Time was when an "adequate" radio-station staff could consist of as few as three or four men and a couple of girls. Now those days are gone forever.

One good reason why WHO is the leading station in Iowa is that it has the largest and most competent staff. Today 114 capable men and women are eager to deliver your program and sales message in a pleasing and persuasive manner into more Iowa homes than can be secured through any other radio station or combination of stations!

At WHO, every department head has many years of experience in "large station" operation. Our sales, programming staffs, engineering and research staffs are considered to be among the best in America, by men who know . . .

That's Plus No. 5 for WHO. You want manpower to do the best radio broadcasting job in Iowa. You can get it at WHO. Write us for all the other Plusses—or just ask Free & Peters.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
1943 will be a good year to sell in Oklahoma's No. 1 market, the Tulsa Magic Empire, where war projects have added an extra abundance of buying power ($200,436,000 yearly payroll) to a permanent, stable, growing market. Nearly half of the retail sales in Oklahoma are concentrated in The Magic Empire Market, concentrated in approximately one-third (34.7%) of the state's area.

*Sales Management reports effective buying power is up 25% in the Tulsa Trading Area; Oklahoma Tax Commission figures show retail sales up 20% in the 30-county Magic Empire; and War Ration books show the area population up 11% over the 1940 census.
No fooling the folks at Home!

- Local advertisers, who can check their advertising on the cash register, use more time on WSIX than on any other Nashville station.

This leadership of WSIX with Nashville merchants and manufacturers holds good year after year. You bet there's a reason!

Right now the returns to WSIX advertisers are the greatest in the station's history. Let us show you what WSIX can do.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM
SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS
980 KILOCYCLES

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
"Annapolis of the Air"

AT PENSACOLA, FLORIDA

IS IN WWL-LAND

and so are 10,000,000 customers from five different states

THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's primary listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
“EVERY NIGHT WITH A DIFFERENT SPONSOR”
WFVA’s music costs have been turned into music profits by the intelligent use of the ASCAP Radio Program Service. If you are an ASCAP-licensed station, you may have these built-for-sale programs without cost.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

FREDERICKSBURG, VIRGINIA

January 20, 1943

Mr. Robert L. Murray
Radio Program Service
American Society of Composers, Authors and Publishers
New York City

Dear Mr. Murray:

We want to thank you for sending us your newest program series, MARCHING TO MUSIC. They are superb.

The program started on January 11th. It is now running every night with a different sponsor. They seem to be as satisfied with the show as we are.

Your half-hour script for MUSIC...JUST FOR YOU has been sponsored for over six months by the same merchants. Need we say more?

Again, we thank you.

Cordially yours,

William R. Seth
General Manager

WRS/Jb
See what we mean?

You can’t make a uniform fit by putting too much material in one place and not enough in another. It isn’t the amount of cloth that counts, it’s the way that it is tailored. You’ve heard a lot of jokes about the fit of G. I. uniforms, but it’s no joke when your radio coverage doesn’t fit. When you buy radio coverage on the Pacific Coast, be sure it’s tailored for the Pacific Coast, because the topography is different out here. Mountains rising 5,000 to 15,000 feet surround most of the important markets. Long range broadcasting gives you a coverage picture like the lad in the sketch. Only one network completely covers the Pacific Coast. Only one network is tailored to fit Pacific Coast. With 33 stations, Don Lee gives local primary coverage from within. If your message is important enough for all the radio families to hear, remember . . . more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. . . . Use the only network with enough stations to do the job . . . DON LEE.
“as large a charter as the wind...”

LONG BEFORE the world knew radio, Shakespeare caught a glimpse of its boundless scope in seven simple words. Today, radio hurdles all barriers of space and time and rank to inform and entertain all people...rendering this welcome service under a charter enlarged and endorsed by the people themselves.

Mutual has proved that there is room and need, in this largest of charters, for a kind of service no other network affords, a pattern of coverage unique in radio. This pattern is two-fold, comprising intensive coverage of the major markets, where living and listening are most heavily concentrated; and extensive coverage of the home-town communities where the rest of the country lives and listens.

Whatever the market, the Mutual station is a dominant, popular voice; in many a market, it is the only network voice. Together, the 207 Mutual stations bring the entire nation within reach of an advertiser. Market by market, they permit an advertiser to adapt the vast charter of radio to his individual needs...with matchless flexibility and economy.
EVER meet anyone who laughed so pleasantly and easily as to put you into a good temper? Well, that describes the gentleman pictured above! Despite the fact that he's a hard-working, dynamic sales executive, John O'Harrow is also one of those rare bright spots in this very dark world—a really good-humored person!... Keep smiling, John—you're practically a land-mark now!

Anyway, that's another thing we like about the men we've gathered together here at F&P, too. There's not one affectation of synthetic seriousness or false dignity in the whole outfit. We think it's fun to do a good job, and we know that if and when our work ever becomes a sour-puss affair, it will certainly be that we're doing a botch job!

So pardon us if we don't grunt and groan about how complex and mysterious our business is, or how we've drained our last drop of blood in doing some little job for you. Give us a whirl and you'll be convinced that we enjoy working with you, here in this pioneer group of radio-station representatives.

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

EXCLUSIVE REPRESENTATIVES:
WEB-WKEX...BUFFALO
WCKY...CINCINNATI
KDAL...DULUTH
WDAY...FARGO
WISH...INDIANAPOLIS
WKZO...KALAMAZOO-GRAND RAPIDS
KMEC...KANSAS CITY
WAYE...LOUISVILLE
WTCN...MINNEAPOLIS-St. PAUL
WIN...NEW YORK
WMBD...PEORIA
KSD...ST. LOUIS
WFB...ST. LOUIS
WHO...DES MOINES
WOC...DEPENDENT
RMA...SHENANDOAH
WCSC...CHARLESTON
WIT...COLUMBIA
WPFE...RALEIGH
WDBJ...ROANOKE
KO...ALBUQUERQUE
KOMA...OKLAHOMA CITY
KTUL...TULSA
WGM...PACIFIC COAST
KARM...FRESNO
KECA...LOS ANGELES
KION-KALE...PORTLAND
KROW-KO...OAKLAND-SAN FRANCISCO
KIRO...SEA...SEATTLE
with WRIGHT-SCHÖVÖX, Inc.
Appeal to FDR Looms in AFM Ban

Recorders Reject Petrillo Fixed Fee Plan

DIRECT APPEAL to President Roosevelt to use his war powers in calling off the AFM recording strike may be the upshot of the impasse reached in negotiations by AFM President James C. Petrillo and representatives of the recording and transcription industries.

This approach, through the Senate Petrillo Probe Committee headed by Senator D. Worth Clark (D-IIda.), was regarded as plausible after the formal rejection last Tuesday by the recording and transcription companies of the Petrillo "fixed fee" plan as embracing a "startling new kind of social philosophy" which would require Congressional and other Governmental action.

As of the end of the week Mr. Petrillo had not responded to the suggestion that pending such Congressional authority the AFM permit its members to resume work on phonograph records and transcriptions "which are sorely needed for both civilian and military morale."

Before AFM Board

At the union's national headquarters in New York City it was stated that Mr. Petrillo was in Chicago and there would be no statement from the AFM until his return to New York, probably this week. Copies of the recording industry letter have been sent to all members of the AFM Executive Board, a union spokesman said, and Mr. Petrillo will consider their comments before making a reply.

Transcription executives agreed that the situation is now back right where it was on Aug. 1 last year when the union ban on recording went into effect and expressed regret that they had been unable to find any way of getting together with the AFM and reaching a solution that would permit them to resume normal operations again. After conferring day and night almost without interruption for a full week following their one meeting with Mr. Petrillo and his union's Executive Board on Feb. 15, they seemed depressed at their failure to find an answer to their problem.

The NAB board, meeting in New York Feb. 25-26, discussed the recording strike but found no reason for action. Predominant industry sentiment, despite the fact that the Petrillo fixed rate proposal did not strike directly at stations, is that there are so many uncertainties involved in the plan, regarded as a sort of "private WPA for music," that it would require good Government labor authorities in Washington or by Congress.

Chairman Clark had stated at the time of the subcommittee's inquiry into the music strike last January that he would be disposed to appeal direct to the President to force lifting of the ban. The situation now is one of interference with the war effort and maintenance of morale.

While the Idahoan made no formal statement last week of the receipt of any allegation about the industry answer to the Petrillo plan, he said he would call his Committee together this week to consider the whole matter. He did observe that highly controversial issues were raised by the "toll on output" proposal and that the Committee would have to ponder them before deciding whether it would resume its inquiry, which was recessed after a two-day hearing in January, during which the AFM head and his chief counsel, Joseph A. Padway, testified. Representatives of the affected industry and of public organizations and groups identified with music have been requested by the NAB to appear, along with the NAB.

If as a last resort, the Committee decides to seek Presidential intervention to lift the ban in force since Aug. 1, during which time no phonograph records or transcriptions have been made by AFM members, it would be an almost unprecedented act. Petrillo, himself had said repeatedly he would not lift the ban without "unemployment relief" unless the President requested it. Chairman Clark took no position one way or the other and said no method of working out a settlement was evolved within a reasonable time, he would propose Presidential action.

Petrillo Talent

Presumably the six-man Committee would make a full report to the Chief Executive in view of the state of the stalemate. If customary form is followed, the President would be permitted to take the AFM to the War Department to request powers in connection with the ban.

Petrillo's volunteer solicitation of AFM recording powers in post-war economy. There were 12 signatories to the joint letter—eight transcription companies and four phonograph record manufacturers. The signers (see page 10) were representatives of transcription companies: Associated Music Publishers Inc., Empire Broadcasting Corp., Lang-Worth Feature Pictures Inc., RCA Victor Div. Corp., Radio Recording Division NBC, Standard Radio, World Broadcasting System Inc. and C. P. MacGregor.

An executive committee of eight companies were Columbia Recording Corp., Decca Records, RCA Victor Division, RCA, and Soundies Distributing Corp.

Return to Work Urged

As was evident the preceding week, after the industry representatives had conferred almost without recess, the letter of rejection questioned Mr. Petrillo's premise that "wholesale unemployment" existed among musicians. The letter held the whole plan was "dangerous and destructive" and that as a matter of fact it was in proposal of the AFM to strike, the mentioned proposals relating to the legality of the proposal, the effect it would have on wartime manpower philosophies (Cont'd on page 40)

Text of Letter Rejecting Petrillo's Recording Fee Plan . . .

Following is the full text of the letter of the transcription and phonograph record companies sent to James C. Petrillo, AFM president on Feb. 28, rejecting the fixed fee proposal as a condition precedent to lifting of his recording ban, unless Congressional authority first is procured. The letter, tendered after a fort-night of consideration, was signed by eight transcription companies and four phonograph record manufacturers:

AFM meeting with you on Feb. 15, the undersigned companies engaged in various phases of the recording and transcription business met to consider the proposals which you had distributed on Feb. 12. Considerable time has been spent by us in an effort to find a response which would result in your permitting the re-employment of your members. Any such response must be viewed in relation to these prior facts:

On June 25, 1942, without previous notice or demand, you announced that you would not allow any of your musicians to perform for recordings after July 31st. This meant a complete cessation of recording because we had been operating under a license from you which was called an "closed shop" for your union.

Under this license, we had been paying your members at rates which are among the highest for skilled service in any industry. In addition substantial royalties for each phonograph record prepared and sold had been paid to the musicians or orchestra who made them. Although hours and other working conditions were beyond criticism, you nevertheless called a strike, without previous notice or demand.

While you allege wholesale unemployment of your members (a claim we deny), you have continued this strike and the resulting unemployment for a period of almost seven months to date. In doing so, you disregarded pleas of Elmer Davis of the OWI on behalf of both military and civil officials, that the strike was harmful to the War effort. During those seven months you at no time offered to return your members to work or even to state the conditions upon which you would do so. This continued until a Senate Committee under the Chairmanship of Senator D. Worth Clark of Idaho insisted that you make some proposal. Even now your proposal is in form only.

You propose that the recording companies pay an additional sum directly to the union over and above present payments to the musicians employed. You further propose that this sum be accumulated or disbursed in the union's uncontrolled discretion for the benefit of union members. In effect you propose a service whatsoever to the recording companies.

The destructive and dangerous futility of your proposal is that it assumes that a specific industry owes a special obligation to persons not employed by it—an obligation based on such persons' membership in a union. In addition to the inherent un-soundness of such a proposal, the following objections are at once apparent:

1. It obstructs Technical Progress. We are alarmed at the damage which might be done to the whole field of technical and technological improvement if the manufacturer of any new device, of proven value to the people (Cont'd on page 50)
OWI Radio Post Goes to Staufer

Agency Man Named to Succeed Lewis; Kitterton Consultant

APPOINTMENT of Donald D. Staufer, vice-president in charge of radio of Ruthrauff & Ryan, New York, as chief of the OWI Radio Bureau and of Lewis Kitterton, manager of the NBC script division, New York, as consultant to the OWI on literary rights, was announced in Washington last week.

Mr. Staufer succeeds William B. Lewis, who recently was elevated to associate director of the OWI Domestic Bureau, under Gardner Cowles Jr.

Meserve Not a Candidate

Effective March 15, Mr. Staufer will take a leave of absence from the agency to assume his new post in Washington. Entering radio in March, 1931 with BBDO, he was in charge of NBC's "March of Time" series. He joined Young & Rubicam in March, 1933, where he became a vice-president in charge of radio operations. In March, 1939, he joined Mr. Kitterton's New York talent agency, as a partner, remaining until he joined Ruthrauff & Ryan in May, 1942.

Since the elevation of Mr. Lewis in January, Douglas Meserve, assistant director of the Bureau, has served as acting chief. He was not a candidate for the top position.

Dairy Coop on Blue

AMERICAN DAIRY ASSN., Chicago (Dairy Farmers Cooperative), will sponsor a series of Sunday quarter-hour institutional programs depicting the dairy farmers' contribution to the war effort. Titled "The Voice of the Dairy Farmer" and featuring Everett Mitchell and Clifton Uyley, commentators, the series, to start March 21, will be broadcast over 55 BLU stations, 1:45-2 p.m. Agancy is Campbell-Mithun, Chicago.

P & G Serial Disc

PROCWER & GAMBLE, Cincinnati, in line with its custom of adding independent outlets to network service, has started a rebroadcast on WINS, New York, of "Sade," five-weekly serial heard on both CBS and NBC for Crisco. The management of Sunna Daily March 1, in the 12:15-12:30 p.m. period, WINS is to carry another P & G network serial on a similar basis. Compton's Adv., New York, handles Crisco.

Frank J. Cuhel, MBS War Reporter, Among Missing in Crash of Clipper

FRANK J. CUHEL, MBS overseas correspondent who returned to this country from Australia last December, was among those reported missing in the explosion of the Yankee Clipper last Monday night at Lisbon, Portugal. Mr. Cuhel was enroute to North Africa.

Overseas broadcasters, network commentators and officials paid high tribute to Mr. Cuhel last week, either through statements or through statements to the press. "A moment of silence at the correspondent's round-up Wednesday evening for Frank Cuhel," was the tribute accorded him by Australian correspondent, according to George L. Moorad, CBS correspondent in that country. William Dunn, CBS foreign correspondent now in New York, told them in the Far East he worked with Cuhel, spoke a mutual program in his honor, saying "there will always be hearts of all correspondents who knew him, for they knew what he was: a gentleman, an exile league, a stern competitor and an irreplaceable friend." Others honoring Mr. Cuhel were David W. Borth, vice-president of the OWI Information Bureau, New York; Mutual commentators, Paul Schult, John B. Stabler, Robert C. Butter, Gabriel Heatter and Sidney Moseley.

Was in Batavia

A member of the 1928 Olympic track team, Mr. Cuhel was well known in the sports world for his feats on track and field at the U. of Iowa, of which he was a graduate. Prior to entering radio, he was connected with the export firm of Dodge and Seymour, representing stereo equipment makers in the Far East.

When Mutual's correspondent in Batavia, Elizabeth Wayne, left the Dutch East Indies she asked Mr. Cuhel, via the銮, to take over the broadcasting post, which he held until March 1942. He then broadcast from Bandoen and was on the last ship to leave the Indies before the Japanese invasion. Among those reported returned from Australia and requested Mutual to assign him to the North African front.

Another war correspondent on the ill-fated Clipper was Ben Robertson of the New York Herald Tribune, who covered many of this war's battlefronts, and the New York newspaper's P.M. correspondent, E. G. Seidle, European representative of the Standard Oil Co. of New Jersey, also is among the missing, as is the well-known radio singer Tamber, wife of E. H. Tamber, executive of Foote, Cone & Belding. Jane Froman, radio singer, together with three other entertainers from USO Camp Shows, enroute to England entertain servicemen, was reported safe.

The first fatality of a radio man in line of duty, as distinguished from service directly with the armed forces, was Don E. chief announcer of KZRH in Manila, who handled NBC foreign pickups. Mr. Bell was captured by the Japs with the fall of Manila and it subsequently was reported that he had been bayoneted to death.

FRANK B. BATE, former chief of NBC's European staff headquartered in London, was injured twice in the London blitz bombings.

Records compiled by Broadcast News from the best available sources show a total of 18 radio men on active duty with the armed forces have been killed or are missing in line of duty. The last to be reported were Lt. Col. Russell E. Brunner, former manager of WBAA, Purdue University, reported missing in action while on active duty with the Directorate of Communications of the Air Corps, and Douglas Young, former staff member of KMTR, Hollywood, killed in action during the Coral Sea offensive (Broadcasting, Feb. 8).

Other Casualties

Mr. Bell worked under Bert Silen, general manager of KZRH, and served as NBC correspondent in Manila until it was captured by the Japanese. Mr. Silen presumably is a Jap prisoner. Mr. Bell and Mr. Silen had made the memorable eye-witness broadcast Dec. 8 of the Manila bombing. Reports received here, thus far unconfirmed, were that Mr. Bell had been tortured by the Japs and finally bayoneted to death.

Another radio newsman has been killed in the war. Ed Baudry, CBC correspondent, died of a machine gun bullet received over Spanish Morocco while flying to attend the meeting in North Africa between President Roosevelt and Prime Minister Churchill.

Three other radio men are believed prisoners of the enemy, in addition to Mr. Silen. They are: Royal Arch Gunnison, Mutual's correspondent in Manila, taken prisoner by the Japs, and Ed Ward and Eric Davis of CBC.

DAVIS BROADCASTS TO OPEN MARCH 12

BEGINNING March 12, Elmer Davis, Office of War Information director, will address his weekly 15-minute series over NBC, CBS and Blue from 10:45-11 p.m. (EWT), with a rebroadcast over MBS each Saturday.

