. Ga. Announcer Ben Wills has been transferred to WGFC, Albany, Ga., affiliate of Georgia Broadcasting Co. Bonnie Beardsley has left the announcing staff because of her soldier husband's transfer.

ALLAN FREED has joined the announcing staff of WKEN, Youngstown.

CHRISTINE NEVILLE, of Rochester, N. Y., new to radio, has joined the publicity staff of WOL, Washington.

WALTER WALKARTH, WICA, Ash- tabula, O., program director, has been appointed chairman of the Ashtabula City Council of Civilian Defense radio publicity and manager of radio broadcast- ing under the war program. Paul Heasman, announcer, has taken over The War's World program, replacing Pauline Hopkins Watson, who has left for Florida to join her husband, a war worker.

ART LINDSAY, producer, and Charlotte Muggarve, announcer of KIRO, have noon a presentation radio show titled Ann Baster, including interviews with local OPA administrators.

Our First... anniversary in the field of broadcasting gives cause for celebration. We invite you to cut a piece of birthday cake in the form of substantial results from Puerto Rican business.

Wiac
P. O. BOX 4504, SAN JUAN, PUERTO RICO

First on all Puerto Rico Dials

BROADCASTING • Broadcast Advertising

buy MAINE Strength

★ The largest unduplicated coverage in Maine radio
★ Centering in Portland where payrolls exceed all records
★ Where the rate of gain in retail sales is consistently establishing new records.
★ Over 69% of CBS network commercial programs

5000 WATTS 560 KC
• PORTLAND, MAINE •
Mr. James Anderson,
WGN,
Tribune Tower,
Chicago, Illinois.

Dear Jim:

As you know, on Sunday January 24th, our client, Rubin's, Chicago's largest Women's Apparel Store, presented their second all winners program of Rubin's "Stars of Tomorrow" with contestants competing for a $500 War Bond. The winner, as always was determined by listener's mail vote.

When all the votes were in and counted on the following Thursday we found that we had the amazing total of 51,314 individual votes, each represented by a postcard or letter.

Many listeners not only took the time to vote, indicating their choice by name or number, but also added some comment about the fine entertainment quality of these broadcasts; or, MC Mauro Cliffer's antics; or, about the unusual handling of the commercial announcements; and in many instances expressed their appreciation of the sponsor's granting of opportunity to good amateur talent.

Although Rubin's Amateur programs have been a Chicago radio feature for the past seven years with only twenty-one weeks now on WGN, this was the greatest vote count it has ever experienced.

All this is no surprise to us however, because previous experience with some of our other client's schedules on WGN, history with some of our other client's schedules on WGN, both local and national, has lead us to EXPECT big things of your station.

Cordially,

MALCOLM-HOWARD ADV.
Arthur M. Holland

A Clear Channel Station

50,000 Watts 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAUL N. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.
JOE HOOKER of the announcing staff of WXYZ, Kalamazoo-Grand Rapids, has been made public relations director in charge of operations in the Grand Rapids studio, Donald Mullen, formerly of WTM, Traverse City, takes over his announcing duties.

JERRY GILMAN, announcer and continuity writer of KYA, Atchison, Kan., was inducted into the Army Feb. 6 at Ft. Lawenworth. Joe Pecor, formerly of KYA and recently of KFEQ, St. Joseph, Mo., replaces him. Dorie Taylor, secretary, has been promoted to program director.

DONALD CURRIN, announcer of KGO, San Francisco, recently was commissioned an ensign in the Navy. He was replaced by Frank Cady, formerly of KYA, San Francisco.

OWEN JONES, staff assistant in charge of new program ideas in the CBS program department, will leave shortly for the Red Cross. His duties will be assumed by Dorothy Kammerer, who will continue in charge of CBS literary copyright clearance.

DICK GILBERT, record man of WHN, New York, has been transferred to a musical programs department on WHN last week from a New York hospital where he underwent an operation on Thursday.

WILLIAM SPIER, CBS producer-director, has resigned as freelance script editor of Reader's Digest, and will concentrate on his two CBS radio programs, Suspense and Am I a Genius? at the same time working on a new comedy series. Editing of Reader's Digest program has been taken over for the present by John L. Clark, president of Trans-American, producing the program for Campbell Soup Co.

JOHN RICHMOND, formerly in charge of CBS magazine publicity division, has taken the publicity division of Warne Bros. Pictures, New York.

JOE H. TORRETT, for seven years managing editor of Gannett newspapers in upstate New York, has been named special representative at Washington for Press Assn., AP radio subsidiary, according to Oliver Gramling. PA assistant general manager. Mr. Turbett is at present at PA's New York headquarters and will take up his Capital assignment within a few weeks.

RUSTY McCOLLUM, former announcer of KXJ, Seattle, and KVTA, Salt Lake City, has joined KFRC, San Francisco.

HERMINA GIBSON, formerly of KVOO, Missouri, Mont, and previously with KLCC, has been given the promotion department of CBS Network Relations and will be in charge of the sales promotion-publicity department of KVOO, San Francisco.

DICK McKINNEY, Hollywood radio writer on the weekly NBC Red Screen, has been inducted into the Army.

LAURA GUTTERMAN, publicity director of KPWB, Hollywood, has resumed his duties after a month's confinement following an auto accident.

CLANCY GREEN, head of the transcription department of CBS Hollywood, has joined the Army Air Forces in the Aleutian area, Alaska, as a radio announcer, following flying cadet training.

JACK TEMPLE, formerly announcer of KQW, San Francisco, has joined the Army Air Forces, motion picture division.

GEORGE MARTIN, morning supervisor of KFRC, Hollywood, is the father of a girl born Feb. 15.

ROBERT B. FULTON Jr. and George Brookly, have been certified by the New Jersey Civil Service Commission as full-time announcers and Jack K. Morris as associate announcer of WCAM Camden, municipally-owned station.

CHAMP BOND MAN
WBNS Newscaster's Sales
Top 2 Million

CHAMPION radio War Bond salesman, according to WHNS, Columbus, Ohio, who set out to sell $100,000 worth of Bonds on his four-a-day news program. His cash sales passed $2,000,000 and he's still going strong.

"Genial Jim Cooper" has been sponsored by the Greater Co. since he joined the news staff of WBNS six years ago.

Mr. Cooper Aug. 15, 1942, he announced that he wanted to sell $100,000 worth of Bonds and would personally deliver all sales of $200 or more. Since then he has devoted two minutes on each program to reporting his total sales and plugging for Bonds.

The first $100,000 was a cinch, and by October he had passed a half-million. Nearing his 11,000th broadcast, he topped $2,000,000 recently. Sales have included two of $100,000 each. Incidently, he's had to abandon the idea of personal delivery.

EDWARD L. ROGERS, Washington freelance announcer and newscaster, has been assigned as announcer on the Ford Motor Co. new program "Watch the World Go By nightly on the BLUE, with Bob Hope.

PVT. ROBERT WALSH, known to radio as Bob Becker, former announcer of WNEW, New York, Mutual, and special features director of WATT, Jersey City, returned to radio last week for a brief assignment as announcer of a broadcast on Music From Madison, all soldier program on WAAO and WCAP, Asbury Park.

HENRY HOWARD and Newell Davis have been named assistant directors in the CBS production department. Howard, with CBS since 1941, has been assigned to the Goldbugs and Kitty Foyle. Davis comes to CBS New York office from WHCU, Ithaca.

GEORGE BEERBOO, program director of WENST, Seattle, and former announcer of WSBU, New York, who has been critically ill, has been given two pints of blood by Jackson Weaver, announcer, and Ralph Brown, salesman.

PVT. BILL GRISKY of Philadelphia, formerly of KDN, Bondland, and NBC is writing and producing a show presented over WSKB, McKean, Miss. Pickup is from Camp Van Dorn each Wednesday 7:00 to 9:30 p.m.

ELINOR INMAN, formerly an assistant to Davidson Taylor, CBS assistant director of broadcasts, has been named broadcast director of CBS religious programs, formerly held by Ruth Lange, resigned.

WALTER SHELDON, formerly of WCAU, Philadelphia, has been transferred to the Communications Cadet School at Valley Forge, Pa.

ALAN FREYDE, formerly of WKVT, New Castle, Pa., joined the announcing staff of WIBG, Philadelphia, earlier this month and will to join the Armed Forces.

IRENE COWAN, at one time heard on WQAM, Pittsburgh, has started a novel program. Irene, on WOR, New York.

PARKER GAYMAN, newscaster of KFRC, San Francisco, has entered the Naval Reserve as ensign.
The possibility of a war with Japan was discussed three years ago at a meeting of telephone men.

If war is coming, they said, we had better do all we can to strengthen our facilities to the West Coast.

So a few months later was begun one of the great projects in Bell System history—the building of a buried telephone cable across the Western plains and mountains which would connect the great cable networks of the East and Pacific Coast.

On December 21, 1942, that new cable was officially put into service.

From New York, Mr. Walter S. Gifford, President of the American Telephone and Telegraph Company, spoke across the continent to President Powley of The Pacific Telephone and Telegraph Company in San Francisco, their voices traveling from coast to coast entirely by cable.

Of course, transcontinental calls have been possible since 1915. But until the opening of the new cable, they had been carried over Western and Mountain States on exposed pole lines.

The new cable makes transcontinental telephone service more dependable, which is especially important in time of war—and safer from interruption by wind, snow, sleet and storm.

The new cable is not the first war-born achievement of American telephony.

During the first World War, in October, 1915, the first radio-telephone messages were successfully transmitted across the Atlantic and Pacific Oceans.

Now, in the midst of this war, the safety of our communications has been strengthened by another achievement.

In his conversation opening the line, Mr. Gifford closed with these words: "I now declare the new Transcontinental Cable open to the service of the nation. May it speed our victory and serve us well in the peace to which we confidently look forward."

This is from an announcement on The Telephone Hour, a program heard each Monday evening over N.B.C. It is interesting to note that the new cable, when fully equipped, will accommodate network programs—besides telephone conversations, teletype and telegraph service.
Right of Way to
AMERICA!

Radio carries to
counter homes the urgent
wartime messages of war-
time America. And Blaw-
Knox towers are helping to
maintain this great service at
maximum dependability and
with maximum coverage.

BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

BLAW-KNOX DIVISION
of Blaw-Knox Company
3209 Farmers Bank Building
Pittsburgh, Pa.

GRAYBAR
ELECTRIC COMPANY

SOUNDSRIBER
WOR Uses Portable Recorder
At News Conference.

BY MEANS of a Soundscriber, a
portable instrument used for re-
cordings of news events, WOR,
New York, gave its listeners an
"on-the-scene" verbatim repro-
duction of the news conference held for
officers of French warships which
arrived in New York harbor last
week for repairs. John Whitmore
of WOR's war service and news
division recorded interviews with
Vice Admiral Raymond Fenard,
and Capt. Denis de Bourgoing,
and had them on the air at 1 p. m.
Monday, a half-hour after the news
conference. Mutual rebroadcast the
broadcasts at 6:15 p.m. that day.

CBS brought its listeners news of
the warships' arrival during the
Kate Smith Speaks program at
noon. Jack Gerber, of the CBS lis-
tening post, phoned the story in
from the conference to Ted Collins,
who conducts the program. BLUE
covered the conference through an
interview by Roy Porter, commen-
tator, with Vice Admiral Fenard,
Tuesday, Adolf Schneider broad-
cast to NBC listeners direct from
the news conference. Joseph Mer-
ton, AP correspondent, and only
newsmen aboard the French battle-
ship Richelieu, was interviewed on
NBC at 6:30 the same day by Bill
Chaplin.

Claudia T. Johnson Buys
Stock of KTBC, Austin
CLAUDIA T. JOHNSON, wife of
Rep. Lyndon Johnson (D-Tex.),
last week acquired control of
KTBC, Austin, Tex., in a trans-
action which gives her all stock
(250 shares) of the State Capital
Broadcasting Assn. for $17,500.

Mrs. Johnson stated that her plans
were not yet set, but that she would
remain in Washington for the pre-
sent, where she is acting as secre-
tary to her husband. She asserted,
however, that she is very much inter-
sted in the management of the
station and will keep a close eye
on operations. Aubrey H. Escoe
will continue as general manager.

Former owners were R. R. Ander-
sen, once a member of the Texas
State Tax Commission; R. A.
Moffett, former Texas state senator,
and A. W. Walker Jr., law profes-
sor of Texas U. With Mrs. John-
son's application, filed with the
FCC Jan. 28, the J. M. West inter-
ests filed a quid pro quo with their
application to purchase the
KTBC facilities (Broadcasting,
May 15, 1940) on condition Mrs.
Johnson's plea was approved.

KTBC was one of six outlets in-
volved in the Rev. James G. Ulmer
"hidden ownership" investigations
(Broadcasting, Feb. 15, May 1,
1940).

Feldman Deferred
ARTHUR FELDMAN, former
special events director of NBC
New York, who has been in Lon-
don since last fall on a special
mission for the British Broadcast-
ing Corp., has been granted a six-
month's deferment by the local Se-
lective Service Board to continue
his present duties. Mr. Feldman su-
 pervises production of BBC pro-
grams for North America.