When the announcement came last Thursday, Mr. Davis was in Florida on the road. Rest. But his office explained that he had set down three rules for himself in the use of material: No news will be used that has already been released to press and radio; broadcasts will be factual and will attempt to "clear the air and clarify the multiple important war developments" with a view to "clear understanding of the nation's situation," each broadcast will aim at answering the top questions of the week.

The series start, OWI quoted Mr. Davis as saying that he took his action in response to mail from citizens interested in knowing how the developing war affects them as individuals. It was also said that a group of station managers met with him in explaining issues of the war to listeners.

FDR Rating on Feb. 22 Drops to Low of 45.7

ON LINCOLN'S birthday, Feb. 12, and F.D.R.'s birthday, Feb. 22, President Roosevelt's speeches, as broadcast on the four major networks, were measured by C. E. Post, New York, in several local and national ratings surveys for CBS. The Feb. 12 talk, in which the chief executive reported on future war plans of the Allied nations, attained a Hooper rating of 79.3, and was heard by 43,732,000 persons in this country. A total of 34,397,000 persons, with reports not received from two cities, heard the Feb. 22 speech, according to Hooper, giving the broadcast a 45.7 rating.

The Feb. 22 rating, according to available records, was the lowest since Oct. 2, 1940, for the Chief Executive, when the Hooper rating was 31.4. The Hooper high for the President was 79 for his Declaration of War address.

New Listener High

PREMIERE, on Feb. 12, of All-Time Hit Parade, NBC program sponsored during the series' start by American Tobacco Co. Friday, 1:30 p.m., received the highest rating ever reported by the CAB for the first broadcast of a series. The program was heard by 17.9 percent of set owners. The 8:30-9 p.m. period was the highest percentage heard by Hit Parade. Action Please, now moved to Monday, 10:30-11 p.m. with Heinz Co., as sponsor. American Tobacco agency is Foor, Kell & Belding.

FDR on Air Feb. 28

PRESIDENT Roosevelt was to be heard at 4:15 p.m. on the four major networks, Feb. 28, for a broadcast for the American Red Cross. Gen. Dwight D. Eisenhower, Commander of the Allied Forces in Europe, and Admiral Harold R. Stassen, Commander-in-Chief of the Pacific Fleet, were scheduled on the same program, speaking from their respective fields of operation.
General Conference Held in Washington

Word from the Front-line of the Retail Promotion Drive

NAB Calls for War Conference in Spring

Board Designates Either Chicago Or New York

IN KEEPING with the times, the NAB board of directors last Friday cancelled the 1943 annual convention — which had been to be the 21st—and instead authorized a Radio War Conference to be held in Chicago or New York in mid-April or early May.

Agreeing that this is no time to hold an annual meeting, the ordinary peace-time character, the board approved the suggestion of President Neville Miller that the War Conference be called with top Government spokesmen identified with radio and the war effort participating. Such a meeting, including plenty of round-table conferences and breakfast sessions, might be set for the 15th and 16th, and at the outside third, instead of the customary four-day session, with banquets, cocktail parties, golf tournaments and the like [BROADCASTING, Feb. 23].

Date Site Indefinite

Neither the date nor the location of the Radio War Conference were definitely settled, since suitable accommodations must be arranged. It was agreed, however, that the session should be held between April 15 and May 15, preferably in Chicago but, if necessary, in New York. C. E. Arney Jr., acting secretary-treasurer of the NAB and convention manager, will negotiate in Chicago and New York for accommodations and peg the definite dates.

The transportation situation makes a central location desirable from every viewpoint, since Director of Defense Transportation Joseph Eastman has suggested that conferences be held at a minimum and only if directly held with the war effort.

At its two-day meeting in New York Thursday and Friday, the board whipped through a crowded agenda and heard progress reports from President Miller, members of his executive staff. It found no occasion, however, to take formal actions on such matters as the Pettrillo-provoked recording strike, the Cox inquiry into the FCC, and other current matters having a bearing on industry operations.

Resolutions adopted by the board commended the NAB radio promotion program, headed by Paul W. Morrey, WTIC, Hartford, for “the splendid job it had done,” and condemned the trend toward abolation of war time.

The board reaffirmed its support of the retail promotion plan which is being handled by the NAB under the direction of Lew Avery, director of broadcast advertising. Individual directors pledged their cooperation to a successful completion of the project, looking toward industry participation in a fund to develop retail advertising for radio, notably in the department store field.

Confusion Seen

In condemning the recent action of a number of states in abolishing Federal War Time, the board said this constituted “a threat to America’s civilian communications system, now vital in wartime.” The board added that “if this confusion grows, the people will find themselves more and more isolated from the Office of War Information, whose effective use of radio depends on a uniform national time schedule.”

A considerable portion of the two-day session was devoted to discussion of the music situation but the board was not impelled to take official action. Other reports covered the legislative and regulatory situation, including the pending decision of the Supreme Court on the FCC network-monopoly regulations, and its effect upon the industry if the Commission is sustained. Action was then taken to appoint a committee to discuss the matter.

Wartime problems of labor and materials were reviewed in all their aspects, including the manpower shortage and the 48-hour week regulations. Availability of tubes, batteries, home receivers, gasoline and tires all were covered.

The board approved to continue its policy of watchful waiting for further clarification and amplification of Government policies with emphasis on any action which may be necessary to protect the interests of the listening public and the industry.

Apropos the conference, it was made clear that it would be limited to business sessions only. There would be no banquets, golf tournament, cocktail parties, or entertainment. Luncheon sessions also will be devoted to business, with speakers selected to cover topics of first industry importance. The tentative agenda has not been drawn but it was agreed that the meeting would be confined to war and war-determined matters, with Government spokesmen to predominate.

The board approved the 1943 budget and audit report, submitted by Mr. Arney. The new budget is approximately $296,000, including a number of special non-recurring expenses. Without these items the new budget is approximately $257,000. This represents a decrease of $4,000 from last year’s normal budget of $261,000.

In considering amendments to by-laws, it voted transfer of the State of Maryland from District 4, which comprised North Carolina, South Carolina, Virginia and West Virginia, to District 5, which has now comprised Delaware and Pennsylvania.

Good Attendance

The entire board of 23 members was present for the two-day session, with the exception of Edwin W. Craig, WSM, Nashville, director at large, and Abraham S. Kohn, radio station owner, who was detained at home by draft board and other essential activities.


In addition to President Miller, other NAB staff executives present included C. E. Arney Jr., assistant to the president; Willard Egolf, general counsel; and Walter Dennis, recently named information director; Wey Avery, director of the board of broadcast advertising; and Everett E. Revercomb, auditor.

Harold V. Hough, operating head of WBAP-KGKO, Fort Worth, and chairman of the Newspaper-Radio Committee, was present. The board at lunch at the Thursday session, along with Sydney M. Kaye, NAB chief counsel in the Pettrillo matter and counsel for the Newspaper-Radio Committee.

Garey Planning 25-Man Staff
To Aid in FCC Investigation

Fred R. Walker, Former Assistant U. S. District Attorney, is Chief Aide to Counsel for Probe

PLANNING to remain in Washington until the job is finished, Eugene L. Garey, chief counsel of the select House committee to investigate the FCC, will be in Washington tomorrow (Tuesday) to organize a staff of lawyers and investigators preparatory to launching of the inquiry. Mr. Garey is planning to have a staff of 25 lawyers and investigators, and will devote all of his time to the Cox Committee investigation.

First appointment to be announced by Mr. Garey, who was named chief counsel Feb. 19 by Chairman Eugene E. Cox (D-Ga.), of the committee, is Fred R. Walker, former assistant United States Attorney in Detroit, who will be chief assistant counsel. In disclosing this appointment in Detroit last Thursday, Mr. Garey said he proposed to set up an organization of 25 lawyers and investigators to review the activities of the FCC since its formation in 1934. The Cox Committee has an initial fund of $60,000 for the inquiry.

No Hearings Set

The committee, Mr. Garey declared, will seek to ascertain what FCC Chairman James Lawrence Fly and his aides and associates “have been doing to ‘socialize’ the radio broadcasting industry.” Moreover, he declared, “we are going to find out whether the Commission has a policy of its own or whether it follows the policy in accordance with the laws of Congress.”

When the inquiry will get under way has not yet been determined. Chairman Cox said he would await the recommendation of Mr. Garey before announcing an opening date. Mr. Garey said he had not the slightest idea of the little likelihood of launching the public hearings for about a month, stating he did not propose to go off “half-cocked.”

Mr. Garey’s new chief assistant, Mr. Walker, was born in Traverse City, Mich., 41 years ago. An active trial lawyer, he has handled a number of important cases since he retired from the U. S. Attorney’s office in 1937. Among his recent cases have been the defense of the United States versus McKay, McKee, in a political election indictment proceeding, and the trials arising out of the Ferguson one-man grand jury investigation.

Mr. Walker was educated in the Michigan public schools, and is a graduate of the Detroit College of Law. He was Assistant U. S. Attorney for ten years, ending his term in 1937.

He has been admitted to practice in all courts in Michigan, the U. S. court in Michigan, Illinois, Michigan, and Florida, and in the Circuit Court of Appeals for the Sixth Circuit. He was chief trial attorney (Cont’d on page 7)
Time Shift Is Declared Threat to Radio

Widespread Shift Would Affect Net Shows

AN ACUTE reduction in electrical power capacity, which conceivably could lead to curtailment of broadcasting, will result if the individual states continue to repeal War Time, it was disclosed last night in Washington as several Government agencies prepared to preserve war production schedules.

Deeply concerned over the wave of "back-to-normal" which is sweeping the country state by state, the Federal Power Commission, War Production Board and Interstate Commerce Commission keenly watched the situation as state after state joined the parade to return to normal time.

Effects of Time Shift

These developments have come to light:

(1) Repeal of War Time on a large scale, particularly in industrial areas, inevitably would lead to a power shortage which might easily result in reduction in broadcasting power.

(2) Georgia, Michigan and Ohio, already operating under slow time, have been thrown into confusion, with larger cities remaining on War Time and rural areas turning back clocks an hour. Broadcasters are perplexed as they attempt to re-arrange program schedules to conform to both War Time (for network shows) and slow time for local productions. The industry also is perplexed over possible rebates to sponsors who bought Class A time 6-7 p.m. (War Time) and whose programs go to 6-6 p.m. under local slow time.

(3) Rep. White (D-Ida.) introduced in the House last week two bills (H.R. 1757) to establish Pacific Standard Time for a portion of Idaho, now under Mountain War Time.

(4) Rep. Chabot (R-Ohio) and Rep. Johnson (R-Ind.) introduced in the House concurrent resolutions adopted by their state legislatures memorializing Congress to repeal Federal War Time.

(5) Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee disclosed that he will shortly announce a subcommittee to conduct hearings on current regulations (HConRes-9, HConRes-10) introduced Jan. 26 by Lehman B. (D-Cal.) and Holmes (R-Mo.) [Broadcasting, Feb. 1] to repeal War Time.

Stations Favor War Times

The move to repeal Federal Time has expanded to include, besides Georgia, Michigan and Ohio, already on slow time, Indiana, Kansas, Oklahoma, Idaho, Iowa and New York. The latter state was one of the first to adopt Daylight Saving Time during the summer before the war but a move on the part of the Interstate Commerce to return to Standard Time is gaining momentum.

Broadcasters generally are agreed on the Government's policy of universal time, but that a few scattered instances stations serving rural areas have lined up with the opposition.

A survey recently completed by the Federal Power Commission of a typical December day shows that more than 3% million kw. were saved in 1942. Somewhat on the conservative side, the FCC doesn't attribute all power conservation to War Time, but about half of it. The remainder takes into consideration dimouts on the two coasts and other possible contributing factors, although the survey definitely points to War Time as the major factor in reduction of evening peak loads.

In 1939, the evening peak load for the nation was 10.5% higher than the morning peak. In 1939 it rose to 12.4% more than the morning peak but dropped to 11.6% in 1940. A year later (HR. 1757) was passed over the morning peak, despite the fact that the nation already was in war production. The average increase of the evening peak load over the morning peak was 11.7%.

To balance the capacity and as

IOWA MERCHANTS PREFER RADIO

Surveys of Grocers and Druggists Indicate Medium Is Best for Selling

RADIO is overwhelmingly the most effective means of producing sales for Iowa grocers and druggists, according to a statewide survey conducted by the Iowa Pharmaceutical Assn. and the Iowa Retail Grocers & Meat Dealers Assn., and distributed in copyrighted brochures by WHO, Des Moines.

Of the 606 druggists responding to letters mailed by the Pharmaceutical Assn., 599 preferred radio, 47 preferred daily newspapers, 27 farm papers and 2 billboards. Radio also was first choice of retail grocers and meat dealers. A total of 408 merchants of 680 responding to the Iowa Retail Grocers and Meat Dealers four-square panel disclosed that advertising medium No. 1, while 121 preferred large daily newspapers, 10 billboards and 86 farm publications.

Grocers and druggists indicated on official survey cards which of four broadcasting medium — farm papers, large daily newspapers, outdoor billboards or radio stations —helped to sell the most goods for them, and identified the media.

TWO CROSLEY TIMES

WLW and WSAI Operate on Different Clacks

TIME CHANGE literally divided the Crosley Corp., Cincinnati, against itself with WLW, 50,000-watt clear channel outlet turning off one hour earlier than its Ohio's new Standard Time and its sister-station, WSAI, 5,000-watt regional, remaining on War Time. Crosley stations WCKY, WCPO and WKRC, will stick with Cincinnati's City Council in observing War Time.

Explaining the unusual procedure for WLW James D. Shouse, Crosley vice-president in charge of broadcasting, said: "The FCC licenses such stations (as WLW) to provide service not only to people living in metropolitan, communities, but also to people living in small town and rural sections who do not have local radio stations to serve them. Consequently WLW expects to arrange its program schedules to conform to the Ohio law, regardless of the time change on the part of the Cincinnati City Council."

Therefore sufficient power for industrial purposes it was necessary to keep the evening peak within reasonable range of the morning peak if the country was to produce war munitions and save a large scale. Consequently both the FCC and WPB urged adoption of Daylight Saving Time to reduce the evening peak load during the winter.

Change Threatens Production

Without comment the FCC power consumption chart tells the story. From the first year of War Time, the evening peak load was slightly under the morning top, instead of being above it. That means, say FCC officials, that under the present system of universal War Time the nation can continue to function with sufficient power for all needs.

Returning the country or even a large segment to Standard Time again would increase the evening peak load and tax the capacity of the power plants. Pre-war plans of the utilities companies to build additional power plants to care for the increased peak anticipated with the expansion of war production were abandoned.

The WPB, mindful of the critical shortage of copper and other metals necessary for instruments of war, together with other Government agencies, agreed that the metals could be diverted to the war effort, provided the power capacities were not increased. There was but one alternative — Daylight Saving Time. With that in mind Congress on Jan. 30, 1941, proclaimed that the Federal government was going to take the substantial step which now is being attacked in some quarters as unnecessary.

In a letter to the Mason City, IA, Globe-Gazette, which is fighting to retain War Time, Chairman Le-
No idea backed by the sound of work has ever failed to get results!
'Rock-Bottom' Rationing Plan Would Affect Radio Sponsors

Broadcast Advertisers Not Hit as Sharply as Report of WPB

MINIMUM civilian needs in a "rock-bottom" or "established" war economy, estimated by a WPB planning committee as the ultimate in any Government conservation program, would involve serious re- 

trenchment on the part of radio's major advertisers, a study of the Government plan revealed last week, but the overall picture seemed far brighter than many industry leaders had dared to hope.

The survey was made by the WPB's Office of Civilian Supply at the request of James P. Byrnes, Director of Economic Stabilization.

In its preliminary form it lists many of the industry's important customers among producers who should operate at near normal levels to maintain the efficiency of a fighting nation's home front.

Merely a Guide

Purpose of the report is not to forecast future rationing, as many business leaders and heads of families assumed when it was made public, but to provide planning agencies with a guide for the minimum supply they must allot for civilians. "It is not a recommendation, but a warning which rationing should not go," the WPB official explained. The report is based only on civilian needs, he pointed out, not on available supply, so in most cases there is no reason to assume that it represents anything like the economy that actually will prevail.

This was underlined last Thurs- 

day when WPB Chief Donald Nel- 

son told his news conference that he believed the country would be able to equip an army of 11,000,000 men this year without curtailing civilian needs to the degree levels staked out in the report.

Although WPB has prepared only a preliminary report of the survey and will not release the entire plan for about another month, available information offers a clear picture of "the worst" that can be expected. It means a loss in almost every group of advertisers, but it leaves a sizable proportion of regular business in addition to institutional prospects.

According to latest reports on major timebuyers for 1942, more than 75% of network sponsorship came from four industry groups: Drug & Toilet Goods; Foods & Food Beverages; Soap & Household Supplies; Tobacco Products. (BROADCASTING Yearbook for 1943).

Although WPB's blueprint involves sharp production cuts in some of these fields, particularly among drugs and toilet goods, most all could continue to operate and most would run close to normal.

Biggest advertising group on radio networks in 1942 was the drug and toilet goods segment, whose billings grossed $32,395,000, about 27.5% of total sales. Under WPB's "rock bottom" estimate, many of these items would be hurt, but the majority would continue at over 50% of the 1939 consumption level.

Shaving and toilet soaps would run at 67%; lipsticks & rouge, 70%; deodorants, 70%. Face powder would be slashed to 50%, creams and shampoos to 50%, dentifrices to 40%.

Explaining this production in an all-out economy, WPB said for cosmetics, "certain cosmetics serve to counteract fatigue, and may increase efficiency in a factory by 10 to 15%." Dentifrices, WPB said, "involve tremendous physical waste."

Radio's drug advertisers might suffer if production for civilians were reduced to the ultimate level. Proprietary medicines advertised to the public would be cut to 50%, and other drugs to 75%.

But in other important groups of radio advertisers, the losses would be far less marked. Tobacco, buyers of a gross $18,176,000, or 15.4% in 1942, should continue at 85% of the 1939 level, the report says, de-

declaring that experience in other countries indicates substantial quantities of these products should be made available for maintenance of morale.

The speculative nature of the entire plan was demonstrated recently when another WPB branch, the Tobacco & Beverage Division, announced that actually cigarettes will be made in far greater quantity than minimum needs and that production will reach about 125% of the 1939 level.

Bright Spots

Some bright spots appeared in the food fields, too, where rationing has already touched firms that were among buyers of 22.1% of last year's total. But the position of radio, both national and local, involved the position of other media in such a program. Radio, as the user of equipment requiring a minimum supply of manpower for supply and operation, would fare well on this score and might be required to carry more of the advertising burden. Newspapers and magazines could be cut to 20% of their paper demands, and magazines might be stopped entirely. Again, it is amply clear in Wash-

ington that no such drastic situations are under immediate consider-

ation.

Many commodity manufacturers, under the Office of Civilian Supply's report, would be reduced merely to institutional advertising. Auto manufacturers, buyers of 4% of network time, are at zero production. Petroleum firms, users of 2.7% last year, would meet 40% of their 1939 civilian business; but the furnishing manufacturing would be at 27%; radio replacement, 18.6%; refrigerators, 3.7%; electrical appliances, 1.4%; radio & phonographs, 2.5%; clocks and watches, 3.9%; jewelry, zero; pens, 4%.

Service Allotments

Encouraging to local outlets would be allotments for so-called "services." Recreation would be at 60% of 1939; restaurants 90%; utilities, 89%; clothing 64%, foot- 

wear, 83%; apparel, 85%; all businesses offering rich sources of local broadcasting revenues.

The report says that production of radios, radio replacement parts, and phonographs could come to a standstill, although replacement tubes should be provided at 50% of the 1939 production rate. Photographic records would be needed at 10% of the 1939 level, but phono-

graph needles would be needed at 50% of 1939.

The actual effect of such a program on advertising revenues could hardly be estimated, figures for last year, when rationing programs and conversion of industry began to be felt, being in conflict. For a despite wartime uncertainties radio advertising reached a new high of $191,000,000 in 1942. There was little change in relative importance of various basic types of advertising, local and national, and national and regional non-network were up slightly, while local declined about 1.6%.

Among war-hit industries, gaso-

line advertising was 48% below 1941 levels, yet automobile institutional was up 15%, and soft drinks, despite sugar rationing, jumped 33%.

Roma Wines on CBS

SCHENLEY DISTILLERS Corp., New York (Roma wines), on March 4 starts a weekly half-hour comedy-comedy series for the parallel evening timeslot, anchored by Broadway composer Sherman and packaged by James & Saphier Agency, Hollywood talent service, program also will feature Leo Carillo, film star, with a male vocalist and guest stars. A mug cartoonist, Tom McAvity, executive of Saphier Agency, will produce. Mc-

Cann - Erickson, New York, is agency.

Pause a moment and shed it, For th'goodly has tarried here, A mighty voice was SXXO. The time has come for it to go. The engineering announcement Is not inedit-It's just "For Reel."

The cartoonist is Homer A. Ray Jr., transmitter engineer of WLW and the developmental transmitter WXO, which has operated experimentally with 500 watts until terminated by the Federal "time release," for author of the "Epitaph" is anonymous, but presumably is on the WLW-WXO transmitter staff.

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BROADCASTING • Broadcast Advertising
The ideal way to splash advertising all across New England, from Cape Cod to the Canadian border, is to get action from WBZ. Its mighty, water-borne voice is familiar in every cove and valley; its impact starts sales ripples from Martha's Vineyard to Maine's Desolation Pond.

Little frogs can stir up little puddles, and smaller stations are fine for smaller markets. But when you hunt sales in New England you're after big game. Let go with both barrels, WBZ and WBZA.
WASHINGTON put forward the effective control of canned grade labeling. Foreign merchandising control measures were intended to overcome rumors circulating among food packers that OPA would abandon grade labeling. The plan was to use a common grade label that would be accepted by all packers. The OPA standards were set up so that grades would be clear and the same competitive brand position would be maintained. After the grade labeling was put into effect, a resolution calling for a study by the House Interstate & Foreign Commerce Committee was introduced. Rep. Halleck said he feared grade labeling might be a prelude to the abolition of brand names, and the destruction of competitive advertising.

In reaffirming his intention to insist on grade labeling, Mr. Brown put forward the same arguments advanced by his predecessor that grade labeling was essential to the effective control of canned fruit and vegetable prices. He repeated that he did not intend it as a "reform measure". Unless price is tied to grade, said OPA, there would be a competitive advantage to growers who could sell their products at a lower price.

The resolution has been rejected by the Rules Committee since it was introduced a month ago. As a member of both the Rules Committee and the Interstate & Foreign Commerce Committee, Rep. Halleck is considered to be in a strategic position to get action on the measure.

Another group that represents of canning interests, which have opposed grade labeling for many years, was in Washington last week to discuss the matter with OPA, the Interstate Commerce Commission, and the several agricultural organizations. Their opposition to the OPA rule was based on a fear that it would lead to the end of brand names, and a belief that Government standards would create an impossible labeling problem.

One spokesman for a large packing house told OPA that their standards the Government set up would place a burden on small companies because of the increased cost and labor involved. The OPA was willing to consider differences in grading judgments set by Government inspectors and packers' representatives.

OPA has maintained that its standards would operate on the Agriculture Marketing Administration of the Agriculture Dept., were workable. A representative pointed out that all food labeling is now done by grades accepted among the packers themselves. He said OPA believed there was no reason why these grades could not be printed on labels.

Rep. Halleck told House that he was concerned with any tendency to require an agency official to set up standardization programs that might upset the normal competitive economy. He pointed out that Congress had turned down grade labeling when it revised the Pure Food and Drug Act a few years ago.

"The Interstate Commerce Commission should not consider projects such as grade labeling to determine whether they are necessary for the war, or whether less drastic alternatives are possible", he said.

The Congressman explained that some food packers have suggested to him that OPA could establish ceilings on each brand of goods at the producer's level, and allow a favorable markup for packers' dealers. As a Congressman he said he is not advocating any particular method, but feels that the Interstate Commerce Commission should look into grade labeling to see whether it is essential.

In his defense of grade labeling, Rep. Halleck said that the rule would enable the housewife to know what she is buying. He pointed out that the Army already requires grade labeling of whatever it buys.

WORL WINE 400 radio executives and their wives at a cocktail party in Boston's Statler Hotel to commemorate the opening of the station's new studios at 216 Tremont St. Here are five of the group: Front, Harold A Lafount (I), owner of WORL and president of the Atlantic Coast Network; second row, Bud Armstrong, general manager, WCOP, Boston; Ed Codel, general manager, Atlantic Coast Network; Arthur Simons, general manager, WPEN. Among others present were Ralph Weil, manager of WOV, New York, and Richard Davis, WNBC, Hartford.

H. R. Gross at WISH

Mr. Gross

H. R. GROSS, former Sohio Reporter on WLW, Cincinnati, and for five years media editor and chief news gatherer of WHO, Des Moines, has been appointed news editor of WISH, Indianapolis. In charge of the radio station's news, Mr. Gross is the air three daily, at 5:30 p.m. for L. S. George L. S. George, manager of WORL; (men's clothing); at 6:30 p.m., sponsored by American States Ins. Co. and American States Fire Ins. Co., and at 10 p.m., sustaining. Before entering radio Mr. Gross for several years was a newspaperman. He is a veteran of the first World War.

Blade Series

CONSOLIDATED RAZOR Blade Co., Jersey City, to promote its Berkley double-edge blades, on Feb. 24 began sponsorship of "marital" quiz show titled The Better Half, which has been heard sustaining on WOR, New York, for almost a year. Originated by Jack Byrne, WOR engineer, the show features married couples from the audience answering questions and doing stunts, with Tom Sawyer as master of ceremonies. The show is now heard Wednesdays, 8-9 p.m. Agency is Grey Adv., New York.

FCC Queries 160 Outlets

On Foreign Programs

Continued progress in the FCC study of foreign language programs became apparent last week when it was disclosed that another questionnaire had been sent to 160 stations to obtain the latest data on the manner in which they are handling such programs.

In general this check is calculated to obtain names of foreign language sponsors, names of all personnel involved in such programs, precautions being taken with scripts and the station's monitoring of such programs. The first part of this study but rather represents a phase of the continuing study of foreign language broadcasts.

SMALLER OUTLETS VITAL SAYS FLY

WHATEVER the reason for the financial plight of small stations, many of them nevertheless are regarded as "essential to the nation in time of war" and therefore should be sustained, according to FCC Chairman James Lawrence Fly.

At his news conference last Monday, Mr. Fly parroted questions as to responsibility for the economic condition of some stations by an observation by a reporter that the idea prevails among some advertisers that the smaller stations are responsible for the war problem since many of them have been economically depressed for a long time.

Chairman Fly said this statement was not "quite accurate." Assuming that many of them have been in a bad way for a Division since November, but that their service is regarded as essential during wartime.

Asked whether maintenance of these stations' responsibility of the advertiser, the Chairman emphatically said he had not suggested this as "not a question of fault or delereliction," he added. "It is a question of recognizing certain circumstances which may exist in the competitive situation of all of us who are promoting that very essential service to the listening public."

Precise figures on the status of "loser stations," based on questionnaires circulated early this year by the FCC accounting department, probably will not be available until mid-March. Preliminary surveys indicate conditions may be worse in 1942 than it was the preceding year, though the outlook is regarded as not too favorable by Chairman Fly.

WPB ORDERS TUBES FOR CIVILIAN USE

APPROVAL of a WPB plan for mass production of enough television tubes to maintain civilian listening sets for the duration has now been given by the Vacuum Tube and Electrolytic Committee, and the program is now in production, Frank H. McIntosh, chief of Foreign & Domestic Broadcasting, announced Friday.

The program has been under consideration at the Radio & Radar Division since November but had been held up by failure of the tube makers to agree on types that should be manufactured. The finished list, as agreed on Friday, provides for 114 most essential types, enough to service 90% of the market.

Mr. McIntosh said seven tube manufacturers would participate in the program and that the tubes would not bear a maker's name. They will, however, be of pre-war quality and meet American Standards Assn. specifications.

Mr. Walter Rundle
Promotion Manager
United Press Association
News Building
New York, New York

Dear Mr. Rundle:

A 94% increase in sponsored United Press shows!

That's the record established by our sales department during the first month of the new year. When 1943 rolled around the WFOY weekly schedule showed 33 sponsored news and new features. Before the month ended the weekly schedule had 31 additional sponsored news programs. A total of 64 such shows! A 94% increase in less than 31 days!

When such splendid features as those released by United Press are offered to a client with enthusiasm a signed contract will most assuredly be the results.

We rely on United Press as a revenue-getter in spite of the fact that a major portion of our news originates on a sustaining and commercial basis with the Columbia Broadcasting System.

With every good wish, I am,

Cordially yours,

J. Allen Brown, General Manager

February 5, 1943

The Fountain of Youth Broadcasting Company
WFOY
St. Augustine, Florida

U. P. Radio News Provides

Largest world-wide staff of trained radio writers... Coast-to-coast wire for radio news exclusively... 24-hour service... Nine daily 5-minute news digests, seven daily 15-minute news summaries, ready for broadcast and delivered precisely on fixed schedules.

Included with the news service, the following year-round features—the most varied and widely sponsored in radio:

- Daily Chuckles
- Design for Wartime Living
- Highlights of Week's News
- In Movieland
- On the Women's World
- On the Farm Front
- Speaking of Sports
- Time Out
- Today's American Hero
- Today's War Commentary
- We Cover the Battlefronts
- Week End Business Review
- Women in the News

Plus such highly saleable, seasonal features as: Wartime Spring Training (pre-season baseball analysis and reports direct from the camps)... Facts about Taxes (programs of instruction for Uncle Sam's 50 million income tax payers)... Your Football Prophet (weekly football predictions and sidelights)... Year-End Reviews (nine 15-minute scripts summarizing the year's biggest news)... Soldiers of the Press (a 15-minute transcription dramatizing war-front news coverage).
Liberal Ruling on 48-Hour Week Plan
Foreseen if McNutt Retains His Post

BARRING a complete upheaval in the policy and personnel of the War Manpower Commission, radio may benefit in case of a liberal interpretation of the 48-hour week control, it developed last week following a meeting of the NAB National Labor Executive and Wage & Hour Committee with Edward D. Hollander, acting chairman of the WMC planning division.

Mr. Hollander, who attended the NAB committee meeting to get some idea of radio's problems, told the conference the WMC is interested only in stabilizing manpower rather than increasing the work week. He indicated that WMC interpretation of the regulations with reference to broadcasting would be based on radio's employment setup.

He felt the burden of proof was on the employer to show cause why any given department, or one within broadcasting, could not operate efficiently on a 48-hour week.

McNutt Attacked

Offsetting industry optimism, however, is the current move on Capitol Hill to unseat WMC Chief Paul V. McNutt. Several measures, introduced in both House of Congress, are designed to control manpower by legislation, have been vigorously opposed by the manpower chief, who believes in the voluntary system of controls. Should McNutt be ousted, it appeared certain the inevitable upheaval would leave the industry and every other business in the dark.

If, on the other hand, the WMC remains intact, interpretations affecting radio are expected to be based upon information now being gathered through the NAB. At Mr. Hollander's suggestion the NAB will conduct a survey of Washington's six stations, since the nation's capital is one of the 22 cities designated as critical.

Ralph Brunton, owner of KJBS, San Francisco, was assigned to oversee the work, all stations in his area on possible operation under a 48-hour week. Quincy Brackett, owner of WSPR, Springfield, Mass., will conduct a similar study in that city.

Preparations in Washington already are underway, led by Joseph Miller, NAB director of labor relations, and Kenneth Yost, CBS Washington counsel. They have prepared forms for informal reports of each department within the city's six stations.

The Washington data, expected within two weeks, and other information covering representative stations, will be turned over to the WMC as a basis for a directive covering all phases of broadcasting which will be prepared.

In general it appeared, following the NAB meeting, that stations interested in their work week will make up their minds in 40 hours, particularly the larger ones, would release little personnel. Most smaller stations already have been placed on work weeks ranging up to 48 hours.

Others attending the meeting were: John Elmer, WCBM, Baltimore; John MacDonald, Ernest de Oseo, NBC New York; Howard Hausman, CBS; C. T. Lucey, WRVA, Richmond, Va.; Henry Johnston, WSGN, Birmingham.

30 Broadcasters Attend

BMI Program Meeting

BMI held its third program managers' meeting last Tuesday and Wednesday at the organization's headquarters in New York, with some 30 station men in attendance.

M. E. Tompkins, vice-president and general manager; Sydney M. Kaye, vice-president and general counsel; Carl Haverlin, vice-president in charge of station relations, and BMI executives addressed the group.

Program managers attending included: George K. Goepper, WOR, New York; George Cranston, WBAP; W. Gordon Swan, WBZ-WBZA; Charles Roedel, WCBS; C. Miller, WIK; Bill Dean, WIRE; Norman White, WJR; Harold Waddell, WJW; James H. Moore, WSLS; Robert Judson, PEN; Irving G. Aboloff, WRVA; Warren Mead, Maurice Kipen, WTMJ; Ed Hoerner, 12L; Van Moore, WABC; Claire Cornwell, KMOX; R. J. Shannon, WJAS-KG; A. Sheek; WCCO; Otis Brown, WSBA; Ben Present, WPRB; Alzett Ensign, WOL; Edward Wallis, WIP; Herbert C. Rice, WKBY-WXVJ, Pittsburgh; George L. Steffy, WJZ; John Gordon, CKLY; Frank P. Schrei- ber, WGN; Benedict Gimbel Jr., WIP; Elaine Ewing, Dick Connor, OWI.

FOR HIS RECRUITING efforts on behalf of the armed forces' radio battalions, Irvin G. Aboloff, program service manager of WRVA, Richmond, Va., receives from L. C. McFadden and J. A. Cesar the first Navy Seabee Award of Merit issued in that area. Presentation was made on a recent Outdoors With Domino program.

Red Cross Drives Helped by Radio

National War Funds Campaign

Aid by Special Broadcasts

AS IN PAST years the broadcasting industry is taking an active part in the National campaign this March to raise $10,000,000 for the 1943 Red Cross war fund. Radio stations have been asked to dedicate as much time as possible to the Red Cross on their scheduling programs, as well as to carry special transcribed series, prepared by the Red Cross to promote its various services.

The experts on Information Please, NBC program sponsored by H. J. Heinz Co., Pittsburgh, will make a special effort for the drive on the March 1 broadcast, when the program originates in Constitution Hall, Washington, with seats on sale from $1 to $10. All proceeds will go to the Red Cross.

The NBC-Red Cross program, That They Might Live, already presented five times to promote the current recruitment drive for nurses, has topped all previous potential audience records for an NBC sustaining series with 125 stations accepting the show.

Transcribed Series

The Vox Pop show on CBS, sponsored by Emerson Drug Co., Baltimore, will be a feature of the March 1 rally in New York. It will be in competition with 1,200 team captains and solicitors recruited by the Red Cross for house to house canvassing.

The New York branch of the drive is distributing two special transcribed series, according to Robert D. Masson, radio director, one being titled Market Street for星期一... to run the first two weeks in March, and This Is My Story, which 12 New York stations are now carrying. Rather diverse language programs are scheduled all month on the New York foreign language stations. Radio plans are also under way to broadcast in April to close the push and to cover the Red Cross rally in Madison Square Garden April 5 at the end of the drive.

Heinz Distributing Co-op's Olive Oil

BBDO Arranges Tieup for Producers in California

A NEWLY-FORMED group of California olive producers, organized to develop Olive Advertising, has been launched. Olive Cooperative Olive Products Assn., has completed arrangements with H. J. Heinz Co., Pittsburgh, for sales and distribution of a new olive oil, Cal-Con Olive Oil.

BBDO, Los Angeles, which was instrumental in the sales distribution tie-up with Heinz, has been named agency and will be responsible for the expanding activities of the cooperative. Radio has not been mentioned as yet, but media plans are still in a tentative stage.

Imports Cut Off

With olive oil imports cut off four months ago, the California producers believe they have an unusual opportunity to develop a substantial volume of business on high quality California oil, according to the agency.

Nearly all producers in that state are represented in the cooperative group, which will press approxi-mately 1,500,000 gallons of oil this year, according to Harrison M. Dunham, secretary-manager, who handled organization of the association.

ASCAP on Coast Acts

For Buck Restoration

MOVE to bring back Gene Buck as president of ASCAP will be launched at the society's semi-annual West Coast meeting in Beverly Hills, Calif., March 1, when a resolution to that effect is to be presented. Benec Russell, sponsoring the move, agreed that the majority of West Coast songwriters favor the leadership change, which is not without reflection on Deems Taylor, current president, whose term expires this month. Resolution will contend that Buck is best fitted to combine organization and art with peace and harmony in ASCAP ranks.

With Taylor unable to attend because of radio program commitments, Otto Harbach will represent him and preside at tonight's meeting. Principal speaker is to be John G. Paine, general manager of the Society. This will be the first of two annual conventions to be held regularly with West Coast membership receiving reports of activities conducted by ASCAP through the year, and for discussion of local problems that may arise.