Fred A. Palmer Named
As Manager of WCKY
FRED A. PALMER, sales man-
ger of WCKY, Cincinnati, since
August 1941, has been appointed
station manager by L. B. Wilson,
owner. Mr. Wil-
son also disclosed
due to the fact that WCKY has
also disclosed
taken additional
office space for the
station's new location.

Mr. Palmer
began his career as an
employee of
WAIU, Columbus, O., which later
became WHK. Mr. Palmer later
served as station manager.

In radio since
1929, he be-

Nunn to Portugal
GILMORE N. NUNN, associated
with his father, J. Lindsay Nunn,
of Lexington, Ky., as owner of
WLAP, Lexington; KPDP, Pampa,
Tex.; WCM1, Ashland and
KFDA, Amarillo, Tex., who served
with the Army when
war came as first
lieutenant in the
Army Transport
Command, Priority
Division, has
been given leave
to become Ameri-
can vice-consul to
Portugal. He is stationed in Lisbon.

Mr. Nunn

POCATELLO
THE
HOT SPOT OF IDAHO
RETAIL SALES UP 43%
Dec. 1942 Over Dec. 1941
Tell 'Em Thru

KSEI
National Representatives
The Walker Co.
Homer Griffith Co.
Grant Goes to Bat
In House for Durr
Georgian Challenges Charge
Of Bureaucrat by Woodruff

ASSURANCE that FCC Commissioner C. J. Durr "does not wish to destroy private enterprises" was voiced in Congress last week when Rep. Grant (D-Ala.) answered charges of Rep. Woodruff (R-Mich.) that certain Government employees, Commissioner Durr among them, believed in "Government by bureaucratic mandate." Rep. Woodruff had referred to Commissioner Durr's talk to the American Economic Assn. Jan 5.

Rep. Grant told the House that he "could find nothing in Mr. Durr's statements which in the least infer that any agency of Congress could or should repeal acts of Congress by bureaucratic decree. I assure the gentleman from Michigan that Mr. Durr does not wish to destroy private enterprise.

Only Dated Facts

"He is an outstanding, patriotic citizen and is himself a product of our private business enterprise. We have nothing to fear by way of bureaucratic decrees from officials of Commissioner Durr's type."

Argument arose over a passage in Mr. Durr's talk in which the Commissioner said "we see in operation a new kind of private enterprise which is not based on private initiative--a system in which the Government provides the capital and takes the financial risk, while business is paid a management fee for the hire of its organization."

Rep. Grant said, in describing such a system, Commissioner Durr was not advocating future Government control, but stating what actually existed under war programs authorized by Congress.

The Congressman said "certainly Commissioner Durr cannot be classified as a bureaucratic official when he makes a plea for more contact between administrative officials and Congress." He quoted Mr. Durr as suggesting that heads of agencies should appear before appropriations committees to justify requests for funds, and file periodic reports.

He further quoted Mr. Durr as saying "a relationship of a more continuous and less formal nature is required. A system of conferences between the agency heads and the subcommittees should be arranged in which the activities and problems of the agencies could be fully discussed."

Philip Morris Series

PHILIP MORRIS Co., New York, last week started transcribed announcements on WMCA, WHN, WOR and WNEW, New York, at the rate of 160 a week, on behalf of Dunhill cigarettes. Morris has not used radio for Dunhill since its sponsorship of a news program schedule in 1940. Blow Co, New York, handles the account.

Even George Washington could truthfully say this: "if you want blanket coverage of Northern California at the lowest cost-per-listener select the station most people listen to most the one that has more power than all (11) Bay Area stations combined." (Any time buyer will tell you it's KPO!)

Get the facts...and you'll buy

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

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Get the facts...and you'll buy
EXECUTIVES attending the party at the recent opening of the New York office of Brusher, Davis & Van Norden, advertising agencies in charge, are: R. T. Van Norden, vice-president in charge of the New York office; Warren Jennings, BLUE; Howard Meighan, Radio Sales Inc., New York; Mrs. Ruth Trend, New York office; Arthur J. Kemp, Pacific Coast sales manager for CBS; and Murray Grabhorn of the BLUE Network.

Ann McNatt Joins Mace

Ann McNatt has joined the radio department of Mace Adv. Agency, Peoria, Ill. Miss McNatt was an active member of the advertising staff of the Columbia Missourian, officiating as a student publication while attending the University of Missouri. During her attendance at the university she attained highest honors in advertising and radio courses in the school of journalism.

Record Audiences Seen

In Latest CAB Report

RECORD-BREAKING audiences for both daytime and nighttime network shows are reported by the Cooperative Analysis of Broadcasting in Report 23 issued last week. Rating over the 30-mark are 12 nighttime programs, including The Radio Theatre, Kay Kyser, Chase & Sanborn, Fiddler McGee & Molly, Jack Benny, Bob Hope, The Aldrich Family, Maxwell House Coffee Time, Red Skelton, Mr. District Attorney, Rudy Vallee and Walter Winchell.

The CAB report also listed nine daytime programs which had ratings over 10, usually regarded as a top figure for daytime ratings. Those programs are Pause That Refreshes on the Air, Romance of Helen Trent, Our Gal Sunday, Kate Smith Speaks, Life Can Be Beautiful, Ma Perkins, Stella Dallas, Aunt Jenny's Stories and Big Sister.

Research Book

EDITED by Paul F. Lazarsfeld, director of the office of Radio Research, and by Frank Stanton, CBS vice-president, in charge of research, the second of the Radio Research annuals has been released [Radio Research 1942-43, Duell, Sloan & Pearce, New York $6]. An analysis of daytime serials is included in the book, as well as a review on "Radio Waves," containing several studies of German propaganda and a discussion of the BBC by its research director. New developments in radio research are reviewed.
WOOLLEY WELCOME to the CBS Colgate-Palmolive-Peet program featuring Al Jolson was marked by participation of network, sponsor and agency executives. Monty Woolley (on floor) gazes rapturously into the eyes of Jolson. Spectators are (to r) John J. Karol, CBS market research sales counsel; J. Allen Barnett, Sherman & Marquette account executive; William C. Gillinger, CBS sales vice-president; Stuart Sherman, S & M president; Robert E. Lukk, C-P-P vice-president in charge of advertising.

A G E N C Y 
Appointments

CRYSTAL PRODUCTS Co., Kansas City, to Burton Browne Adv., Chicago. Trade and national publications to be used.

DR. N. P. SPECTOR, Chiropractic Health Centers, to L. A. Goodman Co., Baltimore. Radio will be used.


BLAKE GROVES, Eau Gallie, Fla. (citrus fruits), to Allen, Weston & McDonald, Cincinnati.


TOWNSEND NATL. Recovery Plan Inc., Chicago (weekly pub.), to J. L. Stewert Agency, Chicago. Radio and newspapers will be used.

FASHION FROCKS Inc., Cincinnati, to Franklin Broch Adv. Corp., N. Y. Radio will be used.

FLAG PET FOOD Corp., New York, to Hirschon-Darkfield Inc., Boston, for Boston campaign.


LOU MAXON NAMED 
OPA PRESS CHIEF

LOU R. MAXON, head of Maxon Adv. Inc., Detroit, was named deputy administrator of OPA last week in a move by Price Adminis-trator Prentiss M. Brown "to make rationing and price control more acceptable to the public."

As a north Michigan neighbor of the new OPA chief, Mr. Maxon said, "We think alike and are in general agreement as to the general principles which should control the job." He predicted that OPA would no longer use "Commando tactics."

Mr. Maxon founded Maxon Inc. in the late 1920s. Since then the agency has flourished in the midwest, handling such accounts as Ford Motor Co., Heinz Foods, General Electric, and Gillette Safety Razors. At OPA, Mr. Maxon succeeds Robert W. Horton.

Sherman & Marquette Opens New York Office

SHERMAN & MARQUETTE, Chicago, has opened a New York office at 50 Rockefeller Plaza completely staffed in radio and copy departments. Telephone is Circle 6-6550.

J. Allen Barnett, vice-president, will be in charge of the New York office, while William A. Bachr has been appointed radio director succeeding Herb Polies, who has been named CBS production chief of sustaining programs. Under his direction will be the CBS Al Jolson-Monty Woolley show heard for Colgate tooth powder, 8:30-9:55 p.m. Tuesdays, and the Bill Stern Sports Program of the Air on NBC Saturdays at 10-10:15 p.m.

Ashley Belbin, former manager of the department of Pedlar & Ryan, New York, heads the creative staff of the New York office. Reis Taeger, S&M director of research and media and W. R. Denning, production, have transferred to New York. The Colgate-Palmolive-Peet account (toothpowder, brush and brushless shave creams, Halo shampoo, Cashmere Bouquet soap and cosmetics), formerly handled from Chicago, will be serviced from the New office.

JOSEPH JACOBS, head of Jewish Market Organization, has been appointed chairman of the Jewish Language Press & Radio Division of the New York City Red Cross War Fund's Committee on Public Information, James M. Cecil, chairman of the Committee announced last week.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Nation's First SYN-
THETIC RUBBER PLANT

will soon start produc-
tion in Charleston

The Taylor-Howe-Sweden Group

5,000 Watts Daily
1,000 Watts Night

Represented by
HOWARD H. WILSON CO.

February 22, 1943 • Page 41
WHK-WCLE, Cleveland
Mustrone Co., Cleveland, 25 as, thru Erwin, Wasey & Co., N. Y.
Douglas & O'Brien Co., New York (Book League), 5 as, thru Huber Hoge & Sons, N. Y.
General Baking Co., Chicago, 80 as, thru Mellin-Frost Adv. Co., Chicago
Marlin Firearms Co., New York (blades), 59 As, thru Craven & Hedin, N. Y.
Bottle Tablet Co., weekend as, (Olive Tablets), 130 as, thru Erwin, Wasey & Co., N. Y.
Pierce’s Proprietary, Buffalo (Golden Remedies), 300 as, thru Pierce Jones Co., N. Y.
Ward Baking Co., New York, 526 as, thru J. Walter Thompson Co., N. Y.
Barbasol Co., Indianapolis, 15 as, thru Erwin, Wasey & Co. N. Y.
P. F. & M., New York (Dining Room), 5 as, thru Grey Advert, N. Y.
Popular Salt Co., New York (magazine), 5 as, thru Craven & Hedin, N. Y.
KFI, Los Angeles
Posters & Gamble Co., Cincinnati (Lava soap), 7 weeks as, thru Blow Co., N. Y.
Universal Enterprises, Los Angeles (paint), weekly, 1, thru Abbof Wm. Benrath, N. Y.
National Biscuit Co., Los Angeles (Shredded), 3 weeks as, thru Robert C. Stange, Conстанtine & Gardner, Los Angeles.
Baker Bros., San Francisco (Invest.), 6 as, direct.
National Biscuit Co., Los Angeles (Shredded), 3 weeks as, thru Robert C. Stange, Conстанtine & Gardner, Los Angeles.
Baker Bros., San Francisco (white bread), 5 weeks, thru American Trust & Savings Assn., San Francisco, 50 as, direct.

WABC, New York
Studebaker Corp., South Bend, Ind. (studebaker), 3 weekly, thru R. W. & Sons, Chicago.
Seaboard Baking Co., New York (publishers), 1 weekly, thru Huber Hoge & Sons, N. Y.

WGY, Schenectady
I. J. Grass Noodle Co., Chicago (noodle mix), 2 weekly, thru Oscar Silver & Co., Chicago.
Ponick & Ford, New York (My-T-Fine), 5 as, weekly, thru B&H, N. Y.
Macfadden Pub., New York (True Story), 4 as, thru Raymond Spector, N. Y.
Lever Bros., Cambridge, (Speny), 261 as, thru Ruthrauff & Ryan, N. Y.
N. Y. State Savings Bank, New York, 6 weekly, thru 13 weeks, thru Ruthrauff & Ryan, N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 130 as, thru Blow Co., N. Y.

WKNX, Hollywood

16 STATIONS GIVEN KROGER RENEWALS
THOROUGHLY SOLD on the job that spot broadcasting has done and will do, despite wartime conditions, the Kroger Grocery & Baking Co., last week announced 52-week renewals for all of its three quarter-hour daytime dramatic shows in 16 stations in 11 states. Ralph H. Jones Co. is agency.

With a combined total of more than 12 years of experience, the three programs are Linda’s First Love, Mary Foster—the Editor’s Daughter and Hearts in Harmony.

In March 1944, Kroger introduced a different daytime technique in Hearts in Harmony, featuring what it terms “a dramatic” pattern. Another innovation this year was inclusion of important news bulletins in Mary Foster.

Stations receiving renewal contracts for the Kroger series include WSM WKBW WBSN WMAK WJHL KFPW WLS WSKT WLS WOOD WIRE WMBD WDBJ WSPD.

8 New Contracts Signed By NBC Disc Division
EIGHT NEW contracts have been signed by syndicated programs of NBC of New York, for the following programs:

KYOS, Mereed., Cal.; WSKM, Charlotte, S. C.; and All-Canada Broadcasting Ltd. have purchased

NAME YOU WILL REMEMBER, also signed by WLS, La Crosse, Wis., for Li.