Goodyear Plans

GOODYEAR TIRE & RUBBER Co., Akron, is understood to have signed an agreement with NBC to broadcast the Champlain Valley March 48 at 7:30-8 p.m. period for a variety show with Raymond Paige conducting a special orchestra, and give vocalists according to the agency, Arthur Kudner Inc., New York, the institutional series will start soon after April 1 when BHC has cleared time on several outlets Goodyear has designated.

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What Other Radio Station Can Say This About Its Listeners?

22,080 Families Paid for the WQXR Program Guide Last Month

YOU HEAR a lot about "Listener-Loyalty" — that indefinable something in a radio station's personality that makes people turn to it in the morning and keep it on most of the day. For any listener to go right down the line for a station's programs is quite a feather in that station's cap — and quite a "plus" for its advertisers, too.

Here at WQXR, we have our own brand of "Listener-Loyalty" — apart from guesswork, check-up programs, or telephone surveys. It's right down in black-and-white, on mailing stencils — that over 22,000 families actually pay $1 each per year to receive WQXR's monthly program guide.

Of course, the daily papers publish WQXR's programs. But these 22,080 "paying homes" are typical of many thousands of other enthusiasts for WQXR's 14-out-of-17 daily broadcasting hours of good music — listeners who like to know exactly what music they are listening to, by whom it is being played, when they can look ahead to hearing their favorite music.

We number among our sponsors dozens of the nation's leading advertisers. Many of them have big network shows. But they've also found that it pays handsomely to cultivate this large WQXR segment of music lovers "in the heart of the world's richest market." Would you like more facts and figures? Let us give them to you.
CORRELATION between the BLUE Pacific Coast network and affiliates during the two day sessions, Feb. 18-19 in Los Angeles.

At the clinic were seated (1 to r): Thomas Sharp, KXDF; George Ross, KFL; Leo Tyson, BLUE; Olen X. Pangborn, KEX; W. B. Stuhl Jr., KJF; Dan E. Gilman, vice-president, BLUE; Earle C. Anthony, KFI-KECA; Charles P. Scott, C. A. Whitmore, KTKC. Standing: Hewitt Kees, KOH; Louis B. Krock, KTMS; W. B. Ryan, KFI-KECA; Milton Samuel, BLUE; Deane Banta, KERN; Walter Lonner, BLUE; Ernest Felix, KECA; Fred Becker, BLUE; Leo Ricketts, KFBK; Phillips Carlin, BLUE program vice-president; John I. Edwards, KFI-KECA; Keith Kiggen, BLUE stations, NBC; Russell Lemken, BLUE; Bob Denk, KOH; H. L. Blatterman, KFI-KECA; Sydney Dorais, BLR; Matt Barr, KFI-KECA; Leroy Spencer, Earle C. Anthony Inc.; Kevin Sweeney, BLUE; Tracy Moore, BLUE; W. P. Casson, Earl C. Anthony Inc.; Curtis Mason, KECA.

RADIO’S COOPERATION with America’s war and peace aims holds the attention of these executives at the NBC War Clinic staged Feb. 16-17 in Los Angeles.

Delegates are first row (1 to r): Mrs. Ruthe Fletcher, KNX; O. P. Souls, KSF; KFTE; Mrs. Souls; Mrs. Florence Gardener, KTFI; Keith Collins, KMK; S. S. Fox, KDYL; Arden X. Pangborn, KWG; W. B. Ryan, KFI-KECA; W. B. Stuhl, KOMO; E. W. Wastaff, KDLY; Sidney N. Strotz, NBC western division vice-president; William S. Hedges, NBC stations vice-president; O. B. Hansen, NBC engineering vice-president.

Second row, E. L. Barker, NBC western division; Ray Buffum, KPO; George J. Volger, NBC, Hollywood; G. A. Provost, KDYL; Ray Baker, KPO; Bonnie Scotland, KIDO; Mrs. Georgia Phillips, KIDO; S. S. Spencer, NBC; Paul Gale, NBC; Henry Maas, NBC; Charles B. Brown, NBC; Earl Mitchell, KPO; Matt Barr, KFI-KECA; Frank A. Berend, NBC; Dick Lewis, KTAS; Alex Lee, NBC; Dr. James Bowland, NBC; Robert Hendricks, NBC; John Elwood, KPO.

Third row, Leonard Gross, KPO; Curtis W. Mason, KFI-KECA; H. L. Blatterman, KFI-KECA; Myron Fox, KDYL; Henry Schaffer, KPO; E. A. Neath, KRM, K. O. MacPherson, KPF; Jennings Giese, NBC; Lewis S. Frost, NBC; Frank Ford, H. A. Woodman, NBC; James MacPherson, KOA; Noran E. Kersta, NBC; Sheldon B. Hickox Jr., NBC; Joseph Kaye, NBC; A. H. Saxton, NBC; Robert Morris, NBC.

FCC to Protect Applications For Television, FM Permits

Reinstatement of Surrendered Petitions to Be Permitted; Broadcast Policies Studied

WITH THE apparent intent of getting FM and television off to a flying start promptly after the war, the FCC last Tuesday adopted new policies under which applicants for stations in these classes will be protected for the duration. It also opened the way for FM and television applicants who have surrendered or dismissed their applications, pursuant to the freeze order of last April 27, to apply for reinstatement.

The Commission announced the action was taken because of extreme shortages in material, equipment and skilled personnel, and to sustain the interest in television and high-frequency (FM) broadcast," action also was predicated upon inability of applicants to follow through on construction commitments because of the war.

A similar action has not been taken in the case of standard broadcast applications, whatever their nature. Nor has the Commission yet formulated definite policy with respect to forced surrender of licenses by broadcast stations unable to weather the economic storm. These matters now are under consideration, with one view that the Commission should authorize suspension of operation without prejudice to return of the stations to the air after the war. On the other hand, literal interpretation of the Communications Act requires a showing of public interest, which some Commission attorneys hold cannot be made if a station suspends operation.

With regard to applications for modifications and construction permits dealing with standard broadcast stations, stymied by virtue of the equipment freeze and the manpower shortage, the FCC has followed the policy of dismissal. Whether this policy will be changed, in the light of the FM-television actions, is uncertain, though it was felt the Commission should do everything possible to encourage these new services, where applicants have made investments with out return.

The FM-television actions do not assure prompt follow through on outstanding permits, however, since the Commission’s policy is to take no action but to retain the applications, without dismissal or denial, in the pending files. There would have to be a reappraisal of the applications, in the light of conditions existing after the war, according to informed opinion.

According to FCC records, since the Commission’s Memorandum Opinion of April 27 freezing broadcast construction, a total of 35 applications involving FM have been dismissed or abandoned. Another 13 construction permits for FM were deleted. All these, under the Feb. 23 action, may be reinstated at the request of the applicants.

In television, four applications for construction permits for commercial stations have been dismissed, while three construction permits for commercial stations were deleted. In addition, three construction permits for experimental television stations were deleted.

Text of the FCC notice:

Because of extreme shortages in material, equipment and skilled personnel, which are likely to sustain the interest in television and high frequency (FM) broadcasting, the Federal Communications Commission is adopting the following policies today:

1. It will not and cannot dismiss or deny any FM applications which cannot qualify under the provisions of the Memorandum Opinion of April 27, 1942 (freeze order), for construction permits or for modification of construction permits requesting extension of the periods of construction. Instead, the Commission will take no action at this time upon such applications but will hold them in the pending file.

2. Applicants for construction permits whose applications were surrendered on the basis of the Memorandum Opinion of April 27, 1942, may apply for reinstatement of their applications.

The policy adopted today is in addition to the policy announced on Aug. 4, 1942, which provided for the issuance of construction permits (FM) broadcast stations during the war provided construction had reached a point where substantial service could be rendered.

Holders of construction permits for television stations, experimental and commercial, may obtain licenses during the freeze order of existing facilities on either an experimental or commercial basis, under the following rules. Regulations and Standards of the Federal Communications Commission as soon as the necessary materials and engineering personnel become available.

The Commission also decided to continue its policy of not dismissing requests for construction permits; such requests will be held in the pending file regardless of the freeze order. Applicants for construction permits for television stations may not be dismissed or dismissed pursuant to the freeze order may request reinstatement of their applications.
TALES OF ONE CITY

TALE NO. 1

By Whom?

ONCE UPON a time a well-known network made a "nation-wide survey of listening habits." It was termed "the largest, most comprehensive survey of radio listening habits ever undertaken."

According to this survey, 41% of Denver’s daytime listeners "listen most" to the Denver affiliate of the survey-making network, while 16% "listen most" to Denver’s "second network" station.

This was established by asking an undetermined number of Denverites at an undisclosed time this question: "What station do you listen to most in the daytime?" And people certainly know what stations they listen to most . . . or do they?

TALE NO.

By C. E. Hooper, Inc.

FOR A number of years, now, an organization by the name of C. E. Hooper, Inc. has been making thousands of telephone calls a month in Denver to find out what stations people are really listening to . . . not what they think they listen to.

The resultant Hooperatings are just about unanimously accepted as accurate indices of listening.

Hooper says that during seven out of the past nine months, KLZ has been FIRST in morning listeners, and the most recent report (December-January) shows KLZ leading in morning audience by the greatest margin ever . . . 34.7% compared to the next station’s 24.0%.

Take your choice . . . and we think you’ll take KLZ!

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO., AND WKY, OKLAHOMA CITY • REPRESENTED BY THE KATZ AGENCY, INC.
OWI Overseas Branch Is Reorganized, Dividing the World Into Seven Regions

FORMAL reorganization of the operations structure of the Overseas Branch of the Office of War Information, dividing the world into seven geographical regions, was announced last Monday in what appears to be victory for the OWI over Col. Wm. J. Donovan's Office of Strategic Services for control of propaganda warfare.

At least for the present, this would seem to end the controversy of the past few months between the military represented by OSS and the OWI. On repeated occasions Elmer Davis, OWI director, has indicated his agency would not relinquish control over the propaganda function and the latest reorganization indicates his views have prevailed.

Under the revised setup sole responsibility for each group of countries is assigned to one man in the hope that increased effectiveness in this country's propaganda effort will result. Robert Sherwood, director of the unit, felt they could now "aim with a rifle rather than a shotgun."

At the informal news conference conducted by Mr. Sherwood and Milton Eisenhower, associate OWI director, it was disclosed that Mr. Sherwood would shortly visit North Africa for observation of the propaganda machine which is beamed into Southern Europe. Also in the interest of closer coordination, it was reported that the heads of 26 outposts bureaus had been called to Washington within the past two months. The possibility of establishing a new outpost in Russia was also seen.

Ferdinand Kuhn, former London correspondent of the New York Times and former assistant to Treasury Secretary Henry Morgenthau, now deputy director of the Overseas Branch, is in charge of Region I embracing the United Kingdom and Eire, Australia, New Zealand, India and South Africa.

Region II: Percy Winter, a former European correspondent, is responsible for France, Belgium, North Africa, Italy, Spain and Portugal.

Region III: Douglas Miller, author of You Can't Do Business With Hitler, covers Germany, Austria, Holland and Switzerland.

Region IV: Bjorne Braatoy is responsible for Norway, Denmark, Sweden, Finland and the Baltic States.

Region V: Robert Parker, head of the Ankara outposts but currently on leave, supervises material going to Turkey, Greece, Czechoslovakia, Poland, Hungary, Yugoslavia, Rumania and Bulgaria.

Region VI: Not yet appointed; covers Egypt, Iran, Iraq, Syria and Lebanon.

Region VII: George Taylor will run all material for Japan, China, Indonesia, and the Philippines.

Disc Rules Studied

TRANSCRIPTION regulations as they apply to Western Canada stations are being studied by a special committee, set up recently at a joint meeting of the Canadian Broadcasting Corp. and Western stations of Broadcasters in Toronto. Western independents objected to some phases of the regulations announced by CBC [Broadcasting, Feb. 1]. On the committee, which is expected to offer a compromise on behalf of western broadcasters, are Donald Manson (Ottawa), secretary to the CBC Board of Governors; Ernest Bushnell, Toronto, CBC program supervisor; Jack Radford, Toronto, CBC station relations supervisor; Dick Rice, CFRN, Edmonton, president of WAB; Harold Carson, CFAC, Calgary, Alta.; A. A. Murphy, CFQC, Saskatoon, Sask.

Col. Mitchell Named

LT. COL. CURTIS MITCHELL, former editor of Radio Guide, has been appointed chief of the War Dept. Bureau of Public Relations Pictorial Branch, succeeding Col. Mason Wright, now chief of public relations on Lt. Gen. Stillwell's staff in China. Capt. Gordon Swarthout, who succeeded Col. Mitchell as editor of the radio weekly, has been named executive officer of the Pictorial Branch.

THIS TIME, TYPE and paper saver was invented by Arthur Whiteside, production manager of WOR, New York, who used to spend three hours a day making up the production schedule for the following day's broadcasting operations. Closeted in secrecy for six months while he worked on the gadget, Whiteside has finally unveiled his brain child—a set of boards for each day of the week. At the top of each board appears the names of all WOR's producers, directors and announcers. Hours of the day run down the left-hand side. Different colored pegs represent rehearsals, producing or directing, announcing, spot announcements and network shows. A simple maneuvering of pegs tells the production story at a glance.

New Shortwave Outlet

Sought by Crosley Corp.

CROSLEY Corp., operating WLW and WSAL, Cincinnati, and WLW, shortwave transmitter at Mason, O., has asked the FCC for a construction permit to operate a new international broadcast station.

The new transmitter would be another in the chain of 36 OWI shortwave units to be employed in the Government's psychological warfare. Programming of Crosley's WLW was integrated into the OWI hookup last fall.

Power requested for the new station is 200 kw., emission A3, and a number of specific frequencies. Policy of the Government is to specify frequencies to be used on a staggered schedule, both for best engineering results and most effective beaming to selected areas.

WDAY

FARGO, N.D. - 5000 WATTS - N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS. NAT'L REPRESENTATIVES

Page 22 • March 1, 1943

broadcasting • Broadcast Advertising
Political Parties Argue Over President's Use of Four Nets in February

President Roosevelt's use of the networks for addresses on Washington's and Lincoln's birthdays put the radio industry in the midst of a political war for the last word.

First the Republican National Committee issued a statement Feb. 20 calling attention to the fact that the President delivered his Lincoln's birthday address in the face of the GOP's traditional dinners, causing cancellation of many addresses. Furthermore, the GOP said the President's decision was announced only two days before the dinners, with "no reason given why this address could not have been made on any other night." The GOP National Committee also charged "commandeering" radio time in the light of the President's decision to use all networks for a second address on Washington's birthday.

In reply, House Democratic Leader McCormack (Mass.) termed these claims as "a deliberate falsehood." Continuing, he said the Republican charge, "in addition to being ridiculous on its face, shows how far the opposition will go in its attempt to create misunderstanding and division among our people."

"Such a statement," he said, "proceeds upon the theory that the American people can be fooled with any kind of emotional junk that is handed out to them. The American people should, and I am sure will, resent such cheap attacks on the Commander in Chief."

Second Liquor Bill

A second bill banning liquor advertising on radio stations was introduced to the 78th Congress last week by Rep. Culkin (D-N.Y.), who revived a bill that died in an Interstate Commerce Committee pigeonhole last session. Rep. Culkin's measure is more drastic than a bill presented earlier this session by Sen. Johnson (D-Col.) [BROADCASTING, Jan. 19]. Culkin bill amends the Communications Act of 1934 to prohibit broadcast of information concerning alcoholic beverages, including beer, wine, and whiskies.

A radio department has been set up at the Hollywood studios of Universal Pictures, under the direction of Robert D. Hussey, who handled a similar bureau for Paramount. Promotion of Universal films and stars will be handled.

**SET EXCISES DOWN**

Production Freeze Slashes

-U. S. Tax Returns

Completeness with which radio manufacturers are engaging in war work is reflected in internal revenue collections from the excise tax on radio, components, and phonographs. In January, collections yielded only about 7% of net for the same period last year.

The 10% tax on these items brought the Government $186,688, in January 1943, the Internal Revenue Bureau reported last week, compared to a total of $2,050,029 for the first month of 1942.

**Hooper Shows WCAE Soaring in A. M. Listening**

It's no promotion man's pipe dream that WCAE has zoomed right up to the top bracket in afternoon listening. Months ago Hooper figures put the clincher on that.

But that's only part of the story. There's headline news in the Morning Hooper, too!

In January '42 WCAE hit the high road and really started to move. After twelve short months, the Pittsburgh picture looked like this...

WCAE had outdistanced two of the other network stations!

WCAE had whittled down the lead of the remaining network station from a margin of 31% to a margin of only 5% of the listening audience!

It bears looking into, this growing morning preference for WCAE. It means WCAE delivers a morning audience greater than two of the other network stations—and right on the heels of the leader!

For availabilities and complete information consult WCAE or THE KATZ AGENCY

New York Chicago Detroit Kansas City Atlanta Dallas San Francisco

BROADCASTING • Broadcast Advertising  March 1, 1943 • Page 23
**KMA Rates High Farm Listening**

TIME BUYERS and advertisers have long known that farmers depend on radio for news, entertainment and service more than any other single population group. Until now, however, almost no data have been available on the amount of general listening farmers have time for during their busy seasons. A recent Ross Federal survey brings out some interesting facts:

**PRESS-RADIO GROUP SCHEDULES MEETING**

THIRD ANNUAL meeting of the Newspaper-Radio Committee, created to combat discrimination against newspaper ownership of stations, still under consideration by the FCC, was called last week by Chairman Harold V. Hough, of Fort Worth, for April 20 at the Waldorf-Astoria, New York. The sessions will be held during the ANPA convention.

Approximately 150 newspaper-owned or affiliated stations are members of the committee, formed in 1941. Detailed testimony in defense of newspaper-ownership was presented at the FCC inquiry during both 1941 and 1942 through the committee. The FCC still has the whole matter under advisement and the hearing record has not yet been closed.

Mr. Hough, of the Fort Worth Star-Telegram, which operates WBAP and is co-owner of KGKO, has headed the Steering Committee from the start. Terms of office of the committee expire with the meeting.

The session, to be held at 3:30 p.m. during the ANPA-AP annual sessions, will hear reports from Chairman Hough, Judge Thomas D. Thorner, former Solicitor General and chief counsel for the committee, and Sydney M. Kaye, associate counsel.

**War Workers Honored For RCA Suggestions**

SEVEN war workers in RCA plants at Harriman and N. J., were cited for suggestions saving man-hours and critical materials in production, the WFB announced last week. Among them was Miss Nelly Gragnioli of the RCA Victor Division at Harrison, who suggested an improved method of mounting power tubes.

Other suggestions which brought letters of honorable mention to RCA employees were: Substitution of nichrome for stainless steel in manufacture of transformer terminal assemblies; change in piercing operation in radio manufacturing, saving 2,600 man-hours per year; point-and-time bits on an automatic press, conserving material; new process of making power tubes, saving 3,000 hours annually; cutting inspection time of wires, micrometers and parts.

**Milk Series on WFPG; Union Trouble Settled**

DIFFICULTIES with the American Federation of Musicians have been ironed out and the Supply-Wills-Jones Milk Co., Philadelphia, resumed its weekly program Coast Guard Varieties on WFPG, Atlantic City, Feb. 16, according to E. E. Kohn, station general manager. The program, to originate at various Coast Guard bases, is aired 7:30-8 p.m. Tuesdays.

Several hitches marred the series opening [BROADCASTING, Feb. 8]. Original plans to use a Coast Guard band were dropped after Navy officials pointed out that the band could not complete with civilian musicians on a sponsored program. The first show, already set, went on the air Jan. 26 as a sustainer with future shows set to use a civilian band. Then the AFM local of Atlantic City refused to permit a union orchestra to play on WFPG.

The program now uses organ. Referring to the difficulty Mr. Kohn said: “We did have a misunderstanding with the union. However, we have had no real trouble and have just made an amicable settlement of our differences.”

The program, placed by N. W. Ayer & Son, Philadelphia, is for 52 weeks.

**Lee Back to KFF**

HONORABLY discharged by the Navy because of physical disability, Joseph W. Lee has returned as general manager of KGGF, Shawnee, Okla., and a member of the board of the Oklahoma Network. Mr. Lee resigned as president of the Oklahoma Network and took a leave from KGGF last November to enter the Navy. After three months training at Norfolk, Va., he was discharged because of a purulent ear drum. Maxine Eddy, who has been acting manager of KGGF, has resumed her post of advertising manager.

**'Rangers' Decision**

ORDER enjoining Larry Sunbrock and Jack Andrews from presenting entertainers as “The Texas Rangers,” and restraining WJW, Akron, from carrying announcements for the Sunbrock-Andrews Jamboree, has been issued by Common Pleas Court, Summit County, Akron, according to advices from Bushey Adv., Akron. The order was granted on petition of Burkhardt Brewing Co., Akron, and the Milland Broadcasting Corp., Kansas City, which broadcast the “Texas Rangers” transcribed on WADC, WAKR, Akron, WLOK, Lima, WIZE, Springfield, O.
MERCHANDISING & PROMOTION

CBS Packets

Two 8 x 11 CBS envelopes have been published, containing station promotional material for Blondie, announcing the return of Penny Singleton to the title role, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., and for Dear John, celebrating its "first half-birthday" on CBS, sponsored by Welch Grape Juice Co., Westfield, N. Y.

Jogging the Memory

INTRODUCING "Mrs. Consumer of 1943" into its wartime advertising theme, "Keep 'Em Remembering," BLUE has released a folder featuring "Amnesia," the typical consumer who forgets trade names of wartime curtailed products.

Blow's Gabriels Horn

TO INTRODUCE the new Gabriel Heatter news commentary to listeners of KDB, Santa Barbara, Calif., Manager Fin Hollinger has issued listening invitations to 200 clubsmen and businessmen, promising them their favorite cigars if after listening to Heatter for one week they didn't consider him their favorite newscaster. Hollinger has had enthusiastic comment but not one demand for a stogie.

Fosters Interest

A CALENDAR of educational and cultural programs on KQW, San Jose, is being mailed to school superintendents, teachers, parent-teacher associations, women's clubs and civic organizations to increase listener interest.

CHECK FOR $17,000,000—sum raised by New York's five foreign language stations for the National Foundation for Infantile Paralysis, is presented to the group's president, Basil O'Connor, by Joe Lang, chairman of the foreign language stations committee of the Office of War Information. Shown, left to right, are: Joe Lang; Ned Ervin, general manager of WBNX; Mr. O'Connor. Stations participating in the drive included WBNX, WBYN, WEVD, WOW, WHOM.

ROA-Victor plant in Camden, N. J., has received a renewal of the Army-Navy "E" award.

THEY AIM AT THE TARGET, NOT THE SKY!

Each anti-aircraft gun concentrates on a particular target. Ammunition costs money, must be used! It's the job of other guns, nearer guns, to take care of the other targets.

So it goes in Radio—

For instance, if you're running for the Rochester market—use the gun that concentrates on the rich Rochester trading area—WHEC.

How well and how economically WHEC does its job is best summed up in the fact that WHEC is the favorite Rochester station with BOTH local and national program sponsors.

Some good spot and program times now available. We'd like to talk with you about them. Write, phone or wire—

Representatives—

J. P. Mc Kinney & Son

New York Chicago San Francisco

A BASIC CBS STATION

BROADCASTING • Broadcast Advertising

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War on War Time

ALREADY reeling under the impact of war programming, manpower crises, and the ordinary imponderables of emergency operation, broadcasting now collides with the prospect of a power shortage growing out of the "back-to-normal-time" trend sweeping the country. This latest threat conceivably could curtail radio operation in areas where power supplies would be all but crippled.

That the country may face a serious shortage of electrical capacity unless the move by individual states to abolish Federal time is halted immediately was disclosed last week by the Federal Power Commission. Official Washington, deeply concerned with the maximum possible war production, pointed out that the prime purpose of War Time, as enacted by Congress last year, was to save power.

Georgia, Michigan, and Ohio have repealed War Time, despite pleas from WPB to absorb the few inconveniences brought about by "fast time" in the interest of the war program. Indiana, Kansas, Oklahoma, Idaho and Iowa now have bills or resolutions before their legislatures to kill War Time and the move is gaining a foothold in New York.

Should the several states return one-by-one to slow time the effect next winter would be anything but helpful. War production must be maintained at its peak if we are to emerge victorious. But, should War Time be repealed generally with home power consumption increased, radio, along with other industry, would be vulnerable.

Such a development could mean, in addition to program shuffling, the loss of considerable revenue through reduced power. For instance in a community with four or five stations ranging from 250 to 50,000 watts it might be necessary to reduce power horizontally when public utility sources are tapped.

It's a serious situation, one with which few laymen are familiar. In that respect the Government no doubt was lax in not properly educating the public on the necessity of War Time. It isn't to permit the urbanites an extra hour of daylight to play golf, as many seem to think. Actually it is to provide men of the armed forces with sufficient weapons.

Radio can do itself and the country as a whole a big service by pointing out the necessity of War Time on a universal basis. Government agencies don't like to stick their necks out conducting educational or propaganda campaigns, but they will readily answer when a question is put.

Stations, particularly those serving rural areas, should take it upon themselves to tell their listeners why War Time is needed and why a return to normal time would interfere with war production and may even deprive the public of some radio. Granting that Washington decreed all stations must remain on the air with present power as vital to the war effort, a power shortage would mean drastic curtailment in other directions, first in civilian use of electricity.

If farmers were aware of all the facts, they'd join the rest of the nation in sticking to a universal time until the war is won. But proponents of normal time fail to point out the confusion resulting from a nation divided in its time zones. Indeed, Michigan, Georgia, and Ohio are embroiled in utmost confusion because many individual cities elected to remain on War Time while the states as a whole reverted to slow time.

Push-Button Freedom

POLITICAL batteries are warming up for the 1944 Presidential campaign. Already the advance signs are that radio will be caught in the midst of that oratorical swirl because it, more than ever before, will be anchor campaigning medium.

A few days ago charges were made that the White House is "commandeering" radio time because of the talks by the President on Lincoln's and Washington's birthday anniversaries. These had all the earmarks of purely political origin. There came a sharp retort from House Majority Leader McCormick.

This exchange was symptomatic of the political storm brewing, and of the spot upon which radio will find itself. There really isn't much radio can do about it, except as an innocent but vitally interested bystander trying to do the right thing in the public interest.

Inevitably there comes into focus again the question of the four-network release of programs. There are, to us, very clear and cogent reasons why the universal hookup shouldn't be used except by the President of the United States on matters relating to the State of the Nation. Even that use now appears to have been questioned by the Republican party.

In Congress there has developed a proposal that there be a four-network hookup for an hour's program from Capitol Hill each week, for the discussion of vital issues. This comes on the heels of the announcement by Elmer Davis, able director of the Office of War Information, that he proposes to return to the air on all four networks (three of them in tandem) during March—in keeping with a suggestion made some weeks ago by the OWI advisory committee of broadcasters.

In ordinary times, the universal hookup is a source of tribulation for the broadcaster except in the case of the President. In wartime, it is more important than every effort be made to preserve the four-network hookup for occasions of top importance. In a political year, when the demarcation between Government official and political candidate becomes thin indeed, the problem is both delicate and vexatious. We believe the four-network hookup for any regularly scheduled series is a mistake. It amounts to coercive exercise.

The times are too tense to indulge in political log-rolling. Radio's war mission is too important to make it a political football. The public, after all, should be considered. John Q. isn't interested in a lot of ethereal arm-waving oratory on every spot on the dial. He wants push-button freedom, in addition to the other freedoms.

Toward Justice

ALL CONCERNED should view with satisfaction the selection by the Select House Committee to investigate the FCC of so eminent an attorney as Eugene L. Garey to be chief counsel. The New York attorney is well-versed in administrative law, having served as a member of the American Bar Assn. committee covering that specialized field. He also has won his spurs as a trial lawyer.

Mr. Garey has stated that he accepted the assignment with no preconceived notions and with the sole desire of performing a public service. He enters the investigation without previous dealings in communications law, having played no part whatever in the controversies facing the FCC. His inquiry is to do a "lawyer-like" job.

Inquiries of this character are part of the Democratic process. Irrespective of the charges and speeches and innuendoes of recent months bearing on the FCC's operations, no one can question the right of Congress to appraise the stewardship of agencies it has created. It was out of the Pecora investigation of several years ago that the Securities & Exchange Commission came. Other inquiries have resulted in legislative action and Government reforms.

This Congress has declared open season on administrative reforms. It has created committees to clip appropriated checks, to zero in on expenditures and to look into past performances. Personalities inevitably are drawn in. The FCC, because of its turbulent tenure of nearly a decade, has been accorded special treatment, with an inquiry committee of its own, though it is bound to be drawn in on other "studies".

Much good can come from this inquiry, if it dispels the uncertainty about the scope and extent of the FCC's jurisdiction and clears up inconsistencies in policies and methods. By selecting well-qualified counsel, the Cox Committee appears to have taken the first step in that direction.
N O ORNAMENT in a front office is William Bernard Ryan, newly-appointed general manager of KFKECA, Los Angeles, who took over his duties Feb. 15. He's more likely to be found out on the street with his sales force or where problems are thickest.

Because he likes to get out and work where there is a job to be done, Bill Ryan, five years ago, gave up a promising career as instructor in business administration at the U. of San Francisco to learn advertising. That choice led him to radio and his present position.

Although a native Oklahoman, having been born Oct. 19, 1901 in Jefferson, Okla., Bill calls himself a Californian because he moved to the San Francisco Bay area as a youth. After finishing high school in Carlsbad (Utah) high school, he attended the U. of California at Berkeley, majoring in accounting and marketing. With the exception of a few weeks of freshman football, he divided his time between classrooms and the wide variety of hard jobs with which he paid his way through college. Young Ryan was graduated in June, 1925, with a B.S. degree.

In August that year he organized a School of Business Administration for the U. of Santa Clara (Cal.), remaining as director until June 1927. Then Mr. Ryan accepted an offer to teach marketing and business administration at the U. of San Francisco. After a year of fulltime teaching, Bill made the decision that eventually led to his present position.

In June 1928 he gave up the professorial post to join the sales department of Foster & Kleinger Co., outdoor advertising firm, but continued to teach night school at the U. of San Francisco until June 1932. During seven years with the outdoor advertising firm, Bill Ryan rose to head of agency relations, poster and promotion departments.

His next move was into radio. It was in September 1937 that Bill joined NBC as San Francisco salesman. A month later he was named Northern California sales manager of the network.

When the BLUE Network Co. was organized Feb. 1, 1942, he was appointed San Francisco general manager and took over management of KGO. Under his leadership, KGO won the NAB 1942 citation for the "station throughout the whole country which has made the greatest contribution towards inspiring its audience to a greater war effort."

Prominent in music life of San Francisco, Mr. Ryan concieved the KGO - San Francisco Symphony Young Artists Contest, now in progress. Through the series, some Northern California instrumentalist will be given the opportunity of appearing with the San Francisco Symphony Orchestra. This project followed the success of the wide series of opera excerpts broadcasts.

Bill Ryan married Gladys Louise Marx Dec. 29, 1928 and until early this year they made their home in San Francisco. The RYANS have four children, Bill Jr., Barbara, Jimmy and Mary. Bill Sr. will confess to two hobbies, gardening, which he follows assiduously, and golf, which he admits he has not had time to play for more than four years.

Past president of the San Francisco Advertising Club, he has served as director of San Francisco Sales Managers Assn., and is an honorary member of Alpha Delta Sigma, national advertising honor fraternity. But Bill hasn't had time to join any organizations. He has been too busy, in those pitching where the work is thickest.

FREDERICK A. MCLAUGHLIN, director of special events of the Yankee News, has been commissioned a lieutenant (j.g.) and has left for Washington where he will be as a member of the Navy personnel.

H. TASH and Nathan Shirod, Washington certified public accountants specializing in radio, last week passed the District of Columbia bar examination and received admission to general law practice.

THOMAS S. CARR, member of the staff of WRAY, Savannah, since 1938, has been appointed local advertising manager. Harben Daniel, general manager of WSAV, Savannah, has been appointed a member of the Naval Officer Procurement Committee by the Naval Officer Procurement Headquarters in Atlanta.

FRANK RYAN, former manager of CKLW, Windsor-Detroit, and lately with the Canadian government's War Information Board, has been appointed vice-president and managing director of CKLW Federal Ltd., Montreal, and a director of Romar Electric Co.

HENRY S. GOODERHAM, president of CKCL, Toronto, has been appointed to the Board of Governors of the Toronto Western Hospital.

WALTER DALES, program manager of CJCA, Edmonton, Alta., has been appointed associate editor, succeeding B. C. succeeding Art Nicholl who has joined the RCAF.

EDWARD LEATON, former manager of KTSW, Emporia, Kans., has been appointed to the Board of Governors of the To- ronto Western Hospital.

BILLY TUCKER, salesman of KIRO, Seattle, is the father of a boy.

STUART E. ADCOCK, president of WROL, Knoxville, Tenn., is teaching the ESMEW course at U. of Tennessee. Frank H. Corbett, commercial representative, has been appointed a lieutenant in the Tennessee State Guard.

JOHN J. GILLIN Jr., president and general manager of WKNR, Oklahoma City, formerly of Nebr., was recently named Nebraska's honorary consul general and a member of the U. S. Junior Chamber of Commerce.

HUGH B. TERRY, manager of KLZ, Denver, Colo., a new member of the Colorado board, has been appointed general chairman of the announcement of the Scout circus scheduled for Denver soon.

TOM HARKER, of the Chicago sales staff of Mutual, and formerly with Petry Co., joins the BLUE March 1. as account manager, replacing Steve Mudge, who has joined the radio department of D'Arcy Adv., New York.

JAMES ANDERSON, of the sales department of WGN, Chicago is the father of a boy born Feb. 15.

JAMES ANNAND, former manager of CFRN, Regina, has moved to CFCF, Kingston Ont., has been appointed manager of CKX, in St. John's, Nfld. Before joining CKX he was with Canadian Broadcasting Corp., Toronto.

KEITH MASTERS, Chicago attorney for WGN and MBS, has been assigned to the Austin is in the Central Air Forces and is stationed at Wright Field, Dayton.

ROBERT J. STRAND, formerly with Parade, weekly news picture magazine, and International News Service, has been added to the New York sales staff of MBS.

HAL COULTER, sales promotion manager of KYY, Philadelphia, is the father of a girl born recently.

FRED SOLTON

FRED SOLTON, 52, Philadelphia radio personality, Feb. 17 following a heart attack suffered at a theater. One of the city's radio pioneers, he was associated with WIP since 1929. His wife survives.

A. CLYWYN J. (Mike) ROWELL, head of the Radio and Markets Division of the Agriculture Dept.'s Food Distribution Administration, attended conferences in Chicago and Cleveland last week.

GEORGE W. SMITH, managing director of WJZ, with which he joined the radio field in 1920, was recently re-elected president of the Ohio Valley Board of Trade by a large majority.

LANCE G. HOOKS, for several years chief of the radio section of Agriculture Dept.'s Food Distribution Administration, attended conferences in Chicago, but will shortly be inducted into the Army.

G. F. BAUER, salesman of WINN, Louisville, has been named sales manager of the Western District, to handle sales promotion.

WILLIAM SCHMITT Jr., eastern division manager of the Agency for Sets, stations relations department, is absent from his office due to pneumonia.

Col. Bartlett Named

APOINTMENT of Lt. Col. Theodore L. Bartlett, former FCC at- torney and Administrative Controls Division of the Directorate of Communications, Army Air Forces, was announced last week by Col. Alfred W. Marriner, director of Col. Bartlett's division. Col. Bartlett has been acting chief of the division for the last five months, taking over the duties of Col. Henry H. Water, who is now overseas duty. Prior to his Army service last year, Col. Bartlett was chief of the Administrative Section of the Army Judge Advocate, and had been with the FCC and the former Radio Commission in legal capacities. The Administrative Controls Division are being moved to Philadelphia for expanded functions, including frequency and call letter assignments, control of records and distribution, radio monitoring and operating procedures and other communications services. Col. Bartlett, however, remains headquartered in Washington.
THE TALE OF 1 CITY

(WORCESTER)

The importance of WTAG in Central New England stands clearly revealed in N.B.C.'s "Tale of 412 Cities":

- WTAG has 77% of the evening audience in Worcester alone.
- You can buy an hour on WTAG (national network rates) at a cost per radio home of less than half a cent.
- For any of the other radio stations heard in this area, the cost is from 30% to 200% greater.

Central New England is a MUST market

When You Buy Time—Buy an Audience

WTAG WORCESTER

N.B.C. BASIC RED NETWORK

PAUL H. RAYMER CO.
National Sales Representatives

Owned and operated by The Worcester Telegram-Gazette

GEORGE L. Beebout

GEORGE L. BEEBOU, program director of WFMJ, Youngstown, O., died Monday, Feb. 22. He had been ill for several months from leukemia. Mr. Beebout was born and reared in Canton, O., and at one time was program director of WHBC, that city. Before joining WFMJ, he had been assistant program director, then program director of WHK, Columbus, O. While program director of WFMJ, Mr. Beebout handled many important programs himself.