Cross Breweries. Series has been renewed by WSBY, Syracuse; WMBG, Richard F. Crowe & Co., and WHEB, Portsmouth, N. H., for a local clemency.

WBY, which has signed for Five

Minute Mysteries, and KSD, St. Louis, has renewed for Columbia Broadcasting Co. WPEA, Manchester, N. H., contracted for Flying for Freedom for a men’s clothing store, and WTMG, Charleston, S. C. purchased Time Out with Ted Buelow, in a dry cleaning firm. Betty and Bob, was renewed by KFI, Los Angeles, and by WPRO, Providence, for a department store.

KYOA, Tucson, Ariz., renewed Getting the Most Out of Life, for British Coffee Co., and WFLD, Chicago, for a department store.

KXLY, Sweet Water, Tex., for McCall’s, and WAL, Lexington, Ky., signed for Carson Robison and His Buckaroos.

Page 42 • February 22, 1943

Broadcast Advertising

THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

ap-studio programs
ap—meas programs
mt-transcriptions
as—spot announcements
mt—transcription announcements
Radio Advertisers

CRAWFORD CLOTHES, New York, for its men's clothing stores in Philadelphia has contracted for 40 minutes of newscasts a day, Monday through Friday, on WPEN, Philadelphia, beginning Feb. 18 for 16 weeks. Package includes local sponsorship of Fulton Lewis Jr., transcribed from Mutual, plus five 5-minute spots daily. Account was placed through Al Paul Lefton Agency, Philadelphia.

SEASONETTES DISTRIBUTORS, Los Angeles (seasoning salt) recently started a two-week trial of a six quarterly promotion in the Home Forum program of KGO, San Francisco. Agency is Eugene F. Rouse & Co., Los Angeles.


CUNTISS CANDY Co., Chicago, is introducing in the Chicago area a new product. Spread-mor, a buttermilk extender. Car cards and newspaper ads will be used. No radio is planned at present. C. Wendel Muench & Co., Chicago, is agency.

MRS. SMITH PIE Co., Philadelphia, on Feb. 15 started a spot program on WJJD, Philadelphia. Each spot plugs a different eating place with only a reminder to the listener to order Mrs. Smith's pie as the dessert. From 8 a.m. to 8 p.m., every hour on the hour a spot announcement is used, making 13 spots a day and 78 announcements a week. Laurence I. Everling Agency, Philadelphia, has the account.

CAMPBELL CEREAL Co., Minneapolis, is mailing a four-color, eight-page feature to newspapers in its territory. Included are recipes, giveaways, and a monthly feature on how to improve household income. Agency is H. W. Kaltenborn, Minneapolis.

MINNEAPOLIS BREWING Co., Milwaukee, now presents Friendly Fred, transcribed music and chatter, in a six-weekly period, 10-30-11 p.m., on WUCC, Minneapolis.

KOKAN Co., St. Louis, for Vanish, a dandruff remover, is the newest participating sponsor of Ruth Hughes' variety program heard on KWK, St. Louis, 10 a.m. to 12 noon and 6:15-7 p.m. Other Hughes sponsors are Greenhills Bros., Brewing Co., and Meyer Bros. Drug Co., St. Louis.

DeKalb AGRICULTURAL Assn., DeKalb, Ill., is sponsoring a ten-minute three-weekly program, On the Farm, on WNAX, Sioux City-Yankton, to help meet food production goals for 1943. Western Adv. Agency, Racine, handles the account.

WARNER USES NEWSMEN

AN UNUSUAL "commentator's endorsement" campaign for the new motion picture "Air Force" has been running the last week on nine New York stations under sponsorship of Warner Bros. Pictures, New York, which plans to continue the same in other parts of the country.

Campaign last week consisted of 65 one-minute transcriptions featuring short talks about the picture's merits by H. V. Kaltenborn, NBC; Lowell Thomas, Blue; Edwin C. Hill, Cecil Brown, Major George Fileding Elio, and Frazier Hunt, CBS. Prepared by Blaine-Thomas Co., New York, agency for Warner Bros., the disc were heard Feb. 15-19 on WJZ WEAF WMCA WNEW WQXR WSN WABC WINS WBYN.

Iowa Soybeans-
a Fighting Crop!

BELIEVE it or not, this Iowa farmer is harvesting munitions! Munitions in the raw. Soybeans!

Soybeans that will find their way into explosives to blast the enemy . . . into paints and varnishes to protect ships, guns, tanks and planes . . . into feed for the production of meat and milk . . . into bone- and muscle-building rations for our fighting forces and allies!

Last year Iowa farmers harvested 39,012,000 bushels of soybeans for which they received $1.55 per bushel. And Uncle Sam has called for a 50% increase in soybean acreage in 1943!

That's one of the reasons why the No. 1 Farm Market is richer today than ever before, will be richer still in the years ahead. As Sales Management puts it: "The farmer is doing so well that he is a prime prospect both today and tomorrow (his savings are tremendous)".

To reach the No. 1 Farm Market's record-breaking buying power, you need KMA. KMA is the only full-time farm station in the entire area—the only station devoting 70% of its time to the specific needs and wants of the 3 million people in its 151 primary counties.

Your copy of our latest Market Data Brochure tells the whole story. Write for it now.
SPONSOR'S BLESSING attended third year start of the thrice-weekly quarter-hour Soil-Off News, when Soil-Off Mfg. Co., Glendale, Cal. (household cleaner), renewed the series for 52 weeks on 7 CBS Pacific Coast stations, adding KOY KTUC twice-weekly. Talking it over are: (1 to r) Mr. and Mrs. Bernhard Nyman, owners of Soil-Off Mfg. Co.; Jefferson K. Wood, account executive of Buchanan & Co., Los Angeles agency servicing account; Truman Bradley, newscaster (at mike); R. C. Lockman, network account executive. Firm also sponsors a thrice-weekly five-minute newscast on KOA KOB, with daily schedule on KPRO. A schedule started in mid-February. Other radio is planned.

J. J. GALLAGHER has been appointed manager of the Montreal office of A. McKim Ltd. He has been with the agency for ten years, and a director since 1947.

SPONSORS BLESSING was the cornerstone of the Montreal agency's new office. Theashes were blessed by Father J. A. MacDonald, pastor of St. Mary's Church, Montreal. The new office is at 973 St. Catherine St. W.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme beer), in a 26-week campaign started Feb. 10 is currently sponsoring a thrice-weekly five-minute transmitted program, Hit and Run Sports of Daily Herald. A parallel schedule, plus 13 announcements weekly, is sponsored on KHJ, Hollywood. Other Southern California radio is contemplated. Agency is Ed Khalil, Davis & Van Norden, Los Angeles.

W sonders�ng a 52-week institutional campaign start Feb. 15 is sponsoring a daily quarter-hour news program between the lines, on KFWB, Hollywood. Lockwood-Shinolend Adv. Agency, Los Angeles, is agency.

KIRBY'S SHOE STORES, Los Angeles, out of radio for some time, in a 52-week institutional campaign started Feb. 15 is sponsoring a daily quarter-hour news program between the lines, on KFWB, Hollywood. Lockwood-Shinolend Adv. Agency, Los Angeles, is agency.

CHICAGO RUG & CARPET Cleaners, Chicago, recently started sponsoring a weekly transmitted quarter-hour program, Top Natch Rugs, with live commercials by Eddie Dunn. Contract for 13 weeks was placed by Rob. Kahn & Assoc. Chicago.

WITH the issue of Feb. 26 MovieStar Preview changes from a weekly to a monthly publication with a re-vised format, additional features and a four-color cover. Program listings for 20 different sections of the country will be separately printed and inserted.

Travel Ban Boosts Sportscast Interest

WARTIME TRAVEL restrictions were foremost in mind when the Associated Division of Tide Water Associated Oil Co. recently contracted to sponsor some 75 West Coast basketball games from Spokane to San Diego, according to Harold R. Deal, the firm’s advertising and sales promotion manager.

Originating in nine cities, the games are broadcast by KFIO, Spokane; KRSC, Seattle; KWJJ, Portland; KFWB, Los Angeles; KSFO, San Francisco; KLX, Oakland. It is the 18th year of sponsoring sports events on the part of Tide Water.

Fans “Attend” by Air

“Interest in basketball this season is considerably stimulated by competition of some first-class Service teams,” said Mr. Deal. He mentioned such teams as St. Mary’s Navy Pre-Flight, paced by Hank Luisetti; the Coast Guard, Oakland Air Base; Camp Roberts and the Presidio of Monterey.

Pacific Coast Conference schools and well-known independents, like St. Mary’s Santa Clara and the U. of Oregon, also contribute to intercollegiate clashes which compose the bulk of the schedule.

Mr. Deal said fan mail from all sections of the Coast indicates that hundreds of persons, who formerly attended basketball games, now listen to the game broadcasts.

Commercial copy is institutional with a large percentage devoted to the War Effort. Merchandising support is provided by window posters listing games schedules as well as announcements to dealers. Tide Water also mentions its Basketball Sportscasts in all advertising in other media. Added promotion is the offer of American Flag decals for auto windshields, obtainable without charge at service stations.

Microphone assignments are handled by Frank Bull, Los Angeles; Jack MacDonald and Bill Tobbitt, Northern California; Ted Bell, Seattle; George Mooney, Spokane, and Hal Byer and Marshal Pengra, Oregon.
Garey to Direct House Probe

(Continued from page 9)

ment agencies also was approved without opposition.

Before the vote came on the Case amendment, several Congress-
men unleashed bitter attacks against the FCC. Judge Cox, sup-
porting the proposal, said he had been "maligned, blackmailed and
portrayed against men who knew more about communica-
tions than any other man in the Navy, Admiral Hooper." [Rear Ad-
miral Sanford C. Hooper, now an active duty as Senior Radio Con-
sultant in New York, who formerly handled communications in the
Office of the Chief of Naval Opera-
tions.]

Before the debate concluded, Speaker Rayburn left the chair and asked for permission to ad-
dress the House from the well, de-
claring he had a right to speak on
the motion to strike the appropria-
tion because it is believed to have been chairman of the committee
that reported the bill to set up the
FCC in 1934, and was author of the
bill. The Speaker declared he did not appeal to "your prejudices or
to your passions," but that he did want to "counsel with your reason with all the earnestness I
can command."

"A great war is on, the world is aghast and the air is full of
propaganda from every conceivable portion of the earth," Mr. Rayburn
said. "There is only one agency in the United States of America
that has any control whatsoever over the air of the United States.
Do you, by your vote at this time, want to strike down that only
agency?"

Time allowed for debate on the
Case amendment then expired and the
vote was called. After the vote,
Rep. Dirkerson (R-Ill.) proposed an
amendment whereby the FCC's na-
tional defense appropriations of
$5,660,314, for the Federal Broad-
cast Intelligence Service and other
activities relating to national de-
fense, be terminated 60 days after the
cessation of hostilities unless otherwise authorized by Congress.
This amendment was agreed to
without debate.

Deferment Requests Cited

Rep. Dworshak (R-Ida.) then
offered an amendment eliminating
the item of $206,160 proposed for the
"War Problems Division", headed by Assistant General Coun-
sel John Davis. He pointed out
that the appropriations committee itself had expressed "some skepti-
cism" over this proposal and had rec-
med, that the Commission con-
sider the desirability of dis-
continuing them. Mr. Dworshak
said that he thought this was a
responsibility of Congress and not of
the FCC.

After Chairman Woodrum had
said that this fund was part of
the national defense program of
the FCC and that the military ser-
vice as it is required, the
amendment was rejected by a vote
of 99 to 76.

When debate on the Independent
Olls bill opened last Monday, Rep. Wigglesworth (R-Mass.), a
member both of the subcommittee and of the Cox Select Committee,
cited the "duplication of effort" be-
tween the FCC and the Army
and Navy on radio intelligence
operations, striking particularly at
FBI and the FCC's Radio Intelli-
genence Division. He also called at-
tention to the vast number of
promotions during the last year, to-
talling 1,860, amounting to $145,-
000. Then he cited to the House
requests for deferments from Se-
lective Service of 442 FCC em-
ployees.

Rep. Cox interceded that it "is
common gossip all over town that
there is a higher percentage of
draftees as a result of the
requests of the departments in the
Communications Commission than
in any other department of the
Government." He pointed out also that one "division" of the FCC
was defending with Mr. Fly contends
that the Commission could carry on its work for $2,000,000 instead
of the $7,000,000 budget recom-

Charges Waste

Mr. Fly, the Georgian contended,
"has no knowledge of communica-
tions other than experience that
he obtained as a switchboard op-
erator before he was placed in the
chairmanship." Mr. Cox also al-
luded to statements he attributed to the Army and Navy that "Mr.
Fly is a terrible handicap to them
in his effort to dominate completely in the national communications of
the Army and Navy."

Alluding to those in the "know",
Judge Cox charged that the larger
part of the FCC's appropriations are
spent and that "you may as well shovel the money out of the
window as to expend it in the
manner in which the Commission
does."