ROBERT A. EISENMAN, formerly of WCOS, Columbia, S. C., has joined the program staff of WSAV, Savannah.

ARTHUR GODFREY, announcer of WSJY, Washington, suffered a crushed foot last week when he slipped on the ice and the leg he was cutting rolled on his foot. Announcer Gunnar Back, also had a cut, fell and cracked two ribs when his saw slipped.

DON RODGERS, former announcer of WLAP, Lexington, Ky., has joined the staff of WKB, Youngstown, O., having received a medical discharge from the Army at Fort Knox.

DURWARD KIRBY, m. of BLUE Club Motion, has joined the cast of Meet Your Navy on the BLUE, Fri., Feb. 25, 5:30-9 p.m. as Mr. Commercials for Bill Brodsky, Kansas City, who provide air-time for the program, are announced by Jack Stillwell.

JOHN ADASKIN, producer with Canadian Broadcasting Corp., Toronto, is now free. He records a first commercial network show on Tuesday, Today & Tomorrow on CBC stations for the Radio Mfrs. Assn. of Canada.

JAMES ECKMAN, formerly of CKMO, Vancouver, has joined the announcing staff of CJOR Vancouver.

IT TAKES MORE THAN GRIT (Ky.!!)

Yee-haw! It takes lots more than Grit and all the other Kentucky towns to do big business in this here State. In fact, it takes the Louisville Trading Area—where 1,346,000 people do 53.9% of Kentucky's total retail buying. But, to cover the Louisville Trading Area completely, all it takes is WAVE—the only NBC station for 100 miles around! Send for the proof—now!
Army Publicity Positions
Given Industry Figures

FOUR former radio men have been added to the public relations staff of the Army Air Forces Flying Training Command, Fort Worth, the unit responsible for all cadet training.

Maj. Francis C. Healey, formerly of NBC, New York, and the RKO publicity department in Hollywood, is chief public relations officer supervising the activities of training posts from coast-to-coast.

Assisting him are Lt. Robert G. Jennings and Lt. William Holden. Lt. Jennings was formerly vice-president and general manager of WLYW-WASL, Cincinnati, and later vice-president in charge of radio for H. W. Kastor & Sons, Chicago. Lt. Holden was prominent as an actor in radio and motion pictures.

Lt. Allen M. Whitlock, formerly manager of Benton & Bowles, Hollywood, and account executive of Marschall & Pratt, New York, is attached to the West Coast training center.

HOW TO ORDER
PRESTO RECORDING DISCS, NEEDLES, AND REPLACEMENT PARTS and get prompt delivery

1. Place your order with your distributor for the discs and needles you will need during the next 90 days. The distributor will stock them and deliver them at your convenience. He will need you to determine his stock requirements which he must estimate 90 days in advance.

2. Apply to your purchase order the AA2X preference rating which you have received under the revision of War Production Board order P-133 dated February 14, 1943, part 5037.

3. In ordering replacement parts or equipment renewals give your distributor the serial number of the equipment to be repaired or replaced and the part number as shown in your instruction book. Apply the AA2X priority to your order.

Buy Presto products through leading radio distributors or any branch office of the Graybar Electric Company.
Text of Disc Rejection Letter
(Continued from page 11)

as a whole, were to be saddled with the costs of special industry unemployment relief in addition to the already heavy costs of pioneering research and development, and subsequent promotion.
(b) Subsidizes Non-Employees.
The do not believe that our companies, who before your ban were employing the maximum number of musicians in the history of the music industry, should be asked to assume responsibility for unemployment, even if such unemployment exists, of such of your union members who are not and cannot be employed by us.
(c) Penalty Employment and Use.
We cannot approve a proposal which imposes a private tax upon every phonograph record manufactured and sold when it is obvious that the records used in the home, far from creating unemployment, have been the source of much profitable employment to your members. This has been publicly and officially proclaimed on more than one occasion at your own union conventions. Such records used in the home constitute at least 50% of the total phonograph record output, and thus, under your proposal, 50% of your tax would ultimately fall squarely on the public which buys records for home use and is in no way responsible for whatever unemployment you may claim exists.
(d) Duplicates Government Relief.
The Government has already set up a system for unemployment relief. A second tax for a new private system aimed at the same objectives is a duplication. Similar proposals could, with no more excuse, be made by singers, engineers and others contributing to the high quality of our products.
(e) Reasonableness of Plan.
Such proposals as unemployment relief within an industry are not only contrary to public policy but would be in direct conflict with the various plans under discussion for curbing monopolization and expansion of union and national-wide unemployment provisions.
No private and limited scheme for the benefit of a few within an industry can be justified on top of Federal and State relief policies without creating serious inequities. Certainly such membership in a union should not entitle a member to special privileges from an industry which does not employ him but happens to employ some of his fellow members.
We recognize that because of a social philosophy in new it is not necessarily wrong. What you have proposed is a startling new kind of social philosophy for both industry and labor. While we believe that it is wholly wrong in principle, we doubt that the single union or single industry is qualified to be the final judge.
Only the people of the United States are qualified to decide whether multiple systems of unemployment relief administered by a variety of private and governmental agencies shall now be created. Authority for the application of such basically new social theories should therefore be given to the people's representatives in the Congress. Such action would necessarily be accompanied by rules and regulations defining the limits, requirements and responsibilities of such union relief funds, and subjecting the union and its administration of such funds to the scrutiny of the courts.
As in the case of pension and retirement funds in other industries, the availability of such funds would not entitled the group of beneficiaries could be paid in such retirement and supervision.

Up to Congress
This is not restatement or plain statement of fact because only the Congress should be called upon to answer such fundamental questions as the following:
(a) Would not such a payment directly reduce the long-term value of the money paid out by the treasury? (b) How would such a payment directly reduce the long-term value of the money paid out by the treasury?
(c) How would such payments directly affect the value of the money paid out by the treasury?
(d) Would such payments directly reduce the value of the money paid out by the treasury?
(e) Would such payments directly reduce the value of the money paid out by the treasury?

Oldest at 17
AT 17, Charles Baxter, youngest member of the announcing staff of WTOL, Toledo, is the oldest in point of service. Possessor of a baritone voice, WTOL's senior announcer joined the station at 16, and has been handling many special assignments as well as network origination. He'll be 18 this month, however, and WTOL is expecting that Selective Service will bring his career temporarily to a halt.

OLDEST AT 17

Oldest at 17

Oldest at 17

BECAUSE James C. Petrillo's musician members wore tuxedos recently during an appearance of the Kate Smith show at the Great Lakes Naval Training Station in Illinois, Miss Smith and her partner, Ted Collins, were forced to pay their orchestra $1.50 per man over regular expenses.

That came to light last week when it was learned that the CBS team paid $9,000 out of their own funds for the appearance. Like many other popular acts the Kate Smith show has been visiting Army and Navy installations to entertain men in the service, with the Smith-Collins team footing all the bills. Other radio, stage and screen stars have spent considerable money to entertain the men in training.

The $33 extra for wearing dinner jackets was but a small part of the money assessed by Mr. Petrillo's union. In addition to the regular charges, including transportation, hotel accommodations, meals and incidentals, the Smith-Collins team paid a standby fee to the Waukegan, Ill., AFM local and a doubling fee to Petrillo's home local in Chicago.

Added to those expenditures is an extra "traveling fee" because the Smith show uses studio musicians instead of a regular traveling band. That charge is based on each 25 miles traveled by AFM members.

At another appearance in Atlantic City Miss Smith and Collins paid $150 for the services of a sound effects man while Miss Smith sang the "Bombardier's Song". That visit's expenses totaled $3,000.

An appearance at the Navy Pre-Flight School in North Carolina cost $10,000, although it was pointed out that moving the Kate Smith show is a costly project, what with 22 musicians, 20 singers, an engineer, sound effects man, production man and a dozen or more assistants. The Kate Smith show is sponsored by General Foods Corp. and when broadcasts originate from military posts line charges are figured in the expenses.

No Bond Tie-ups
TREASURY and OPA officials warned last week that advertisements offering merchandise on condition that purchasers buy War Stamps is specifically prohibited by General Maximum Price Regulations. Although noting that it is "undoubtedly pursued with the best motives," D. W. Bell, Undersecretary of the Treasury, wrote that "the Treasury strongly disapproves the practice". OPA said the logical outcome of such selling methods would be a monopoly of scarce goods for those who have sufficient funds to buy the required amount of Bonds.

England to OPA Post
MONROE B. ENGLAND, owner of WBRR, Pittsfield, Mass., has been appointed as a consultant of the OPA's regional office in Boston, dealing especially with radio publicity. Mr. England was formerly a buyer for R. H. Macy & Co., New York, and later was general manager of England Bros., a department store in Pittsfield. He is a director of the Berkshire Mutual Insurance Co., Pittsfield, and active in civic affairs.

**WANTED!**

SALES MAN!

ANNOUNCERS!

NEWS COMMENTATOR!

Important eastern station offers good income to qualified men over 35, or draft-exempt. A real opportunity to better yourself. Write fully in confidence to Box 454, BROADCASTING Magazine.
**THE Business of BROADCASTING**

**STATION ACCOUNTS**

<table>
<thead>
<tr>
<th>Station</th>
<th>Network</th>
<th>Cities</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPTA, Pittsburgh</td>
<td>Pennsylvania</td>
<td>8 as weekly, thru W. A. Ford, Charleston</td>
<td>8 as weekly, thru Martin Agency, New York.</td>
</tr>
<tr>
<td>WOR, New York</td>
<td>Dave Minor Pub.</td>
<td>6 as weekly, thru W. A. Ford, Charleston</td>
<td>6 as weekly, thru Martin Agency, New York.</td>
</tr>
</tbody>
</table>

**Gospel Broadcasting Assn., Los Angeles**

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<thead>
<tr>
<th>Church</th>
<th>Schedule</th>
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**CIGARETTE OUTPUT TO BE MAINTAINED**

Cigarette manufacturers, amounting to over 20% of radio time of radio time, will be able to continue manufacturing and distribution activities in 1942, without curtailment, the WPB said last week. The industry benefits from a large tobacco crop in 1942, and has a favorable manpower situation, WPB explained.

Last year, tobacco's gross purchases of network time totaled $18,760,000 approximately 15.4% of all network time sales. This represented an increase between 15% and 20%, only the large gain registered by a leading industry.

Cigarette consumption among civilians in the United States last year was 14% above the high of 206 billion reached in 1941. Sales were about 236 billion for the year.

**Department Stores Plan To Maintain Advertising**

No marked changes are expected in the volume of 1943 department store advertising in newspapers, according to a Dept. of Commerce survey made by field officers in principal cities. A flexible policy of adjustment to changing conditions is favored by a majority of stores.

The survey, to be published in the March 4 issue of Domestic Commerce, indicates that most stores expect to continue newspaper advertising at the 1942 level, limited only by newspaper paper, excess consumer demand and lack of merchandise to sell. Several store reports that they will continue to advertise, even though they have nothing to sell. They will sell the store, boost War Bond sales, inform the public of new wartime ways of living, and will not encourage unnecessary buying.

The Chicago Daily News has appointed Schwimmer & Scott, Chicago, agency for radio to boost its circulation. Daily News announced that ads have been placed on a varied schedule in Chicago on WENR, WIND and WCFL. Contracts are for 52 weeks.
Radio Advertisers

VIORIN Corp., Monticello, Ill. (Life of Wheat), starting March 22 becomes the eighth sponsor on Paul Gibson's Housewives Protective League on WBBM, Chicago. Participation on the program is for 13 weeks. Agency is Rogers & Smith, Chicago.

ESSEX PACKING Co., (cooked meats) recently renewed for third consecutive year program featuring Shep Wolan and his Emblem Melodiers Sundays, 12-30, with contract placed through Elliott Adv., Boston.

SEALY MATTRESS Co., Chicago, has purchased a weekly Sunday half-hour, 8:30-9 p.m. on WNQ, Chicago, starting March 28. The program has not yet been announced. Schwimmer & Scott, Chicago, is the agency.

WALGREEN Co. (drug chain), on March 1 begins sponsorship of five-minute early-morning news commentary six days weekly on WMAQ, Chicago. Contract for 13 weeks was placed by Schwimmer & Scott, Chicago.

FOREMAN & CLARK, Los Angeles (chain clothing), is sponsoring for the duration monthly boxing bouts promoted by the city's boxing club, Sacramento, and heard over KROY, that city, between breaks at all large airports and air bases in northern California. Fights are described by KROY sportscaster Bob Ptula.

J. H. STAFFORD INDUSTRIES, Toronto (dehydrated soup), has started a four-week transmission program six times weekly on CKLQ, Toronto. Account was placed by Commercial Broadcasting, Toronto.

CALIFORNIA SPRAY Chemical Co., Richmond, Calif. (insect spray), in a 13-week campaign starting March 1, will sponsor daily participation in the combined Sunrise Salute and Housewives Protective League programs on KQW, Hollywood, Long Adv. Service, San Jose, Calif., has the account.

LIFE OF WHEAT Co., Monticello, Ill. (Life of Wheat vitamin mix), on Feb. 22 began sponsoring three-weekly quarter-hour Something to Talk About featuring Chuck Acree, on WLS, Chicago. Contract for 13 weeks was placed by Rogers & Smith, Chicago.

PAL BLADE Co., New York (razor blades), on March 1 started Monday through Saturday participations, 8:30-9:30 a.m., on the country's Reveille Sweetheart over WABC, New York.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel vitamins), on March 1 began sponsoring quarter-hour news commentary Monday through Friday on WHN, Chicago, with newscaster Harlan Eugene Read. Agency is J. D. Tarcher & Co., N. Y.

JOHN STUART SALES, Toronto (Dushill electrical distributor), has started an announcement campaign on CKLQ, Toronto. Placed direct.

MURPHY PRODUCTS Co., Burlington, Iowa (farm feeds), on Feb. 25 renews Barnyard Jamboree for 52 weeks on WBBM, Chicago. The half-hour program is part of the WLS Saturday Night Barn Dance and features Pat Buttermilk Foley and the Maple City Four. Agency is Wade Adv. Agency, Chicago.

LARRY DAVIDSON and Booth Lock, of the copywriting staff of Wade Adv. Agency, Chicago, have been appointed to the production staff. Mr. Davidson will direct the Murphy Barnyard Jamboree on WLS. Mr. Lock will direct News of the World sponsored on NBC by Miles Labs.


Better Traveling

AUDIBLE "timetable" is provided by several bus companies in the Monadnock region of New Hampshire with new twice-daily series of programs on WNEK, Keene, informing the public of schedule changes, and presenting transportation problems in vital areas faced by bus companies replacing automobiles on the road. Sponsors say the service is promoting good will between bus companies and travelers.


PETERSON TRACTOR & Equipment Co., Hayward, Cal. (Caterpillar Tractors), recently renewed for 52 weeks its quarter-hour farm news program five times weekly on KQW, San Francisco.

SUNLITE BAKERY, Chicago, recently started for 13 weeks three quarter-hour programs weekly on KQW. San Francisco, Agency is W. E. Long Adv., Agency, Chicago.

SLAPPY MAXIE'S, San Francisco (night club), recently started Slappy Maxie Time, a five-minute program, five times weekly on KGO, San Francisco. Placed direct.

MOORE DRYDOCK Co., Oakland, Calif., recently started spot announcement campaign on KGO, San Francisco, to seek workers for ship-building.

POULTRY TRIBUNE, Chicago (periodical), recently placed a series of three-five minute programs weekly on KGW, San Francisco. Agency is First United Broadcasters, Chicago.

ALAMEDA NURSERY Co., Alameda, Calif. (plants), recently started a campaign using five spots weekly on KQW, San Francisco. Agency is Emile Reinhardt Adv., Oakland, Calif.

Candy Spots Halted

RESTRICTIONS on sugar allotments have caused Fanny Farmer Candy Shops, Rochester, to cancel one spot campaign started last winter on 21 stations [BROADCASTING, Nov. 16]. Cancellation, which went into effect last month, involved women's participation programs in key cities throughout the country. Agency is J. Walter Thompson Co., New York.

Told It to Sweeney

DRAMATIZING a story of auto tires allegedly sold on the black market in Peoria, Ill., the CBS Report to the Nation program Feb. 21 included a character about to buy a tire who introduced himself thus: "I'm a friend of Mr. Sweeney's." Telephones rang at WMBD, Peoria. Irate callers wanted to know "Mr. Sweeney?" The Sweeney Gasoline & Oil Co. of Peoria, respected auto accessories dealers, likewise was besieged. WMBD and CBS did a lot of explaining. The CBS scriptwriter in New York hadn't heard of Sweeney's in Peoria. In fact he was thinking only of the old Americanism, "Tell it to Sweeney," when he wrote that line.

THE STORY IS TOLD

of a company president who sponsored a radio program for more than ten years. He was asked why he continued to renew his radio contracts.

"After all these years", he said, "I'm afraid to go off."

Many of your contract renewals will be coming up soon. Consider Station WHN... its tremendous advertising power, its established programs, its vast coverage and its success records.

Buy WHN.

Each 13-week period brings definite and tangible results to warrant a contract renewal.

You will be in the enviable and comfortable position of renewing because you know your programs have brought heavy returns... and never because you are "afraid to go off!"

ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1/2-Billion-Dollar Market in the Hudson Circle.

THE HUDSON CIRCLE, where WGY makes the market

Represented Nationally by NBC Spot Sales

[Image of WGY General Electric Wogn]
OSBORN APPOINTED AS BBDO MANAGER

ALEX OSBORN, one of the founders of BBDO, and executive vice-president in New York, for the past four years, was elected to the new post of vice president and general manager, by the agency’s new board of directors, following the annual meeting of BBDO stockholders, Feb. 22. Mr. Osborn managed the Buffalo office prior to coming to New York. Ben Dufy and Jack Cornelius were named executive vice-presidents and at the same meeting, William H. Johns was elected as account executive and radio manager, the board, and Bruce Barton was re-elected president.

Mr. Dufy, who will continue as account executive of Vims, Lever Bros. vitamin product, will serve as president of the Coastal Carolina advertising System, Hollywood, as account executive.

RUTH FREDRICKS, production manager, has been made manager of Western Advertising Los Angeles. She succeeds Edward E. Keeler, who resigned to join the Broadcast-
Way’s Declaration Executives’ Topic
Tulsa Broadcaster Explains His Plan of Independence
DECLARATION of Independence for broadcasters, issued by William B. Way, vice-president and general manager of KYOO, Tulsa, and member of the NAB board, and submitted to the NAB board last fall [BROADCASTING, Oct. 19], was the subject of last Wednesday’s meeting of the Radio Executives Club of New York.