Mr. Woodrum said that he would inquire of the re-
sponsible heads of the Army and Navy about the FCC and that if
they said the Commission "is a
retention to the war effort", he
would himself move to delete the
national defense item. Later, he
said this had been checked to his
satisfaction. He commented that a
"fair trial" should be accorded be-
fore there is an execution, and
Judge Cox protested he was not trying to "execute anybody."

In concluding that phase of the
debate, Rep. Wigglesworth pointed
out that the record indicates the
Commission has continued approval of transfer of stations "for con-
siderations far in excess of the
value of the physical assets trans-
ferred, with all the danger we have seen in other transfers in the
nationalization of Government franchises."

He added "serious charges said
to have been made in connection
with former Commissioner Pickard
and others have apparently been
whitewashed to the satisfaction of
the Commission and the Dept.
of Justice, in the absence of further
evidence". [BROADCASTING, Feb. 15.]

Finally, he pointed out that three
of those persons included in the
list of 38 recently published by the
Dies Committee are on the FCC's
payroll.

Promptly upon opening of the
House Wednesday, debate on the
bill was resumed. Early in the pro-
cedings, Rep. Case proposed to de-
lete the entire FCC appropriation after several colloquies on proce-
dure.

Rep. Ramspeck (D-Ga.) con-
demned the proposed procedure as
"demagoguery" and charged that
acts of this sort were responsible for
criticism of Congress.

The appropriations bill now goes
to the Senate, where brief hearings
probably will be held before the In-
dependent Offices subcommittee of
the Senate Appropriations Com-
mittee. The Senate seldom over-
rides the House on appropriations
measures.

Plans CBC Series

R. S. LAMBERT, educational ad-
visor to the Canadian Broadcasting
Corp., arrived in New York last
week to plan the five programs of
Lands of the Free which will be
produced in Canada for broadcast
in the United States by NBC. The
programs will be produced in their
entirety by CBC at the Toronto
studios of GBY, beginning in April.
Lands of the Free, part of the NBC
Inter-American University of the
Air series, will shift to a new time,
Sunday, 4:30 p.m., effective Feb.
21.
Shortwave Rulings Clarified by FCC
Special Authorization Limited To International Service

Clarification of its rules governing special service authorizations, to eliminate confusion resulting from amendments originally promulgated Dec. 29, was effected last Tuesday by the FCC. The regulations (Section 1.366) of its rules of practice and procedure were revised so as to limit special service authorizations to standard broadcast, international broadcast and point-to-point stations only in connection with the furnishing of facilities for an international broadcast service.

Broadness of the language originally used, it was said, led to some confusion among the telegraph carriers. The new language does not effect a change in policy.

The section as amended reads:

"1.366 Special service authorizations—Special service authority may be issued to the license of a standard broadcast station or, in connection with the furnishing of facilities for service to the United States Government, to the license of an international broadcast station or an international point-to-point station, for a service or other than that authorized in its existing license for a period not exceeding that of its existing license.

"(a) For special service authorization for standard broadcast stations must be made by formal applications and a satisfactory showing must be made in regard to the following, among others:

"(1) That the applicant has the funds available to effect the operation;

"(2) That the project will not be detrimental to the public interest, convenience, or necessity;

"(b) That experimental operation is not involved as provided for by Section 3.33 of the Rules and Regulations;

"(c) That public interest, convenience, and necessity will be served by the authorization requested.

"Changes in Halleas"

Fighting for Poland is Lt. Stefan Maciurzynski (center) former-ly on the foreign language staff of WJBEK, Detroit, before joining Gen. Sikorsky's Polish army in London. Fellow foreign language staff members at the farewell party are (1 to r): Jacob Kmiec; Alexander Droszcz; Tillie Wejroch; Eugene Konstantynowicz, director of Polish broadcast; Helen and Stanislaus Milewicz; Stanislaus Sielsinski. Lt. Maciurzynski had been an exchange student here when the Nazis attacked Poland.

WSAP ON 1490 KC. IN PORTSMOUTH, VA.

Claiming the only FCC permit granted since Pearl Harbor, WSAP, Portsmouth, Va., went on the air Feb. 9 with 250 w. at 1490 kc. under a special service authorization.

Permission to operate was obtained in early January at the Nac Dam, the request because of the station's location in the heart of the nation's No. 1 naval base area. FCC had held that WSAP represented a new construction, but the station's officials claimed they already had the necessary equipment. It was also shown that Portsmouth for more than a decade has been the largest city in the U. S. without a radio outlet.

On the air daily from 6 a.m. to 2 a.m., WSAP is an affiliate of MBS and receives full leased-wire services of United Press. Studios and general offices are in the Portsmouth Professional Bldg., with transmitter in the West Park View section on the water edge. Equipment was provided by Collins, General Radio and Gates Console.

Operated by Portsmouth Radio Corp., a stockholding company headed by Judge Tom E. Gilman, the staff of WSAP includes T. W. Aydlett, general manager who is owner of WCNC, Elizabeth City, N. C.; Ray Penner, program director, former chief announcer of WGVY, Charleston, W. Va.; Jack Norfleet, general sales manager; E. D. Pulley, chief engineer; Bud Dawson, Paul Tryon and Michael Brown, announcers.

W. K. Hodges is vice-president, and Dr. L. A. McAlpine, secretary-treasurer of Portsmouth Radio Corp. Directors include Mr. Aydlett, R. A. Robertson, Dr. J. W. Abbott, C. N. Boyd, A. A. Wendel and M. B. Simpson.

Disc Delivery Tips

WORLD Broadcasting System, in a bulletin to its clients, is urging them to 'anticipate broadcasting schedules as much as possible' so World can give them good service on recording schedules and obviate the necessity of relying on air express delivery of transcriptions. The bulletin resulted from an announcement by Railway Express that "henceforth non-priority air express shipments are accepted on a 'space available' basis."

Not Blue Sky...

But the best darned buy,* dollar for dollar, in actual effective coverage—in a market of a half million steady customers

* Proven by competition

Here's your invitation to Better Business

A Low Cost Producer

WHCU

Ithaca, N. Y.
CBS
870 Kilocycles

BROADCAST \ Broadcast Advertising
Navy Puts Winchell on Inactive Duty; House Investigation of Status Closed

WALTER WINCHELL last week was placed on inactive duty by the Navy and the House Naval Affairs Committee investigation of his status as a Naval officer was closed before it got under way.

Chairman Vinson (D-Ga.) of the Committee told BROADCASTING last Thursday that “the Secretary of the Navy appeared this morning and advised the Committee that yesterday afternoon he had issued orders placing Walter Winchell on inactive duty. That ended the matter so far as our Committee is concerned.”

Subject to Call

Secretary Knox told the House group that some 1,300 other men in the Naval Reserve are on inactive duty and that the action in Winchell’s case was not unusual.

Chairman Vinson said the Committee “complimented the Secretary on his decision and approved it.” Secretary Knox made it clear that Winchell will have no official connection with the Navy, although he is subject to call to duty at any time his services are needed.

The Naval Affairs Committee investigation was scheduled by Chairman Vinson after Rep. Hoff- man (R-Mich.) introduced a resolution [BROADCASTING, Feb. 15] demanding that Secretary Knox supply the House with full information as to the commentator’s status as a Naval officer.

Gremlins Did It!

As indicated last week the difficulty between the BLUE and Winchell and Drew Pearson apparently was a “tempest in a teapot” [BROADCASTING, Feb. 15]. On their respective broadcasts Feb. 14 both commentators announced the misunderstandings had been ironed out and that “freedom of speech” prevailed. Pearson praised Winchell as a fearless expositor of subversive activities and Winchell likewise praised Pearson on the back for reporting facts.

Quoted by the AP prior to the amicable settlement as saying “I hope the newspapers will fight harder for the freedom which radio has so meekly surrendered,” Winchell admitted in Miami, following his Feb. 14 broadcast, that he had departed from his script Jan. 31 when he referred to the electors of certainPearl Harbor isolationist Congressmen as “damn fools”.

“There were two gremlins on my shoulder urging me to express it as I did and to give my enemies a chance to get back at me,” he said. “I knew I was wrong. We who are always talking about free speech and free press also recognize the right of citizens to vote as freely as they please.” He said on his broadcast, however, that the right of free speech was denied him by the BLUE he would not have continued his broadcasts.

Hugh Powell Comments

Although all apparently is seemingly quiet on the BLUE news front, Winchell’s slip of the tongue plunged the entire country into controversy on free speech. It resulted in speeches denouncing him in the House, in editorials demanding that free speech be not impaired, in comments pro and con regarding the BLUE’s memoranda to news editors which were interpreted to mean a rigid censorship for criticism of public officials.

Among outstanding comments was an editorial by Hugh J. Powell, editor of the Coffeyville (Kan.) Daily Journal and owner of KOCF, that city, a BLUE affiliate. Wrote Mr. Powell:

“Winchell spoke rather recklessly in Mark Woods, president of the BLUE . . . thought, and called him to account. Now the open season on criticizing Congressmen and Senators runs from Jan. 1 to Dec. 31 each year. And four months so much as a closed day, including the 580 members of Congress.

“But almost any reasonable man or woman will say there are limitations beyond which a critic should not go in newspaper writing, in broadcasting and even in individual remarks. But that bears remote relation to the great, inalienable right itself. A thousand such slaps on the wrist as Woods gave W. W. would have little, if any, effect on radio’s freedom of expression established by law on a par with press . . . .

“If Congress dared strip broadcasting of its constitutional right, the people of America would make Congress over at the first opportunity, so aware are they of their No. 1 item in the Bill of Rights.”

Wrigley Change

WM. WRIIGLEY Jr. Co., Chicago (Spearmint gum), has changed its quarter-hour inspirational war worker program broadcast on CBS Monday through Friday at 5:45-6 p.m. from the Ben Bernie show to Ken Murray’s Home Fires Burstering. Ben Bernie, absent from the program for a month, has been recuperating from a heart ailment. Arthur Meyerhoff & Co., Chicago, is agency.

Lone Star Net Elects New Operating Staff

O. L. (Ted) TAYLOR, president of KTSA, San Antonio, has been elected chairman of the operating committee of the Lone Star Network, succeeding Harold Hough of KGKO, Fort Worth, who had held the post since 1939. Mr. Hough continues on the committee, while T. Frank Smith, KXYZ, Houston, takes the third post, formerly held by Maj. Tiftord Jones, now on active duty.

At the same time, Mr. Taylor announced that Ken L. Sibson would succeed James W. Pate as managing director of the chain. Mr. Pate leaves to accept a commission with the Marines. Offices of the network have been moved from Medical Arts Building, Fort Worth, to Tower Building, Dallas.

National Oats Spot

NATIONAL OATS Co., Cedar Rapids, Ia., entering radio for the first time on Feb. 9 started participation in Dr. Walter H. Eddy’s Food & Home Forum on WOR, New York, using that station only to advertise National Three Minute Oats. Irwin Vladmir & Co., New York, handles the account.

Handbook by Mrs. Lewis

MRS. DOROTHY LEWIS, coordinator of listener activities for the NAB, has written a handbook for use by radio chairmen of clubs and civic organizations which will soon be published by the NAB. She also has in preparation a second report on the current status of juvenile programs.

G-E Names Dept.

GENERAL ELECTRIC Co.’s radio, television and electronics department is to be known as the electronics department, Dr. W. R. G. Baker, vice-president in charge of the department, has announced.

“MIRACLE BROADCAST” is the name given The Sacred Heart Program produced by WED, St. Louis, because in 18 months it has added 101 stations and eight Canadian outlets will shortly carry the daily quarter-hour religious program of hymns, prayers, talk and closing angelus. The Rev. Eugene P. Murphy, S. J., national director of the religious series, explains to Lt. Harry C. Crimmings, Army Chaplain, and former president of St. Louis U., and Nicholas Pagliara, manager of WED, St. Louis, the radio-wide coverage. WED broadcasts the program live 7:45-8 a.m. daily. Transcriptions are shipped to other stations.

G-E Names Dept.
KNIVES SAVE LIVES, Harris Breth, conductor of radio hunting and fishing programs on KDKA, Pittsburgh, impressed his listeners. Twice he requested listeners to send in their catleya for use in jungle fighting and several hundred knives were received at the studios, including a machete and a specially-constructed Gerhard knife with an eight-inch blade. With knives all over the place the boys have to grin and like it (1 to 2): Dick Woodruff, radio director of Walker & Downing, Pittsburgh agency; Mr. Breth, and James B. Rock, KDKA manager. The program is sponsored by the Duquesne Brewing Co., Pittsburgh.

Court Ruling
(Continued from page 11)

The suit, sought to prove that the amended complaint was identical with the original that had been dismissed and that the recording ban, although severely affecting independent radio stations, was a labor controversy and as such was covered by the Norris-LaGuardia act prohibiting injunctions in labor disputes.

Judge Barnes has ordered the APF to file an answer to the Dept. of Justice complaint within 20 days. It is predicted that the case will not come to trial for another month at the very earliest.

In his memorandum, Judge Barnes reviewed the oral and written arguments of both the Dept. of Justice and the musicians, and made these conclusions:

Counsel on both sides of the case have intimated to the court their desire that the court dispose of the case on this motion, so that they may speedily take the case to the reviewing courts. The court would be glad to do this but for one consideration, which will hereafter be referred to.

The court is inclined to the view that the complaint at bar raises issues neither raised nor ruled upon in the earlier case.

It may be true, as the defendants substantially contend that, even if the allegation of a purpose on the part of the defendants to destroy independent radio stations is new, nevertheless, the complaint at bar does not state a violation of the Sherman Act.

But for the consideration above referred to, the court would definitely decide these two issues (neither is decided) and permit the losing side to take the case up.

The consideration which the court has now referred to twice is this—It is not satisfied that the issues of law, which will be made by the evidence when it comes in, will be the same as the issues of law made by the motion to dismiss. In other words, the court is inclined to think that, by ruling on the pending motion and making possible an immediate appeal, it would be sending to the reviewing courts issues which will probably be not in the case after a leaving the merits.

The court has, accordingly, decided to defer the ruling on the motion to the trial on the merits, which will be granted promptly. The court has this day made or is to make the ruling on the defendant’s motion to dismiss to the trial on the merits, and the defendant’s to answer the complaint within 20 days from this date.

Advertisers Draft Food Ration Plan

DETAILS of the largest coordinated advertising campaign developed so far in support of a Government war program were outlined last Friday at a news conference called by the Advertising Council, following a two-hour meeting in New York Times Hall of some 300 of the nation’s leading food manufacturers, their advertising agencies and representatives of participating Government departments.

The food industry’s participation in the campaign, designed to help the American public understand food rationing and production, will be voluntary, according to John Murphy, assistant to the president of the Food Mfrs. of America, trade group designated with the OWI and the Advertising Council to disseminate material for this campaign to individual food advertisers. Mr. Murphy emphasized that food advertisers will be urged to incorporate rationing war themes in existing radio, newspaper and other media schedules.

Gardner Cowles Jr., OWI director of Domestic Operations, pointed out that the people will turn to the advertising of established food companies to understand what is expected of them as well as to learn the simplest ways of facing the current wartime food problems.

One of the first to announce a specific radio campaign is General Mills, Minneapolis, which this week is turning over five five-minute programs on NBC to discussions of point rationing by Government authorities. The company is releasing full page ads to 200 newspapers to tie in with the radio series.

● Now you can get complete coverage of the West’s biggest, fastest-growing market at really low cost. For all Southern California, use KMPC, now the most powerful independent in the West.
MR. PETRILLO'S NEW DEMANDS


MR. PETRILLO is distinguished from his fellow labor leaders by greater audacity and imagination. He realizes clearly the enormous powers of private dictatorship that the present state of the law, the beneficent attitude of the Administration, and the timeliness and vacillation of Congress have placed in his hands.

He has now put forward the demand that the operators of juke boxes, the companies that send music over the wires, the makers of phonograph records and the great radio companies pay a monetary tribute directly to his union for the privilege of doing business. All he asks is a cut-in on every record and every phonograph sold.

These fees will be paid into the union treasury. The money will be used, according to Mr. Petrillo, to reduce unemployment, to subsidize symphony orchestras and "to foster and maintain musical talent and culture and musical appreciation."

What Mr. Petrillo is proposing, in brief, is that the recording companies—which must ultimately mean the public that pays for the records—must submit to a private tax so that he can set up his own private system of unemployment relief.

What he is proposing is that the members of his own union must submit to a private income tax—in the form of that part of their fees which would, in effect, go to the union instead of to themselves—in order to support this private system of unemployment relief.

What he is proposing is that, at a time when war demands have made the shortage of manpower more acute than ever, he shall have the power of levying private tribute in order to create unnecessary jobs for men and women as musicians.

Mr. Petrillo no doubt looks at these matters from so disinterested a standpoint that he has not considered what abuses might develop if this device were also adopted by other unions less single-mindedly devoted to the public weal than his.

These unions could insist that every employer pay a special fee to them for the privilege of employing a member of their union. These unions could make themselves rich beyond the dreams of avarice. In one or two cases, no doubt, they might even be tempted to increase the salaries and other emoluments of their officials. For, as Mr. Petrillo knows, nothing but his own high conscience would prevent him from using these enormous fees in ways that did not directly promote the public welfare. There is no law which forces unions to make an accounting of their funds or even to publish financial statements. And though the Wagner Act forces employers to recognize unions, it contains not a word which compels these unions to be in any way responsible.

Mr. Petrillo, in short, can lay down the law to the phonograph companies, the recording companies, the radio companies, and to the members of his own union; but nobody can lay down the law to Mr. Petrillo.

The Supreme Court emphasized this fact yesterday by affirming the Chicago Federal court ruling that the Government could not prosecute the American Federation of Musicians under the anti-trust laws because it will not permit new records to be made for juke box and radio reproduction.

As long as Congress acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunity from the anti-trust acts and from the Federal anti-racketeering act; as long as Congress forces employers to recognize and deal with unions, but does nothing whatever to compel these unions to conduct their affairs democratically or responsibly; as long as Congress retains a law which forces an individual to join a union, whether he wishes to or not, because his source of livelihood would otherwise be cut off by boycott of himself or his employer, or by other means—as long as Congress tolerates all this, we shall continue to have private dictators like Petrillo; and they will continue to find further means for enriching their treasuries and extending their powers.

Church Praise

A RESOLUTION hailing the support given to the church by NBC was adopted at a recent convention of the United Lutheran Church in America. Dr. Walton H. Greever, secretary of the Lutheran institution, wrote "The church gives increasing recognition to the value of radio service."

SYDNEY MOSELEY, commentator of Mutual and WMCA, New York, is preparing a book on the subject of American radio. Publisher and date of publication have not been announced. The British author has been active in American radio for three years.

Nash Heads Show

OGDEN NASH, poet-humorist, has been signed by P. Ballantine & Sons, Newark, as m.c. of the company's new show with Guy Lombardo and His Royal Canadians, which starts March 8 on CBS in the Monday 10:30-11 p.m. spot.

Ware Heads

PAUL WARE, general manager of Allen B. Du Mont Labs., Inc. has been re-elected president of the Radio Club of America, as have the entire 1942 slate of officers including: C. E. Dean, vice-president; J. J. Stanley, treasurer; O. J. Morelock, corresponding secretary and L. E. Packard, recording secretary. Austin C. Lescauboura was reappointed publicity chairman.

BROADCASTING • Broadcast Advertising

February 22, 1943 • Page 49
SPOTS
WHERE THEY'LL DO
THE MOST GOOD!
TEXAS' BOOMING GULF COAST
INDUSTRIAL AREA
1000 WATTS
FULL TIME
BLUE NETWORK.

TWO ANIMALS, a white half-Ara-
bokram in Japan and a pure-bred
Jersey cow, were auctioned by Bill Mohler, to
help Big John's Fund for the Damaged War
Bond selling campaign in which
certified purchases of bonds during
Feb. will constitute bids. Animals
were gifts.

KSAL, Salina, Kan., a Mutual affil-
iate's new broadcasting program by
down program for Coca Cola from
the BLUE.

AN EXCLUSIVE New York outlet for
the major's increase in its
own affiliates in that city have pre-
vious commitments. WINS is broad-
casting basketball games from Madi-
son Square Garden on Mutual. On Feb. 19, WNY will broadcast spe-
cial quarter-hour program on CBS
on the 75th anniversary of the Pro-
tective Order of Elks.

GRADUATES of the ten-week KNX
Hollywood Workshop for girl staff
members have filled six positions in
that station as a result of that train-
ing. Thea Carr, Barbara Magee and
Jean King have joined the news bureau as junior writers; Jean King
has made a transaction operator, Betty O'Grady, mail room clerk,
and Bernice Prestholdt, receptionist, are now on the publicity staff, training
under the direction of KNX de-
partment heads.

TO PROMOTE the annual Red Cross
drive during March, quarter-hour pro-
grams using Hollywood film talent are
being produced and transmitted
by NBC, that city, through cooperation of
the Hollywood Victory Committee.

SIGNED TO SIGNOFF drive for
blood donors recently conducted by
Rex Davis, chief announcer of WCKY,
Cincinnati, and Stokes Industries, Let-
tons, Ohio, and the chiefs of the
commended features of the station's
blood donor campaigns which
merited for "outstanding cooper-
a tion" with the Red Cross Blood Donor
Campaign. The following were gifts: Mrs.
B. Wilson, owner of WCKY, by
the Cincinnati-Hamilton County Chap-

WELCOME HOME by a bevy of beauties of the CBS publicity depart-
ment, James Kane, until recently Western division publicity director of
VCO, was assistant to George
Crandall, CBS director of publicity. Smiling at Kane are (1 to r.): Betty
Paul of the magazine division; Rosellen Callahan, CBS fashion editor,
and Nancy Martin, assistant to the publicity director. Kane joined CBS
New York nine years ago. In November, 1939, he went to WBBM, CBS
Chicago outlet, where he filled the position as publicity director.

FREDERIC W. ZIV Inc., transcription-
production firm, has enlarged
its New York offices in the CBS build-
ing. Recent additions include Ralph
Rosenberg, writer transferred from
Cincinnati, and Jack Burch, who has
joined the firm in an executive ca-
pacity.

KVOR, Colorado Springs, has acquired the AP radio news wire from Press
Radio.

WAIC, San Juan, P. R., recently
celebrated its first birthday with a
miniature of the American Legion par
take, the owner, for employees and their
wives. Guests of honor were Senators Dennis
Chavez of New Mexico and Homer T.
Borie of Washington, who had arrived
that day for special investigation of
the condition in Puerto Rico.

IN A reorganization of the artists
bureau of WOR, New York, handling
radio talent has been transferred
to the station's program department,
while club dates and dance band re-
mones remain under the jurisdiction
of the bureau, headed by Nat Abram-
son.

HOW to radiate charm and person-
ality is taught feminine-pages in a
school recently organized by NBC
Hollywood. Teacher is Beryl Wallace,
m.c. of the weekly NBC "Pulpit Hour,"
ponsored by Gilmore Oil Co.

Indies replace youths who have en-
tered the Armed Services.

WPTV, West Palm Beach, Fla., an-
other outlet for WOR, New York,
has shifted its broadcasting hours from 3 to 9 p.m., to 1 to 7 p.m.

KGOM, Albuquerque, and KICA, Clo-
a, N. M., have acquired the United
Press wire services.

Foam Failed
TO ACQUAINT personnel of WCHS, Charleston, W. Va., with the use of fire
extinguishers, which had been
around the station for sev-
eral years, Howard L. Cherno-
off, managing director of the
West Virginia Network,
called a staff meeting re-
cently. He built a fire in a
metal waste basket, then took
one of the ancient extinguish-
ers and started to pump.
Nothing happened. He pumped harder but the flames
only increased. In rushed a
janitor with an extinguisher
from the storeroom. He put
out the blaze. Said Mr. Cherno-
off, as he ordered all ex-
tinguishers in the building
one by one filled: "Some fire
drill!"

RCA'S COLLEGE GALS
Female Employees to Purdue
To Study Electronics
LIKE Uncle Sam's draftees who'll be sent to college for training, a
f group of 50 to 100 girl employees of
RCA's Victor Division will soon
take up residence at Purdue U.,
where the firm is sending them to
study electronics in preparation for
advanced work in the production of
equipment for the armed forces.

Group will include girls 18-22
years old, who have had two years of
college. Curriculum calls for two
-22-week terms, involving 40 hours
of study a week. Girls have all
expenses paid, including regular sala-
aries and are urged to take part in
regular student activities.

35 Civic Groups Form
Radio Council in N. J.
FORMATION OF a New Jersey radio council was
organized by some 35 heads of civic and cultural
organizations within the State at a
meeting held recently in the Ham-
berger Store's auditorium in New-
ark. Representatives of WHOM and
WAAT, Jersey City; WPAT, Paterson; WOR, New York, also
attended. Mrs. R. W. Cornelis-
son, education director of the
New Jersey Women's Clubs, was appointed pre-
tary of a temporary committee to serve un-
til the organization is completed
and regular officers can be elected.

Mrs. Julius Flink of the New
Orleans Council of Jewish Women
was named secretary, and R. D.
MacDougall of N. J. Teacher's Col-
lege, treasurer of the Organization
Committee, will appoint fur-
ther committees on educational pro-
grams, children's programs, etc.

Committees will hold a general or-
ganizational meeting at NAB of-
cices in New York Feb. 19. Dorothy
Lewis, coordinator of listener acti-
ities for NAB, spoke at the meet-
ing in Newark and will assist in
the formation of the new council.

MARTIN GOSCH, producer of the
Abbott & Costello program on NBC,
marrided Joan Arles, Broadway attre-
est. The Feb. 19 wedding of Mayor Fiorello
LaGuardia, a personal friend, per-
formed the ceremony in New York's city hall, with Abbott and Costello
serving as best men.
New AT&T Tariff Schedules Specify Substantial Savings to Radio Industry

TARIF schedules of the AT&T were announced last week substantially the predicted savings seen in network program transmission costs when the reduced costs were first announced several weeks ago [Broadcasting, Jan. 29, 1942]. Under the new tariff schedules the nation's stations will derive total savings of approximately $2,145,000. The savings to stations will come in lower wire and connecting costs and will represent a positive saving to all network stations as well as to non-network stations which choose to avail themselves of occasional use of a wire-line service.