As the principal speaker, Mr. Way read the "Declaration" in its entirety, following his presentation of excerpts from the year-end statement by Freeman Keyes, president of Russel M. Seeds Co., Chicago, which appeared in BROADCASTING Dec. 28. Mr. Keyes’ statement summed up the achievements of radio during the last year and brought out the attitude of agencies that “certain operational readjustments should be effected in the industry during 1943”.

Industry Benefits
Pointing out the benefits to the entire industry, which would result through adoption of his declaration, Mr. Way stressed that stations should remember that they are licensed to operate in the public interest, convenience and necessity” and “should maintain the integrity of the medium.

NAB members at the meeting included C. E. Arney, assistant to the president; Everett Revercomb, auditor; Willard Egolf, in charge of public and industry relations; Walt Dennis, in charge of news and information, and Mrs. Dorothy Lewis, coordinator of listener activities. Other out-of-town guests were Eugene O’Fallon, KFEL; Tom Loft and Dale Taylor, WENY; Gunnar Wilg, WHED; Gerald King, Standard Radio; Bill Dowdell, WLW; G. G. White, WMFD; and James H. Moore, WSL.

Mr. Way will address the Chicago Radio Management Club March 30.

AP
KOCT, Oklahoma City, Okla. . . . precision, broader coverage and more intelligent treatment of news makes PA superior to any I have yet worked with.

Bill Conine
Program Director
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

BROADCASTING • Broadcast Advertising

March 1, 1943 • Page 35

Agency Men Form New Chicago Firm
L. T. Wallace Associated With Ferry-Hanly; Named President
L. T. WALLACE, vice-president and general manager of Aubrey, Moore & Wallace, Chicago, together with the Chicago office of Ferry-Hanly Co., on March 1 was to form a new Chicago advertising agency, to be named Wallace-Ferry-Hanly Co. The new firm will occupy present offices of Ferry-Hanly at 111 West Monroe St. until April 1 when the agency will occupy the sixth floor at 430 N. Michigan Ave.

New York and Kansas City offices of Ferry-Hanly will retain that name, but will be closely allied with the Chicago office of Wallace-Ferry-Hanly.

Veteran Agency Man
C. P. Hanly, president of Ferry-Hanly, will be chairman of the board of the new agency while Mr. Wallace becomes president and general manager in addition to being a director of Ferry-Hanly. Bruce Brewer and H. M. Montgomery will continue to supervise the Kansas City and New York offices, respectively.

A veteran in the agency business, Mr. Wallace entered advertising in 1915 as a copywriter for Campbell-Wald, Detroit. He later joined Mrs. Palmer, Chicago, and became a vice-president of that agency, whose Chicago offices he opened in 1924 and managed until 1933 when he joined Aubrey & Moore.

Mr. Wallace will take the Campana Sales Co. account into the new agency, and will continue to supervise all Campana radio stations, which includes MBS First Nighter and NBC Campana Serenade. In addition, the new agency will handle all accounts serviced by Chicago office of Ferry-Hanly.

Gill Joins Biow
SAMUEL E. GILL, formerly director of media and marketing of Lord & Thomas, New York, has joined Biow Co., New York, as director of marketing. Mr. Gill was statistician for the 20th Century Fund during 1934 and 1935, and served as vice-president of Crossley Corp., for the following five years. He headed a research firm under his own name from 1940 to 1942.

Westinghouse Shift
WHEN Westinghouse Mfg. Co., Pittsburgh, shifts its Sunday half-hour series on NBC from New York to Hollywood, effective March 7, Victor Young’s orchestra and Ken Darby’s chorus will replace Mark Warnow’s band and the Lyn Murray chorus, respectively. Supervising the start of the series on the West Coast will be Hubbell Robinson Jr., assistant director in the radio department of Young & Rubicam, New York agency in charge, and Clarence Olsmeter, director of the program.

BROADCASTING OUTLET

Baltimore’s Blue Network

NEW YORK – Chicago, San Francisco

March 1, 1943 • Page 35
Big Audience Hears U.S. Shortwaves

Official Data Disclose Programs Reaching Destinations

AMERICAN stations have a substantial audience in foreign countries, according to information gathered by Government sources. There is evidence to show that the listeners of France, Spain, Germany, Italy, Switzerland, Sweden, as well as those in Central Europe and the Near East, regularly receive broadcasts from this country.

Listener growth is steady though not swift and as a result some countries have been slower in turning to American shortwave broadcasts than others, it is disclosed. France is found to have the largest audience for U. S. programs. In fact there is clear evidence that reception there is excellent and the audience unmistakable.

These findings are construed as refutation to the charges that America is futilely hurling vast quantities of signals into empty air.

Daily Barrage

For several months the Overseas Branch of OWI War Information has been daily firing away at its targets in all four corners of the world. Shortwave transmitters, as the basic weapon in this warfare and broadcasts are aired around the clock in 21 languages for a total of 2,867 published programs (Feb., 1942), a remarkable rate of production in view of the fact that this very unit was turning out only seven programs per week in February 1942.

Today there are 21 U. S. shortwave transmitters in active service, exclusive of the expansion program under way, whose operations are calculated to produce maximum results in the shortest time. To accomplish this, five basic program patterns have been established. One pattern, which is a general European beam, is in English, German, French and Italian.

A second transmits programs in English, French, Spanish and Portuguese. A third is all French. There is one transmission aimed at Central Europe and the Near East embracing the minor languages and a Scandinavian service targeted by stations capable of good reception in Northern Europe (Novem-

Mail has always come from French listeners and since the fall of France it has continued to come to American shortwave stations, often in quantities. During the six months this mail has increased. Its tenor clearly indicates that the Voice of America has become the leading voice to many in France.

Bucknell U., Lewisburg, Pa., pioneer university in the use of radio for purchased education, for instance, has maintained an average of 50 cards a month, not an insignificant amount. The Voice of America staff, working in four languages, is indicating that U. S. shortwave signals are beginning to penetrate important areas of that country with greater strength and clarity than those of the BBC. Medium-wave transmissions originated by the BBC only reach the western part of France owing to intensive Axis jamming, it is found.

Furthermore there is evidence that the shortwave transmission to France are delivering the news to others besides listeners themselves. Study of French underground newspapers shows that American radio is an important source of news. In fact one London observer familiar with the material transmitted reported that "U. S. radio has accounted for at least half of the news and feature items used in a particular set of underground newspapers. News sources actually credited by the papers included CBS and Cincinnati programs.

They Really Listen

A letter from an American in the unoccupied zone assures that the "people in France do listen, particularly in the cities, to Boston, New York and Cincinnati shortwave radio programs." One Frenchman, who came to the U. S. last year, said he heard the S. transmissions at regular time every night from last summer on. Furthermore, he explained that those who don't listen much get the news from friends who do.

U. S. monitors report that Vichy radio stations have been broadcasting warnings against listening to American stations in a tone of desperation and entreaty, indicating that shortwave radio has already established one strong second front.

Spain's radio front is not so strong as that of France, but this is not construed as a sign of fumbling or ineptness, since practically no audience existed there for American shortwave broadcasts six months ago. Mail from this country indicates an audience is developing that is so important to security that the Ministry of Propaganda has decreed a number of rules to regulate and control listeners with the time schedule.

Germany and Italy are sealed tight and provide little direct contact. Most of the evidence of reception comes from their own official broadcasts. American analysts reason that German and Italian broadcasts would not take cognizance of U. S. transmissions if they did not feel it was worth the trouble to listen to them. One more piece of evidence of contact lies in the signal strength which our broadcasts have in Switzerland.

Aside from its symbolic value as an ear for U. S. broadcasts, Switzerland is conceded to be an important gauge for general reception in Central Europe. Reports there indicate the Swiss themselves are interested in U. S. programs. Audiences are further stimulated by publication in the country's press of the time and wavelength of American broadcasts. Aside from the value these hold for listening within Switzerland, it is further cited as important to those within the limits of the Axis, for Swiss papers enter Axis-controlled countries.

Swedish Problem

Swedish listeners are known to exist but there is no undue optimism over the size of the group. In part this is said to be caused by poor atmospheric condition, but Swedish listeners are heard throughout the country when conditions permit but there is no clear idea of the size of the audience. Plans call for more intensive broadcasts in the near future. Another area of uncertainty embraces such countries as Hungary, Bulgaria, Rumania and Poland. Programs are beamed to them but there is as yet insufficient data to offer enough facts for conclusions as to signal strength, audience or effectiveness.

Ample evidence of growth in the shortwave listener audience is noted by official observers. The prospects for an increased audience are considered bright in view of OWI plans for the coming period. The greater interest is here and then shipped to outpost stations in transcription or script form. Already this development has yielded promising results.

Material will reach listeners through the Overseas Branch of OWI in one of three ways: Locally produced either by outposts or prepared in the U. S. for shipment to the outposts; relayed or rebroadcast programs picked by local transmitters at outposts but originating in the U. S.; shortwave transmissions beam directly from the U. S.

Shortwave relay service is one year old and already represents an important link in the propaganda operations. London, for example, now receives copies of programs of this type in English, French, German, Italian and Polish. Special events such as the North African invasion call for a relay for maximum effect.

The technical quality of these relays is said to be excellent. In fact, recordings made in Britain of programs transmitted in this fashion under ordinary atmospheric conditions show little distortion and good volume.

A good illustration of British listener interest in American programs can be seen in the case of one known as A.W.W. (The M. 94), where prominent Americans answer questions on the U. S. sent from Britain. The first program in this series, according to a listener research report by BBC staff, showed that 12.1% of the adult civilian population listened. The Appreciation Index, an over-all evaluation of the BBC, showed a listener interest of 82.2%, six points above their average for talks and discussions. Furthermore, 94% of the people who heard the first program said they wanted to hear more of the series.

BUCKELL U., Lewisburg, Pa., is a pioneer university in the use of radio for purchased education. On Feb. 28, 1942, for a broadcast Feb. 28, 2:30-3 P.M. to mark its 97th anniversary and to call attention to the role that small American college plays in the nation's war program.

Dramatizing college life in war time and showing how the accelerated curriculum works, it was announced that to the times, the program was similar to several broadcasts aired previously by Bucknell on time bought by three "radio-minded" members of the board of trustees. [BROADCASTING, Oct. 26]. The WJZ program was shortwave transmitted to the United States, South Africa, Canada, South America, Australia, New Zealand, and South Africa. Edward L. Wertheim Agency, New York, handles the account.

FLIGHT REPORTER

Paul Manning, CBS, Trained

As Air Observer

TO PREPARE for combat reportorial missions with the U. S. Army Eighth Air Force, Paul Manning, CBS commentator, recently completed a training course along with seven other correspondents. At a base somewhere in England, they were trained as observers to accompany heavy bombardment squadrons on high altitude flying missions.

The correspondents were schooled in the use of the oxygen mask, in

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BROADCASTING • Broadcast Advertising
FCC To Face Quiz On Draft Policies

Military Committee Seeking Cause of 442 Deferrals

FCC OFFICIALS are likely to be among Government witnesses called before a special Military Affairs Sub-committee within the next week to tell Congress the grounds on which the Commission has obtained draft deferments for 442 employees.

The study of draft deferment policies of Federal agencies has been undertaken in the face of repeated charges that Government bureaus are hoarding manpower in the military age brackets. Rep. Costello (D-Cal.) is in charge of the inquiry.

Inquiry Underway

Investigators of the committee have already asked several war agencies, including the OPA, WFB, War Dept., and the Civil Service Commission for a list of all deferred personnel. Rep. Costello says his committee will ask officials from agencies with high deferment proportions to explain their policies.

FCC recently was under considerable Congressional fire for deferments when Rep. Cox, (D-Ga.) chairman of the FCC investigating committee, said on the House floor it "is common gossip all over town that there is a higher percentage of draft dodgers as a result of requests of departments of the FCC than any other department of the Government." These deferments—442 in number according to Chairman Fly—have been defended by the Commission on the ground that most of the group are specialists and that the FCC Chairman felt they would do a more significant war job with the Commission than in military service [Broadcasting, Feb. 15, 22].

Noting reports that FCC's per capita deferments were higher than any other non-military Government agency, Rep. Costello said Friday that if it were so, someone from the Commission would undoubtedly be called to testify. He has said, however, that the purpose of the investigation is to remove the stigma from draft deferment by assuring that men retained by the Government are actually essential.

L. A. Radio Tax Plan

A BUSINESS license fee amounting to $100 a quarter, on $15,000 or less of the gross revenue of broadcasting stations, has been recommended to the Los Angeles City Council. Proposal was made in a resolution submitted by Councilman Roy Hampton and referred to the Ways & Means Committee. The Hampton proposed preparation of an ordinance setting up that schedule, plus $1 of an extra $1,000 additional gross revenue.

Jack Holden, staff announcer of WLS, Chicago recently celebrated his tenth anniversary as announcer on the National Barn Dance, sponsored on NBC by Miles Labs, Elkhart, Ind.

FCC Probe Staff

(Conv't from page 11)

ney for the U. S. Attorney's office in Detroit during the last five years of his work there, mostly during the prohibition era. A small room in the old House Office Building has been assigned Mr. Carey and his staff. Among others, it is expected John Wesley Weeks, of Georgia, former principal attorney in the FCC's broadcast section, will assist the New Yorker.

No word whatever has been forthcoming from any FCC source regarding the inquiry. Chairman Fly refrained from any comment at his news conference last Monday. In some quarters it was reported that staff members had been instructed not to discuss the inquiry.

It was entirely possible that before the specialized Cox inquiry into the FCC gets under way, that agency would be called before one of several Congressional committees on other aspects of its operations. Decision was announced last Wednesday by the House Military Affairs Sub-committee that a staff of investigators immediately would commence its study of draft deferments in Government agencies.

Deferrals Questioned

The fact that the FCC has procured deferments for 442 employees caused considerable debate on the House floor in connection with consideration of the FCC's appropriation [Broadcasting, Feb. 22]. Rep. Cox then declared it was "common gossip all over town that there is a higher percentage of draft-dodgers as a result of the request of the departments in the Communications Commission than in any other department of the Government."

The Select Smith Committee to investigate so-called "bureaucracy" in Governmental agencies also has announced its intention of looking into FCC operations. This Committee was given an initial $60,000 fund by the House last Thursday. This week it is expected to name counsel and a prominent New England attorney is mentioned as the likely selection.

The Dies Committee, which was given another $75,000 appropriation a fortnight ago, has announced its intention of investigating three members of the FCC's Foreign Broadcast Intelligence Service. An appropriation of $100,000 has been established for the House Appropriations Committee to conduct its own investigation of fiscal operations and needs of all Governmental agencies.

The FCC appropriation of $7,609,000 approved by the House Feb. 17 represented a cut of $480,000 from budget estimates. House Senate Appropriations Committee is expected to hear the FCC on the same appropriation within a fortnight.

House Group Will Hear Dies-Accused FCC Trio

AMONG the 39 Government employees accused of purported Communist-front affiliations by Rep. Dies (D-Tex.), there are three Federal Communications Commission employees who will have an opportunity to reply to the charges before a House Appropriations sub-committee presided over by Rep. John H. Kerr, (D-N. C.)

The FCC employes, William Dodd, Frederick Shuman and Goodwin Watson, are expected to be heard this week, although testimony likely will not be available until the closed hearings have been completed. Mr. Dodd is the son of the late Dr. William E. Dodd, former ambassador to Germany.

NCAC SELLS

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A CARLTON E. MORSE THRILLER

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FIVE TIMES WEEKLY

MORE NCAC SALES

John Charles Thomas—Westinghouse Hour

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Leatrice Joy Gilbert—Metro-Goldwyn-Mayer Pictures

Dave Mullen—Ten Weeks at Radio City Music Hall

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NCAC SELLS TALENT AND PROGRAMS IN ALL FIELDS OF ENTERTAINMENT.

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BROADCASTING • Broadcast Advertising

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Algerian Circuits Granted to Mackay Networks, Press Associations Said to Plan Protests

THE FCC's grant of a direct radio circuit to Algeria to Mackay Radio & Telegraph Co. will undoubtedly mean a shift to that company by its competitors in their programs from North Africa which have previously been carried over RCA Communications channels.

It is understood, however, that the networks are considering protests to the FCC over the transfer of program service from RCA. Press Associations, it is reported, likewise may intervene.

Under the Commission authorization of an exclusive circuit to Mackay Radio, which was dictated for military reasons, that company was ordered by the FCC to establish broadcast channels daily between the United States and Algeria. Mackay Radio is to handle broadcast programs daily from 1200 to 1400 GMT and from 2100 to 2300 GMT from Algeria to the United States.

RCA Communications had inaugurated a broadcast program service from North Africa for American networks shortly after the invasion by Gen. Eisenhower's troops. These programs have been carried daily from Algeria and frequently on Thursday, Friday, and Saturday over the RCA link between the two countries, which has been handling Mutual pickups, also had an application denied to set up the service with Algeria.

RCA Communications was granted an endorsement by the FCC to establish a direct circuit to Dakar, which could be used for network programs from the West African point.

Levey Heads Scophony

ARTHUR LEVEY, a founder, director and major stockholder in Scophony, Ltd., British television company, has been signed to a five-year contract to serve as president and general manager of Scophony Corp., N.Y., Mr. Levey recently established the new company in New York in association with General Precision Equipment Corp. and Television Productions Inc. a subsidiary of Paramount Pictures, which also is a stockholder in Allen B. Du Mont Labs., producers of television equipment and operators of an experimental sight-and-sound station, WXXW, New York.

RCA Industrial Ads

AN ADVERTISING campaign for electronic tubes, themed "do it electronically," has been placed with 18 specialized trade publications by RCA. The ads are designed to reach the industrial users of electronic tubes, jobbers, engineers, and others affected by tube development. RCA explains "we must do our selling,零售ing job now because although electronic tubes are important today in the war effort, they are also one of the most important products for the future."

NBC Relay Units Assure Coverage

LOW-POWERED relay transmitters are being used effectively by the Canadian Broadcasting Corp. to provide adequate radio reception to isolated communities in the mountainous districts of Western Canada. Ten such 20-watt transmitters are in operation in British Columbia and one in Edmon- ton, N. B., with plans to extend their service to the isolated communities in the CBC 3,000-mile network system, according to Gordon W. Olive, chief engineer.

New Lines Wire

When Revelstoke, B. C., was deprived of radio in the fall of 1940, with suspension of its only station, a 20-watt relay transmitter was installed in the railway telegraph repeater station. All programs routed through the repeater office were fed to the station.