The tariff schedules include A, B, B, C, D and E. Schedule A and B affect only continuous and occasional users of facilities within 50-8,000 cycles range. Schedule C and D cover continuous and occasional use of the 200-3,000 cycle range without supervision. Schedule E provides for occasional use of facilities within the 600-2,600 range for the transmission of speech only.

<table>
<thead>
<tr>
<th>SCHEDULE AA</th>
<th>SCHEDULE A</th>
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<tbody>
<tr>
<td>OLD</td>
<td>NEW</td>
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<tr>
<td>Interexchange Channel</td>
<td>16 hours per day</td>
</tr>
<tr>
<td>Each add. hr. per day</td>
<td>$0.15</td>
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<tr>
<td>Station Connections Per Month</td>
<td>$150.00</td>
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<td>Additional hours</td>
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<td>Next two hours</td>
<td>$25.00</td>
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<tr>
<td>Next five hour period</td>
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</tbody>
</table>

For Additional Hours Not Contracted for, per occasion of use:

SCHEDULE B

| OLD | NEW | OLD | NEW |
|----------------|----------------|
| Interexchange Channel per airline mile per hour or fraction thereof | $0.12 | $0.11 | $0.11 | $0.09 |
| Station Connections | $1.75 | $1.75 | $1.50 | $1.50 |
| When additional hours are not consecutive with the daily contract period | $0.09 | $0.09 | $0.09 | $0.09 |
| Interexchange Channel: | $2.00 | $2.00 | $1.75 | $1.75 |
| Reversals | $2.00 | $2.00 | $1.75 | $1.75 |

GIRL SCOUTS of the U. S. have issued an appeal to the radio industry to help publicize Birthday Week, March 12-18, which will mark the start of a drive to recruit volunteer leaders.

Beich Candy Spots

PAUL F. BEICH Co., Bloomington, Ill. (candy), in a 13-week campaign started Feb. 15 has placed four chain-break announcements on WGR KPH WOAI WREX WTAM WGR WFAA WKRC WYKB WISH WGR for Whiz Candy Pie. An additional chain-break announcement campaign previously running on WABE WSJR WGR KSTP KSD WENR WGR has been extended for another 13 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

KGO’s new rate card is now in effect. Base rates remain the same . . . rates for frequent weekly schedules have been made much more attractive. KGO advertisers can now buy more advertising impressions and hence a stronger advertising impact, at a lower cost per family.

Ask your Blue Spot representative or write direct for details.

Baltimore's Blue Network Outlet

WTRY, TROY, I. W. YORK

1000 Watts at 980 Kc.

The ONLY Basic Blue Station in Eastern New York

Represented by RAYMER

WJWC CESSATION HITS SUN PROJECT

With suspension Feb. 7 of WJWC, Chicago - H. A. Newman [Broadcasting, Feb. 8], the Air Edition of the Chicago Sun has been disbanded.

Set up last July at a reported cost of $150,000, the project had a staff of 19 announcers and newswriters, who handled all newscasts on WJJC as a promotion for the newspaper. The Air Edition occupied studios atop the Chicago Daily News building, which also houses the Sun.

Clifton Utley, whose two-year contract as editor of the radio news subsidiary has 18 months to run, will be retained for other new programs to be sponsored on Chicago stations by the Sun.

JOHN McVANE, NBC war reporter now in Algiers, has contracted with D. Appleton-Century Co., New York, for a book to be published next fall.
When WJSV, CBS affiliate in Washington, was host at the Feb. 17 meeting of the RadioExecutives Club of New York, these radio industry leaders turned out to discuss the problem of censorship in charge of radio, andSen. D. Worth Clark (D-Ida.), chairman of the Senate Petriillo Probe Committee. Seated (1 to r): Mr. Ryan; Earl Gammons, director of CBS Washington headquarters; Sen. Clark; Tom Lynch, timebuyer, Wm. Esty & Co., New York, and president of the Radio Executives Club; Arch McDonald, WJSV sports commentator; Miller McClintock, president of MBS; Neville Miller, president of NAB, and Linnie Nelson, timebuyer of J. Walter Thompson; assistant director of the Union of Broadcasters, Inc.-シアトル, in charge of radio, and Sen. D. Worth Clark (D-Ida.), chairman of the Senate Petriillo Probe Committee. Seated (1 to r): Mr. Ryan; Earl Gammons, director of CBS Washington headquarters; Sen. Clark; Tom Lynch, timebuyer, Wm. Esty & Co., New York, and president of the Radio Executives Club; Arch McDonald, WJSV sports commentator; Miller McClintock, president of MBS; Neville Miller, president of NAB, and Linnie Nelson, timebuyer of J. Walter Thompson; assistant director of the Union of Broadcasters, Inc.

Recorder-AFM Stymied

Established with respect to other labor unions representing singers, announcers, actors, engineers, etc.

9. Conflict with the National Labor Relations Act which forbids direct contribution by employers to unions.

9. The problem involved is the admission, implicit in the AFM's broad assertion of such a principle, that Mr. Petrillo has a genuine grievance or any real unemployment problem.

Many newspapers editorially took up the cudgels against the Petrillo demands, holding that the union was enabled to exercise such dictatorial powers only because of the laws and court decisions which give labor unions sweeping immunity from the anti-trust acts. Cited particularly was the Supreme Court decision Feb. 16 upholding the ruling of the Federal District Court in Chicago, dismissing the original Dept. of Justice anti-trust suit against AFM on the ground that a "labor dispute" was involved.

Newspaper Takes Up Fight

A modified suit, citing specifically the effect of the Petrillo ban on broadcast stations, is still pending and will be heard by District Judge John F. Barnes. In view of the Supreme Court ruling, however, it was felt that relief in the final analysis will not be forthcoming until the statute is amended.

In addition to a lead editorial published on Feb. 16 (see page 49), the New York Times the following day published a second editorial citing the reasons "Why Mr. Petrillo Rules." It pointed out he has the power to force practically every musician to Join the union; to tell musicians when and how and whether or not they can make recordings; to tell the American people what music they can and cannot hear. This has been confirmed by the Supreme Court decision, said the Times, and the administration must be perfectly satisfied, as it has never proposed any revision in the law to change it.

"Congress must acquiesce in this arrangement, because it has never occurred, nor is it now considering, any law to end it," the newspaper lamented.

WJIB, Detroit, has appointed Bura-Smith Co. as national representative.

Convention

(Continued from page 10)

Petriillo recording ban, at the opening session Thursday. Also on the agenda for that day are war programs and the makeup of the new Congress, the Holyoke bill to reorganize the FCC, the Cox resolution and taxation likewise are on the Thursday agenda.

At the Friday session, the board will consider the retail promotion plan, the overall convention-war conference situation, membership applications and approval of a proposed new membership campaign, amendments to bylaws, and the new year's budget.

New Orleans had been selected by the last convention in Cleveland, as this year's site. Overcrowded hotels and difficulties of transportation, however, resulted in withdrawal of the invitation last week by the city's convention organization. Second and third choices were Chicago and Pittsburgh, respectively. If the convention plan is abandoned, however, the board would be in a position to designate the locale for the war conference, with New York or Chicago best situated from all angles.

Screen Rights to the weekly half-hour BLUE Daffy's Tavern, sponsored by Bristol-Myers Co. (Mikut-Rub), have been purchased by MGM.

KBS Scrap Drive

KEYSTONE Broadcasting System, through its 207 affiliates, will devote over 1,500 spot announcements and 600 collective hours of programming during the week of March 7 to the metal scrap drive conducted by the movie industry's war activities committee. Announcement of the tie-in was made last week by KBS president, Michael M. Miller, who revealed that the network had agreed to cooperate with exhibitors on similar activities in the future. Listeners will be asked to search homes for scrap metal, then watch local theaters for news of the "copper, brass and bronze matinee".

SHERMAN & MARQUETTE, Chicago, has appointed Tom Flatale Inc. New York, to handle promotion and publicity for the agency and its accounts.

$678,024,000.00
Annual income of WIBW farm families — a market dominated by our six - state signal. Ready to sell for you.
Lower Court Ruling On AFM Sustained By Supreme Court

Anti-trust Action Contrary To Norris-LaGuardia Act

WITHOUT the formality of a written opinion, the Supreme Court last Monday sustained the finding of Federal Judge John P. Barnes of Chicago last October, dismissing the Government’s anti-trust suit against James C. Petrillo and the American Federation of Musicians, provoked by the ban on the recording of music, on the ground that it was purely a labor dispute. The effect of the Supreme Court action is to prevent the ban from being enjoined under the anti-trust laws.

A revised suit against AFM, brought by former Assistant Attorney General Thurman Arnold, argued last month, still is pending before Judge Barnes and was based largely on the effect of the recording ban upon wartime morale. Judge Barnes reserved opinion after hearing oral arguments, but in view of the highest tribunal’s ruling, it was thought likely that the issue already had been settled.

Injunction Citations

In its per curiam opinion, the Supreme Court simply cited several cases in which the Norris-LaGuardia Act, prohibiting the issuance of an injunction where a labor dispute is involved, had been applied. The effect of the opinion is to give AFM the legal right to continue the ban on recording, in force since Aug. 1.

Assistant Attorney General Arnold, who has been nominated to sit on the Court of Appeals for the District of Columbia, which handles radio appeals, personally had argued both anti-trust suits—the first last October and the revised complaint on Jan. 25. He had held that the ban made Mr. Petrillo virtual dictator over musicians and that it endangered the war effort, in that the existence of small radio stations and many small businesses using juley boxes for entertainment of the public was threatened.

In view of the fact that AFM has proposed settlement of the recording strike by assessment of fixed fees on recordings, to be paid into an AFM unemployment fund, suggestions were made that the whole matter should be referred to the War Labor Board. The Supreme Court decision holding that the matter was a labor dispute, it was pointed out, buttressed this contention.

Continuation of AFM Recording Ban Can Injure Entire Country, Says Clark

SEN. D. WORTH CLARK (D-I da.), chairman of the Senate Committee investigating the AFM recording ban, told the Radio Executives Club of New York last Wednesday that continuation of the ban “can become injurious to the entire country.”

He referred to the AFM action as probably the only strike in the history of the nation in which the strikers’ demands were not made known. He expressed hope that the negotiations in progress last week between James C. Petrillo, president of the AFM, and record manufacturers “would result in something constructive,” although the senator declined to discuss “the merits or demerits” of Petrillo’s proposal. He reviewed actions to date by the OWI, FCC, Dept. of Justice and the Senate investigators to combat the ban.

Ryan Praises Radio

J. Harold Ryan, assistant director of censorship in charge of radio, told the record turn-out of radio executives that broadcasters themselves, together with the press, are solely responsible for maintaining the present wartime system of voluntary censorship. Reiterating his praise of the radio industry for its discretion in keeping secret President Roosevelt’s recent trip to North Africa [BROADCASTING, Feb. 1], Mr. Ryan stated that such an example of self-censorship can only mean that we, in this country, are “maintaining free speech, even though speech cannot be free.”

Toastmaster was Arch McDonald, sports commentator of WJSV, Washington, owned and operated by CBS, luncheon host. Out-of-town guests included Lee Chadwick, WJSV; Ray Jordan, WDBJ, Roanoke; Howard Chernoff, WCHS, Charleston, W. Va.; Sam Goldstein and Richard Goldstein, WCHS; John Donaldson, McCann-Erickson; Robert R. Feiglin, WPQO, Jacksonville; Charles Pittman, WBML, Macon, Ga.; H. A. Lafount, Atlantic Coast Network.

Leave Schenley Show

GEORGE S. KAUFMAN, Broadway producer, and Oscar Levant, musician and quiz expert, have withdrawn as Co-M.C.’s of Great Blanca Carnival on MBS. Ilka Chase, comedienne and author, will conduct the Feb. 24 broadcast. No permanent M.C. has been announced, however. Program is sponsored by Schenley Distillers Corp. in New York for Cresta Blanca Wines. Agency is William H. Weintraub Co., New York.
CAB Reviews Radio Year
(Continued from page 11)

the quarter-hour rate, graduating to one-minute spots at 50% of the quarter-hour. Canadian agency men favored the proposed structure, while American representatives, including Charles Ayers of the CBC, Dr. S. H. Ryan, New York, and Lew Avery of the NAB, Washington, expressed opinions that the plan would be too complicated. No decision was made.

Avery Leads Forum

An open meeting Monday afternoon dealt mainly with a report of a joint committee of the CAB, Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies on measuring station coverage and listener habits. An interim report was read for the committee chairman, G. Walter Brown, vice-president of Bristol Myers Ltd., Toronto, by Louis Fennem, representing the ACA, and by Jack Cooke, representing the CAB. The CBS ballot method of measuring station coverage was described in detail, while Adrian Head, representing the CAAA, discussed the report on measuring listener habits. A roundtable discussion on "Selling the Medium" followed, led by Mr. Avery, director of broadcast sales, NAB, Washington.

Canadian broadcasters heard for the first time at the Monday luncheon from the new general manager of the CBC, T. A. Burton, who spoke on "Broadcasting and Civilization." He pointed out to the broadcasters that their duty was three-fold, a duty to the past whose scientific achievements had brought broadcasting; a duty to present civilization, to give the listening public something that will leave them better than we found them, a duty to the future, to look ahead to vaster issues.

Discussing broadcasting's part in religious, social and political life as well as in its entertainment value, and educational features, he explained there is a difference between education and propaganda. Education he defined as trying to serve persons to whom we direct broadcast programs; propaganda he defined as trying to use persons, whom we reach with radio programs, to our own ends. He said radio has a bigger role than selfish ends, that it is an instrument of persuasion for which the world has long looked. He stated that radio should not sell out to any one, should defend its freedom as the freedom of the press, that the CBC would not sell out to any political party.

Women Replacing Men

A closed breakfast session, opening the second day's activities, was addressed by Maj. Dick Dziepecker of the Canadian Army, formerly of CJOR, Vancouver; Sub. Lt. G.A. Burwash of the Royal Canadian Navy, with CBC in civilian life, and Flying Officer Andy McDermott of the Royal Canadian Air Force, formerly of Stovin & Wright.

Dr. T. A. Robinson, assistant director of National Selective Service, at a Tuesday morning meeting of the broadcasters to whom employees with women as rapidly as possible and in as many cases as possible, to free men for military duty. Priorities were discussed in an off-the-record conference.

Complimenting radio on the job it has done in previous War Bond drives, David Mansur, vice-chairman of the National War Finance Committee, Ottawa, announced a spring Victory Loan campaign to raise $2,000,000,000. No single group has made a greater overall contribution to the financial drives since the first loan in May 1940, than the radio industry, he asserted. A policy of bringing American stars to Canada to assist in raising funds will continue, he said.

CAB Code Approved

Forthcoming campaigns to conserve clothing and textiles were outlined at a Tuesday luncheon session by Ross Brown of the War-time Prices and Trade Board (price ceiling authority) information section. To promote the campaigns the WPTB will purchase additional radio time, he indicated. He announced that for the first time in history Canadian and American patterned material is now North American preview of women's clothing styles next month.

A resolution approving a CAB code, similar to that of the NAB, was adopted at the Tuesday afternoon conference. The proposed code has nine clauses dealing with the industry's responsibility which is "first to the radio listeners of Canada for the dissemination of information and news, the supplying of entertainment ... and the necessity for ethical business standards in dealing with advertisers and advertising agencies."

The treasurer's report showed a surplus of $25,386, of which $10,000 has been set aside for Government bonds. Creation of an associate membership for special sales representatives on the basis of $10 for each station represented was approved, with a view to organizing a broadcast sales committee in the future.

Among Wednesday speakers were Mrs. Dorothy Lewis, NAB co-ordinator of listener activities; John J. Gillin Jr., manager of WOR, Omaha, who extended an invitation from the city of Omaha to the CAB to hold an early post-war convention there and expressed the hope that after the war NAB would hold a convention in Canada, and the CAB would hold one in the United States; W. C. Wright, Toronto, sales representatives, who reviewed the short history of the Broadcast Sales Club of Toronto.

SETTLING a delicate point, no doubt, are Wm. McQuillen, time-buyer, Cockfield, Brown & Co., Toronto and Bill Schulte Jr., eastern division field manager for CBS station relations. Setting is last week's CBS session at Toronto.

Cross Billings of CBC

Reported $1,057,664

DELAYED annual report of the Canadian Broadcasting Corp. for the fiscal year 1941-42, ending March 31, 1942, has just been released by the CBC at Ottawa. The report deals with the wartime activities of the CBC, establishment of CBC National News Service at the beginning of 1942, and various program activities.

The report mentions additional sponsored programs carried by the network, composed of CBC and privately-owned stations, and the establishment of a second commercial network in July, 1941, to meet growing demands of advertisers for networks. From commercial broadcasting the report will present a breakdown of $1,057,664, with commercial expenditures of $94,139, plus $742,123 for all wirelines. The statement showed a net operating surplus of $259,321, with receipts from listener licenses of $3,486,531.

MacKenzie Named

PROF. NORMAN MACKENZIE, president of the U. of New Brunswick, has been appointed chairman of the Canadian Witte Information Board, succeeding Charles Vining, who resigned due to ill health. The new chairman was professor of public and private international law at the U. of Toronto from 1933-1940.

CAB directors, elected Tuesday afternoon are:

Dick Rice, CFBN, Edmonton; Harold Cameron, CFAQ, Calgary; A. A. Murphy, CFQG, Saskatoon; and Charles Cameron, CFB, Vancouver, representing western stations. Harry Sedgwick, WCB, Toronto; Jack Schudt, KGB, Ottawa; Arthur Sedgwick, CCKW, Windsor Ont.; Bob W. Phipps, CCLW, Windsor-Detroit; representing Ontario stations. Phil Lalonde CKAC, Montreal; N. Thierry, CHRC, Quebec, representing Quebec stations. Nathanna, CJGB, Sydney N. S.; L. W. Beewick, CHSJ, St. John, N. B. representing the Maritime stations.

Harry Sedgwick was re-elected chairman of the board, with Mr. Rice, president of the Western Assn. of Broadcasters, as vice-chairman. Glen MacKenzie, attorney-at-law, is secretary-treasurer; and general manager; Arthur Evans, secretary-treasurer, and Joseph Sedgwick, K.C., as legal counsel.

Page 54 • February 22, 1943
CLIPPED by a candid cameraman is Maj. Gladstone Murray (left, without ear) at the CAB convention in Toronto last week. Others busily discussing Dominion radio problems are (l-r): Wight Stovin, Toronto; Joseph Sedgwick, CAB legal counsel; H. N. Stovin, Stovin & Wright.

POST-WAR RADIO HARVARD PROJECT
A POST-WAR advertising research project, to assist business in the use of radio advertising, will begin soon at the Harvard Business School, according to Dr. Melvin T. Copeland, the School's Director of Research.

Designed to study experiences of local users of radio advertising in the hopes of defining the role such advertising will play in marketing peacetime products, the project will be conducted by Prof. Charles H. Sandage, visiting professor of business administration and head of the 1935 Census Bureau's investigation of broadcasting.

Results are expected to provide retail buyers, service operators, local manufacturers, broadcasters and advertisers with information beneficial in the use of advertising.

Neil H. Borden, professor of advertising and Harry R. Toold in Madison, Wis., has charge of the agency. For exclusive use of all advertisers, will comprise an advisory committee to assist Prof. Sandage.
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 13 TO FEBRUARY 19 INCLUSIVE

Decisions...

WOOD, Grand Rapid, Mich.—Mod. li-
ence change WAB to unlimited, filling WBA.
KTBG, Austin, Texas.—Transfer control
Capital Broadening Amex to Charles G. Johnson
for $17,500 cash.
KREK, Eau Claire, Wis.—Hearing license
renewal and mod. license, limited, UD
radio stations.
WBAL, Baltimore.—Cancel special ser-
licensing authority, expiring April 1, 1944, remain-
required.
WDRF, York, Pa.—CP new transmitter.

WNNC, Asheville, N. C.—Grant motion
applications 700 kc., 5 kw. D.A.N., unlimited.
KARM, Fresno, Calif.—Grant motion dis-
applications mod. license operate 1000 kc., 6 kw., D.A.N., unlimited.

Central Broadcasting Co., Key Broadcast-
ers Inc., Wilkes-Barre Broadcasting Corp.
of Wilkes-Barre Pa.—Deny petitions waive
rules Sec. 1.231 (d) for Sec. 15 hearing.
grant window, limited, CP.

BEECHER, WOR, Hollywood—Grants
missioned March 15, 1943.

SHAW, KHJ, Los Angeles.—Mod. lic-
ence change WASH to unlimited, filling
WBAL, Albany, Ga.—Consolidated hear-
ing renewal license, 250 kw., 5000 kw., unlimited (Feb. 9).

Network Accounts

All time Eastern Wartime unless indicated

New Business

CAMPBELL SOUP CO., Camden, N. J.,
March 3 starts Milton Berle's comedien
on 63 CBS stations, Tues., 9:30-10 p.m.

Renewal Accounts

RCA VICTOR Co., Ltd., Montreal (radio
record, tubes, records), recently renewed Vola
license, 10 kw., W2XEV, on 30 Canadian Broad-
corps, Thurs. 9:05-9:30 p.m.
AGENCY: John Walter Thompson

LUMBERMEN'S MUTUAL CASUALTY
Co., Chicago, Feb. 21 synched union
agency account, Feb. 21.
AGENCY: Leo Bennett Co., Chicago.

Network Changes

MINNEAPOLIS-HONEYWELL REG.
Co., Chicago (air conditioning manufacture),
Feb. 17 shifts Alice John Freedman,
CBS, Beatles, every four weeks on 124 BLUE
stations, 9-9:30 p.m. (Rpt. 12-30 a.m.)
AGENCY: Leiter 

CENTURY G. OF San Francisco,
Feb. 21 shifted Standard Symphony
on 6 kw., W2XJ, WOR, New York, (FRT),
from Hollywood to San Francisco.
AGENCY: BEBO, San Francisco.

NEW YORK LUMBERMEN'S
Agency, Chicago, March 20 adds Sat.
Se. 7-7:30 p.m.
AGENCY: Leo Burdett Co., Chicago.

HOWARD VOGELI has joined the technical
staff of KBPK, Sacramento.

NOBLE B. BREWER has joined the transmis-
sion staff of KOB, Albuquerque,
A.N MACH, Gebbie Co., Chicago, March 20 adds Sat.
Se. 7-7:30 p.m.
AGENCY: Leo Burdett Co., Chicago.

HARRY W. VOGELI, chief technical
supervisor of WIP, Philadelphia,
is father of a girl born Feb. 9.

CLIFFORD C. HARRIS, chief technical
supervisor of WIP, Philadelphia,
is father of a girl born Feb. 14.

Tentative Calendar...

WENY, Buffalo.—Mod. license 680 kc.,
250 w., un limited (Feb. 23).

WNYN, New York.—Mod. license 550
kw., 5000 kw., unlimited (Feb. 9).

WAAB, Albany, Ga.—Consolidated hear-
ing renewal license, 1500 kw., 1 kw., D.A.N., unlimited (Feb. 25).

LISTENING ON GUADALCANAL

Sgt. Jimmy Hurlbut Says Marines Huddled At Radios
To Hear News and Sports from Home

Radio listening provided the ma-
ines on Guadalcanal with the bulk of their news from the outside
world, according to Tech. Sgt. James W. Hurlbut, Marine combat correspondent and formerly public
director of WJSV, Washington,
recently returned to the United
States.

In Jimmy's words, radio listen-
ing was "one of the big features on Guadalcanal, for everyone from
the General down." "When
the island," he told BROADCAST-
ning, "portable radios were in
operation at unit headquarters." After
sunset, he explained, when
things began to slacken and before
the night's activities started, "Ma-
ines gathered at their radios for the news of the world from either
KWB or KWIR." At this point, Sgt. Hurlbut put in a word for the quality of
reception. Despite the interference
which was induced at times by Jap
attacks, the quality of the receiv-
ing stations was complete, he said.

Based on his observations, he
said that general news and sports
news were likely the most popular
radio fare. Specifically, he men-
tioned the fine reception on the
Command Performance, prepared
by the Army for the benefit of
fighting men around the world, and
the Army Hour, a part of the
Sunday program (NBC 3:30-4:30 p.m.
Sundays), also shortwave around
the world.

Getting personal, he recalled one
particular broadcast which thrilled
him. During one period of action,
shortly after the Marines had es-
tablished themselves on the island,
one portable tucked away in one
of the gun positions was tuned in.
One of the men in that particular
gun position heard Arthur God-
frey identified and hastened to
inform the sergeant, recalling that
he had been associated with God-
frey in Washington at WJSV.

There in the midst of Guada-
canal, Jimmy heard Arthur God-
frey's Victory Begins At Home
program broadcast by CBS
from Angeles. Reception was so good, he
recalls, "I could almost imagine
myself looking through the studio
window at the Art and his colleagues at
WJSV—of the Vickers, John Saib
and Billy Gibson."

On CBS Shows

Upon his return to Washington
recently, Jimmy went back to
work almost immediately being fea-
tured on the Washington portion
of the program by Hardy carried by the entire
CBS network as well as on Colum-
bia's Report to the Nation. He
describes himself as "the man who
travelled 14,000 miles to get into the
room next door." That room
being Studio 4, next to the WJSV
CBS newscast, from which Jimmy
had never been heard in the eight
years spent at WJSV and CBS, Washington, as news editor and
publicity director.

The next day many of the sta-
ton's staff congratulated him upon
his fine radio voice. This appeared
to satisfy him, for he explained
that he had vainly tried to impress
people with that fact during his
tenure with the station as a civil-
ian.

When he enlisted in the Marine
Corps, May 6, 1942, he had no
idea that he'd be on his way ten
days later. After ten months, he
is back in the U. S., having spent
more time in the Solomons than
any other correspondent. In fact,
he is the first Marine correspondent
for a return from an active combat
zone.

Speaking to his boss, Lt. Col.
George T. Van der Hoef, head-
quarters public relations officer,
you get the idea that Jimmy has done the job he was sent out to do.
Lt. Col. Van der Hoef called it "an outstanding piece of work." For-
thermore, he pointed out that Jim-
my is the first Marine correspondent
to be promoted from the rank of sergeant to that of technical
secretary.

Since Jimmy had served with
the Marines prior to last May, he
received his stripes at once, as one
of a limited number of combat
 Correspondents who fight and write.
Explaining the job, Jimmy said
he carried a pistol at all times and
also used a rifle upon occasion.
Shooting Japa and digging news
provided him with considerable
activity during the time he served at
Guadalcanal.

Henry P. Kasner

HENRY P. KASNER, 53, radio engi-
iner of RCA for the last 30
years, died Feb. 13 in Brooklyn
Jewish hospital after a brief ill-
ness. Born in England, Mr. Kasner
was at one time wireless engineer
on the S. S. Leviathan, and was an
engineer with Marconi Wireless
 Telegraph Co. of America.
Help Wanted


OPERATOR?—20 or more positions for conscientious, capable men who really want to work. Metropolitan station. Must be on duty 20 hours per week. No union affiliation necessary for employment. Steady employment. Write giving details to Box 226, BROADCASTING.

ANNOUNCER—Experienced in all types of broadcasting work. All information, including transcription and photograph. Good salary. Excellent location. Address Box 225, BROADCASTING.

CONTROL ROOM OPERATOR—Give experience and present salary. Complete information in East. Box 224, BROADCASTING.

Program Director Wanted—Basic network affiliate, medium-sized city. Must have experience in Program Director immediately. Only a man who is now serving as Program Director will be considered. Preference to man having knowledge of, and experience in, traffic and bookkeeping. Good starting salary. Box 336, BROADCASTING.

OPERATOR—Wanted—24 hours a day for 32 kw. station in one of America's biggest markets. Home of the biggest shipyards. Advice, experience, draft status, references. Address: Norman Everard, 89 Depew Avenue, Portland, Oregon.


COMBINATION—Good commercial announcer and studio technician for remote studio of progressive station in the south, and now seeks commercial manager's post on progressive station. Has no objection to small wattage station, but believes it's imperative that the air "watt" counts with the listeners, the station, and the station's advertising agents. Looking for a man like that? Well, here he is looking for you. If you have additional billing, this man can handle it, and has a combination basis. Top references. Box 339, BROADCASTING.

WANTED
Young aggressive woman publicity writer for metropolitan Eastern City. State all qualifications, including large city experience, contact ability and salary requirement. Photo and clip desirable. Box 353, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

WANTED TO BUY
COMPLETED EQUIPMENT—250 or 500 watt stations. Advise location, asking price, when available for removal. Box 257, BROADCASTING.

WILL PAY CASH. Responsible parties interested in buying radio station. Give full information. Box 256, BROADCASTING.

Small Group Engineers—Interested buying part or whole of radio station in C.P. or G.P. Box 226, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA. Like new or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale
175 ft. Treeson Self Supporting Tower—With all lighting equipment, masts, ladders, etc. Efficient height. Also 5000 watt, two microphones, one pair high impedance headphones, WEDC, Dubois, Pa.

Paul F. Godley
CONSULTING RADIO ENGINEERS
Montclair, N. J.
MO 2-7859

George C. Davis
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

JERE' O'CONNOR
JERE' O'CONNOR. 48, for 17 years account executive of KFWB, Hollywood, died at his home in that city, on Feb. 13 following an illness of several months. Surviving is his wife, Mrs. Pete O'Connor.

DO YOU WANT
S S S

Profits, Prestige and Successful Operation
Here's the answer:


Will go anywhere for interview.

Address
Box 338, BROAD AST. ENG.

Radio Engineers

R S RINGS & TRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer

Radio Engineering Consultants

Frequency Monitoring

Silver Spring, Md.
(Silverbrook, W. C. 44)
Main Offices: Cressants of the World,
Kansas City, Mo.

HECTOR R. SKIFTER
Consulting Radio Engineer

Radio Engineering Consultants

Frequency Monitoring

Silver Spring, Md.
(Silverbrook, W. C. 44)
Main Offices: Cressants of the World,
Kansas City, Mo.

R S RINGS & TRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Washington, D. C.

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JANSKY & BAILEY
An Organization of Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

WANTED TO BUY
COMPLETED EQUIPMENT—250 or 500 watt stations. Advise location, asking price, when available for removal. Box 257, BROADCASTING.

WILL PAY CASH. Responsible parties interested in buying radio station. Give full information. Box 256, BROADCASTING.

Small Group Engineers—Interested buying part or whole of radio station in C.P. or G.P. Box 226, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA. Like new or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale
175 ft. Treeson Self Supporting Tower—With all lighting equipment, masts, ladders, etc. Efficient height. Also 5000 watt, two microphones, one pair high impedance headphones, WEDC, Dubois, Pa.

Paul F. Godley
CONSULTING RADIO ENGINEERS
Montclair, N. J.
MO 2-7859

George C. Davis
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

News Review Booklet
COMPILED from news programs Dec. 7, 1941, through Dec. 31, 1942, WHAS, Louisville, has published a 76-page booklet, News Review of 1942 (25c), edited by William Ladd. Booklet has been offered to other Clear Channel Broadcasting System outlets, and is already being distributed by WSM, Nashville.

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Fly Confers With Networks On Relief for Small Stations

Plan Involves Extension of Chains to Locals, 'Package' Advertising

FORMULATION of some sort of plan for relief of smaller stations, to be derived from a combination of the LBO, Line rate reductions, addition of smaller stations to national networks, and "package" advertising campaigns by national advertisers, is being pursued by FCC Chairman Lawrence Fly, but with the result uncertain.

Mr. Fly has been in conference with network officials intermittently during the past two weeks and, among other things, has discussed possible expansion of the networks to cover smaller stations in the remote areas. He has also discussed, it is understood, current legislative and investigatory activity on the Washington front, as well as the chain-monopoly regulations now awaiting decision of the Supreme Court after argument on Feb. 10-11.

50% Cut to Locals

There have also been discussions with representatives of larger advertisers through the Advertising Council, in an effort to procure wider national use of smaller outlets, particularly if their rates are absorbed by the networks. One of the big difficulties, however, has been that national advertisers are not disposed to buy duplicate coverage and work on a definite "cost-per-view" basis. Moreover, it was pointed out that many of them do not even take advantage of bonus stations on the networks, because of distribution and market factors.

The AT&T long lines reductions, amounting to approximately $2,145,000, announced last month, [Broadcast, Jan. 25] would reduce higher costs of operations by some 50%, it has been estimated. Mr. Fly feels that the networks should use portions of the saving to extend service to the less profitable station operations.

Manpower, however, has loomed as perhaps a larger problem than economic return for many smaller stations. Inability to retain technical and program personnel because of Selective Service and weaning away of key people by other station operations has proved a serious problem, many of the smaller stations have reported.

At his news conference last Monday, Chairman Fly was pessimistic about the war outlook and its effect on radio. As for smaller stations, however, he said that as newspapers curtail and billboards and other media suffer, local radio offers a more interesting and valuable medium. It will be "pay dirt," he said, because no other media will have such means of mass communication.

Discussing the 1942 situation, Mr. Fly said that because many stations had failed to file information requested by the FCC, it may be necessary to await the annual reports of stations to get a complete picture of last year's operation. Data now available appears to be as anticipated, he said. He expressed fear that 1943 and 1944 will be worse for obvious reasons.

About a half-dozen stations have voluntarily suspended since last fall, he said, and others are making inquiries. (FCC records reveal that these stations are KID, Idaho Falls, Ida.; WBBR, Red Bank, N. J.; KAST, Astoria, Ore.; KKKK, Kansas City, Mo.; KIDW, Lamar, Colo., and WJWC, Hammond-Chicago.)

Mr. Fly asserted that other stations are making inquiries about suspension, but he said the condition is not "starving." The FCC has not yet decided as a matter of policy whether stations which suspend operations because of declining war conditions will be permitted to return to the air after the war without prejudice. Attorneys apparently take the position that the requirements of the Radio Act could not be fulfilled thereby, since a showing of public interest is required.

Discussing other proposals for relief of stations in distress, Mr. Fly said that the original idea for RFC loans has been discarded since the Government would be placed in the position of acquiring control of stations, and moreover it would be saddled with fixed liabilities. Purchase by the Government of time has been eliminated "for practical reasons" and also because of the Government control aspect. He emphasized that stimulation of private advertising through various means remains the best solution.

AFRA Files Demands

AFRA American Federation of Radio Artists, which has been preparing special forms for its recently revised sustaining contracts, finished work on them last week and submitted them to the Labor Board, it was reported. Notices of AFRA's demands for increases in commercial scale minimums for network and transcription programs were also drafted last week and mailed out Feb. 18 to transcription companies, networks, advertisers and advertising agencies, and others signing the union's commercial code. The increase demanded is 19 instead of 19.7, as reported in Broadcasting Feb. 18, the figure corresponding to the point rise in the cost-of-living from Dec. 15, 1940 to Dec. 15, 1942.

WWNY Joins CBS

WWNY, Watertown, N. Y., about March 1 will become a CBS affiliate. Owned and operated by the Watertown Daily Times, WWNY operates on 790 kc., 1,000 watts. Established in April, 1941 on a part-time basis, the station has been a full-time outlet since October, 1942.

REPLY FROM AFAR

Hollywood, New York Figure

In 'Information Please'

"It's Mr. Edwards' Consequences. She Missed Her Question and He Told Listeners to Send Her Their Old Christmas Cards!"

H. J. HEINZ Co., Pittsburgh, is experimenting with the idea of having Edward Binns, an actor among other things, has pointed out to New York join the NBC Information Please quiz by "remote control."

On the Feb. 22 program, Gregory Ratoff, in Hollywood with his own audience and a small bell to signal when he knows an answer, was to join the regular experts, John Kieran and Franklin P. Adams, and Christopher Morley, the other guest. A two-way telephone line was to be employed.

If the idea proves successful, Dan Golenpaul, owner and producer of the program, may have film stars speaking from Hollywood as a regular feature.

Mr. McTigue, Mr. Westmoreland

and member of the national advertising department of the Minneapolis Journal, has been with WLOL since March, 1932.

Immediately after his promotion, Mr. McTigue announced the appointment of Harry McTigue as assistant general manager in charge of all programs, sales, and production. Mr. McTigue is widely known as the "colonel" and General Mills baseball reporter.

Baukhage Sponsors

AS BAUKHAGE completed the first year of Baukage Talking, 1-110 news show, BLUE reported last week that the program which began on a sustaining basis, now has more than 60,000 local sponsors. Baukhage's 6:20 p.m. commentary on WMAL, Washington, is now sponsored for three days each by Vicks, and McKesson Robbins for Colax tooth powder.

WOOD Unlimited

WOOD, Grand Rapids, Mich., has been granted permission by the FCC to change hours of operation from sharing time with WASH, Grand Rapids, also owned by King-Trendle Broadcasting Corp., to fulltime, with facilities of WASH. WOOD is an NBC and Michigan network affiliate and operates on 1300 kc. with 5,000 w. Manager is Stanley W. Barnett.

MBS TO CONSIDER PROGRAM POLICIES

FIRST in the series of MBS program clinics scheduled to meet in key cities will be held Feb. 22 and 23 at the hotel Ambassador, New York, with Miller McClintock, president of MBS, opening the sessions. The series was announced by Mr. McClintock at a MBS dinner Feb. 10 as a means of launching Mutual's plan to increase and improve its service to member stations, listeners and advertisers.

Special emphasis on programming that will aid the war effort will be made of the clinic, which will be presided over by Adolph Opfinger, MBS program manager. In addition to MBS executives from 12 Eastern cities and stations, one or more of the present to represent the Office of Censorship, while Merritt Barnum and Jack Van Nostrand will represent the WI.
WLW's carefully developed plan of merchandising covers every phase of distribution from manufacturers' representative through consumer. Dealer contacts are made more effective through BUY-WAY, our radio merchandising newspaper with a circulation of over 50,000 twice a month; comprehensive direct mail coverage totaling more than 360,000 pieces a year; widespread trade association and Trade Extension activities. This merchandising program costs advertisers nothing, now is dedicated to helping your retailers and wholesalers solve their perplexing war-time merchandising problems.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.
WHAT'S UNDER THE "COVERAGE"?

Radio "coverage" is the camouflage under which a station's weakness can easily be concealed. But strength, too, is to be found under radio "coverage."

WKY, on 930 kilocycles, has more "coverage" in Oklahoma than any of Oklahoma City's three other stations. But this alone would be meaningless without the fact that from two to three-and-a-half times more persons actually listen to WKY morning, afternoon, and evening, according to C. E. Hooper, than to any one of the three.

Under WKY's "coverage" is real selling strength and that's what makes WKY, today and in the days to come, decisively the best buy to keep your name and your sales alive in Oklahoma.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times · The Farmer-Stockman
KVOR, Colorado Springs · KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.