CBC field engineers ascertained that railway telegraph circuits acted as carriers for the radio frequency signal and that persons living up to 18 miles from Revelstoke reported good reception. Soon other relay transmitters were installed and inhabitants of remote areas were given their first contact with the outside world.

Call letters and frequencies of the relay transmitters in British Columbia are:

CBRQ Revelstoke, 1500 kc.; CBQO Prince George, 900 kc.; CBQW Wells, 940 kc.; CBRL Williams Lake, 780 kc.; CBQQ Quesnel, 800 kc.; CBHQ North Bend, 800 kc.; CBQR Kimberley, 900 kc.; CBRF Fernie, 940 kc.; CBRH Cranbrook, 1440 kc.; CBRI Creston 720 kc.

VERSITLE CARRIER

LOSS of an announcer-engineer at WBRW, Welch, W. Va., ordinarily would have been but a serious problem, but the Rev. Robert Alfred Godfrey, pastor of the First Baptist Church of Faager, W. Va., saved the day. The Reverend Bob, as he is known, has his own program, "Relay of Songs," daily on WBRW. When the station lost the announcer-engineer, the Rev. Bob passed an examination for operator, then took 4% hours day by day as announcer or engineer, working a week. In addition to preaching and filling in at WBRW, the young minister is Civilian Defense Commander for Lake and does a weekly half-hour program in behalf of W. Va. Bonds. On the air he calls himself Alfred Godfrey.
THIS 100 KW. TUBE (type 862), ran for 23,500 hours, more than three years, at WWL, New Orleans. Emphasizing care in equipment maintenance are L. E. N. du Treil (left), WWL transmitter supervisor, and Joseph E. Gros, engineer in charge of tubes.

Madden Joins RCA

EMMET N. MADDEN, formerly manager of the Frigidaire and Household Appliance Division of General Motors overseas operations has joined the RCA Victor Division of the Radio Corp. of America, as manager of the overseas subsidiary and affiliated company operations, according to an announcement last week by J. D. Cook, managing director of the International department. The appointment, Mr. Cook said, was in line with RCA's postwar planning activities, looking forward to the reopening of world markets when the war is over.

RCA Tube Advice

FIVE rules to prolong the life of electronic tubes are explained in "Tips on Making Transmitting Tubes Last Longer", booklet being distributed by RCA Commercial Engineering Section, Harrison, N. J. RCA says tubes operated at maximum voltage capacity wear out sooner, and gives detailed instructions for the right method of putting tubes into operation by a slow start.

PHILIP LIVINGSTON THOMSON, pioneer in the use of industrial institutional advertising, recently completed his 50th year with Western Electric, where he is director of public relations. Mr. Thomson went to W-E in 1913 as a $10 a week clerk, rose to advertising manager within eight years, and has continued to direct the company's advertising ever since.

W6XYZ TELEVISION OPERATIONS BEGIN

WITH FCC special authority, television station W6XYZ, Hollywood, owned and operated by Television Productions Inc., a subsidiary of Paramount Pictures Inc., began experimental program operations recently, in charge of Klaus Landsberg, director of television.

Station transmits on 100 watts video and 200 watts audio, on television channel No. 4, with picture carrier frequency of 79.25 megacycles and sound carrier frequency of 88.75 megacycles. FCC construction permit to Television Productions Inc., was granted Aug. 5, 1940. Du Mont cameras and transmitting equipment augment several custom-built units designed and constructed under direction of Mr. Landsberg for W6XYZ. Station is also using a special experimental antenna system.

Mr. Landsberg, who joined Television Productions Inc., in August 1941 as chief engineer, was named director of television a year later. Previously he had been affiliated with Farnsworth Television Inc., Philadelphia; NBC New York, and the Allen B. Du Mont Labs., Passaic, N. Y. Associated with him in W6XYZ are Adeline Jay, technical assistant and stage manager; H. A. Strothers, transmitter operator; Eugene F. Hagemeyer, studio operator, and Rita J. Williams, sound operator.

To conserve equipment, no heavy program schedule is planned, according to Mr. Landsberg. Activity will be most entirely confined to Civilian Defense, with two programs weekly, in which civilian defense workers will receive instruction in the use of emergency equipment via television. Receiver sets have been installed in Hollywood police stations by Television Productions Inc., augmenting some 200 receivers in private homes.

With addition of the twice-weekly program on W6XYZ, the Los Angeles City Defense Council is conducting an education campaign through 12-weekly broadcasts on 10 stations, Joe Mincele, Council radio relations director, disclosed. Programs include Fire Defense on KTRM and KGFJ, Los Angeles; Mr. and Mrs., informal interview, and a weekly information series on KFWB, Hollywood; Women's Journal on KPAS, Pasadena; Soldiers in Uniform on KNX, Hollywood; Victory Volunteers on KFAC and KKKD, Los Angeles; Civilian Defense in Action on KFI, Los Angeles, and War at Home on KMP, Beverly Hills.

Canned Radio

CODE and theory are not essential to the operator of a new 23-pound portable radio transmitter recently developed by the Army Signal Corps. Waterproof, and attached to a parachute, the set is powered by a hand-cranked generator and sends an SOS recorded on a disc within. Signal covers 25 miles under any conditions, will reach 500 miles on favorable nights.

WOMEN TAKE OVER

Mother of 7 Among Feminine Engineers at CBC

HAVING LOST 40 engineers to military service and with others about to be called, the Canadian Broadcasting Corp. is solving its manpower shortage with women operators.

Already on the job at CBF, Montreal, is Mrs. Germaine L. Dan- dois, mother of seven children. Following the recent death of her husband, Pierre Dandois, operator of CBF, Mrs. Dandois stepped into the job. She formerly assisted Mr. Dandois when he operated the amateur station CHNC, New Carlisle, Que.

Another woman now doing full-time duty is Joan Annand, daughter of James Annand, former manager of CFRC, Kingston, Ont., and CKTB, St. Catharines, Ont. Miss Annand is on duty at CBL and CYB, Toronto. She formerly operated at CFRC and CKTB.

Edna Little, formerly of CBR, Vancouver, and one-time music library clerk for CBC Toronto, now is a studio operator in Toronto. Mary Muir, who joined CBC Toronto as PBX operator, is being trained for a studio operator's post at CBL and CYB.

Women operators at CBC studios work 44 hours weekly and are doing efficient work, officials report. A train manpower more women will be trained to take over while the men are in service.

WADE BARNES and Donald Heyworth, announcers of WCAU, Phila- delphia, are collaborating on a play, More Than You Know.

THAT MOUSETRAP STORY

THAT old mousetrap story may be all right for the man who can afford to sit around and wait. But if you want to keep out of the red and keep your employees out of the breadlines, your change-over to peacetime operations will have to be done quickly.

And that quick change-over means a market, ready—waiting for you! Keep your customers waiting for you by giving them something they value—radio entertainment—to remember you by.

Surveys prove at least one quarter of all radios in Canada's richest market are always tuned to CFRB

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Disc Ban May Go to FDR (Continued from page 8)

and the obvious prerequisite of enabling legislation, were raised. “Certainly membership in an organization should not entitle a member to special privileges from an industry which does not employ him but happens to employ some of his fellow members,” said the letter. It was suggested that until such time as AFM procured “Congressional authorization” for the plan, which he himself had termed “absolutely new” that “you permit your members to return to work immediately and produce phonograph records and transcription which are sorely needed for both civilian and military morale.”

Private Tax Questioned

AFM was told that 80% of all records sold were for use in private homes and that their manufacture had increased employment of musicians. The royalty proposal, it was pointed out, would ultimately place the tax on the public which buys records for home use and is in no way responsible for whatever employment may exist.

Serious question also has been raised about the legality of a private unemployment tax which, if authorized in the case of union musicians, might spread throughout the field of organized labor. The letter to AFM, pointed out that the Government has provided taxes for employment relief and that “a second tax for a new private system aimed at the same relief seems wholly unjustified.”

Meanwhile, the Federal District Court in Chicago last Tuesday authorized a 20-day extension for AFM, or until March 29, for the filing of its reply to the Dept. of Justice amended complaint in the second anti-trust suit against the union. Judge John P. Barnes, who granted the extension, two weeks ago ordered the case to trial on the basis that the Government complaint raised issues not ruled upon in the earlier case which was dismissed by him last Oct. 12 as a “labor dispute.” The new contentions related to the probable demise of many small broadcasting stations deprived of recordings as a result of the Aug. 1 ban.

The anticipated entry of a CIO musicians union into the recording field has not materialized and whether it will at all seems doubtful. Studio Record Co., New York, which in January circulated statements with an offer to supply them with records of new tunes played by CIO bands on a regular basis but which had cut started operations pending the outcome of the negotiations between the AFM and the recording companies, stated last week it had abandoned its plans for the present, at least, because of the shortage of shellac.

AFRA Pact Talk With Nets Starts

Negotiations Concern Union’s Commercial and Disc Codes

NEGOTIATIONS between American Federation of Radio Artists and signatories of the union’s commercial and transcription codes are expected to get underway early this week. Both sets of negotiations are also expected to be concluded in short order, as AFRA has proposed no changes in the present contracts except increases in the minimum scale in conformity with cost of living increases since the contracts were first agreed on and their extension for another year was done in the case of the AFRA sustaining code.

Seeks Higher Scale

AFRA is asking for a 19% increase in the commercial minimums, based on cost of living increases between Dec. 15, 1940 and Dec. 15, 1945. Although advertising agencies are infinitely concerned, they have never signed the code, but gave letters to the network carrying their programs that they would abide by its provisions, the network, producers actually signing the union contracts. In negotiations, it is understood that the same procedure will be followed as before. A committee of the agency and the new executives will be invited to sit in on the discussion as “observers.”

A. K. Spence, radio executive of J. Walter Thompson Co. and chairman of the AAA committee on radio broadcasting, said that the agency group will include agencies which are not AAAA members as well as those that are. Membership was completed last week, but will as far as possible include men who were in on previous negotiations, he said.

Agency and network representatives held a preliminary meeting at AAAA headquarters in New York last Tuesday, when the past operation of the code and the new proposals were generally discussed. A similar meeting was also held last week by representatives of transcription companies who received AFRA’s request for a 10 per cent increase in the minimum transcription scale, based on the rise in the cost of living between Dec. 15, 1941 and the same date of 1942. After a brief general discussion, the members of the AAAA group also agreed to meet with AFRA.

Larvex Spots

ZONITE Co., New York, with a 97% sales increase in 1942 for its Larvex mothproofing agent, will enlarge its 1943 advertising appropriation by 39%. Drive will start in April, comprising a spot campaign on 54 stations in addition to the use of an expanded list of newspapers and national magazines.

Zonite has used limited spot radio in the past for Larvex. McCann-Erickson, New York, is agency.
Kobak to Revamp Blue Day Schedule
Will Vary Programs to Draw Non-Serious Listeners

PLANS are under way for reprogramming the entire daytime structure of the BLUE, Edward Kobak, BLUE executive vice-president, told a news conference in Chicago last Tuesday.

"As a result of an independent survey of 5,000 calls in 100 cities recently made for us, we have assembled some vital information on daytime listening habits," he said. "We have come to the conclusion that the daytime serial, an elemental form of daytime programming, will retain its tremendous pull and not lose it, but there is also an equally large, if not larger, audience that does not listen to daytime serials all day long. We intend to go after that audience."

"The Morton Downey program sponsored by Coca-Cola, Baby Institute, Mystery Chef, and True Story—all Monday through Friday programs, are part of the plan to capture a large part of the daytime audience.

"The BLUE is still on the block," Mr. Kobak said, "but there is little likelihood of action until the Supreme Court decision on the FCC network regulations. Both Mr. Woods (BLUE president) and myself plan to stay with the network after it is sold."

Leeming Reply Charges FTC Strains Ad Claims

INCORRECT, artificial and strained interpretation of advertising for Banum Renee is alleged in the reply filed last week by Thomas Leemine & Co., New York, to a Federal Trade Commission complaint charging that radio and other advertising misrepresents the therapeutic value of the preparation.

The firm said that FTC, in issuing a complaint against the advertising, violated a stipulation signed in 1937 and that the Commission's interpretation and construction of the material did not accurately reflect its content.

Now Maj. Rorke

CAPT. HAL B. RORKE, recently named assistant to Col. William Nuckola, assistant to the director, War Dept. Bureau of Public Relations, for Army Air Forces, has been elevated to major of Army Air Forces. He recently was transferred from the War Dept. Radio Branch. Before entering the service, Maj. Rorke was assistant publicity director of CBS New York and head of CBS West Coast publicity.

Clinic on Programs Is Held by Mutual

Seven-Point Plan Is Subject Of Meeting in New York

A SEVEN-POINT recommendation plan to improve Mutual's services to listeners and advertisers was the main subject under discussion at the first MBS program clinic, held Feb. 22 and 25 at the Hotel Ambassador, New York.

Mutual executives, program managers, and officials of key Mutual stations attended the meetings on those two days, separating the sessions so that program officials could attend the BMI industry music meetings on Feb. 23 and 24.

The seven recommendations offered those attending the clinic, details of which are not yet ready for announcement, covered a new daytime structure which will be submitted to the Mutual board of directors at its next meeting; plan to cut the mutual bulletin broadcast at frequent intervals during the day from two minutes to one minute in length; plan to hold meetings similar to last week's every three months; a recommendation that special events be cleared on a prompter basis.

General discussions also were held on overseas coverage by Mutual; of the new Censorship Code with Eugene Carr of the Office of Censorship, and of the operations of the OWI with Merritt Barnum and Jack Van Nostrand of the OWI.

Miller McClintock, president of Mutual, opened the sessions Monday. Adolph Opfinger, Mutual program manager, presided at all meetings. Present were Julius F. Seebach, WOR, New York; Frank Schreiber, Myrtle Goulet, WGN, Chicago; Clifford Daniel, Herbert Kapner, WCAE, Pittsburgh; Ed Wallis, Benedict Gimbel Jr., WIP, Philadelphia; Herbert Rice, WGR, Buffalo; George Steffy, Yankee Network; Van Newkirk, Don Lee Network; Theodore Campeau, CKLW, Windsor-Detroit; Madeleine Ensign, WOL, Washington; Herman Fast, WKRC, Cincinnati; C. M. Hunter, WHK, Cleveland; Bert Hanauer, WFBF, Baltimore, and Mutual officials, Tom Slaton, Hal Wawner, Lester Gottlieb, James Mahoney, Andrew Polk, Fred Weber and Dave Driscoll.

Dress Firm on WOR

WITH commercials stressing restricted buying of dresses, McKettrick Williams Inc., New York, moderate priced dress firm, has started participation on Bessie Beatty's program on WOR, New York, the station's first dress account, and McKettrick's first venture into radio. Since Miss Beatty has been urging listeners to buy new clothes, McKettrick's conservation pleas will be in line with the rest of the program.
Treasury's Newspaper Ad Suggestion Draws More Protests By Local Stations

THE TREASURY'S recent letter to broadcasters, suggesting that they place in local newspapers a full-page advertisement of an enclosed mast to boost War Bond sales, has provoked protests from station officials.

Following publication in the Feb. 15 issue of BROADCASTING of a reply sent by Morgan Saxton, general manager, KCMO, Clinton, Ia., to Vincent Callahan, director of radio and press of the Treasury War Savings Staff, other broadcasters have replied in a similar vein.

Newspapers Favored

Bert Georges, general manager of WHEB, Portland, Ore., and Chet L. Gonce, manager of KWEW, Hobbs, N. M., joined Mr. Saxton in offering the Government all the free time necessary in the way of effort. Both, however, drew the line on buying page ads in local newspapers, particularly in view of curtailed radio revenue and the struggles all stations have encountered because of the war.

Enclosing a clipping from a local newspaper, Mr. Georges wrote Mr. Callahan: "I should like to point out that the Treasury Dept. has lent their endorsement to the local merchants for this type of advertising, and as a result, our newspaper has taken advantage to the extent that they are actually making a profit greater than the normal cost of the page at a maximum of 10 cents per line." Mr. Gonce wrote, with reference to the Treasury mat: "I have had many requests from Government officials for free rate cards which we have granted them all. However, this request is a little too much for me. Here at KWEW we give the many Government agencies an average of around 20 cents per actual broadcast time per month which, if paid for at regular published rates, would amount to more than our present gross income. Both Mr. Georges and Mr. Gonce called attention of Mr. Callahan to the acute manpower shortage. Mr. Gonce said KWEW probably would have been the last operator with a free-rate license been rejected by the Army."

Hidden Clause Found

As Court Upholds Suit of KOTN in Fire Loss

SUSTAINING a lower court's decision, the Arkansas Supreme Court recently awarded damages of $3,531 to the Universal Broadcasting Corp., operator of KOTN, Pine Bluff, Ark., against the United States Fire Insurance Co. as a result of fire in the station's transmitter plant Oct. 15, 1941.

According to B. E. Parriah, station manager, the insurance company refused settlement on the grounds that the KOTN policy contained the "electrical con- cession" clause, which provided the insurance company would not be liable for loss caused by electrical currents, whether artificial or natural. The fire in question originated in a cabinet and was burning when discovered.

The Arkansas Supreme Court held there was no evidence to prove the insurance company's claim that the blaze was caused by a short circuit or other electrical disturbance, and held that the policy in Arkansas bars the burden of proof as to origin of a fire is upon the insurance company while in some other states the insured must prove origin.

Declaring that KOTN had interpreted the electrical exemption "hidden" clause to cover normal burning out of dynamos, motors, coils, tubes and other devices, Mr. Parriah said:"Many station owners no doubt interpret similar clauses in the same manner. It might be well for every broadcaster to review his fire insurance policies and be sure they cover the things they think they do. It might be well to have an entirely different, no change of collecting damages because of that little clause."
FOOD RATIONING HELPS RADIO

Advertisers Buy Time To Bring Government Messages, Preserve Brand Names—

LAST MONTH H. J. Heinz Co. and The Great Atlantic & Pacific Tea Co. returned to the air after absence of several years, sponsoring network programs devoted not to selling food products but to instructing the public in food buying under present day restrictions. The Council on Candy As Food in War-time also started a weekly network talk on rationing. Gerber Products Co. took a coast-to-coast network for a one-time quarter-hour broad-cast in the rationing of baby goods.

In addition to these advertisers who are buying time on the air expectantly to aid the Government in putting the rationing story across to the American consumer, numerous food companies are devoting time of their regular programs to that end. General Foods, for example, removed the usual program material from its Hymns of All Churches and Betty Crocker broad-casts during the week of Feb. 26, substituting interviews with Gov- ernment spokesmen on rationing.

Plug Brand Names

Paradoxical as it may seem, it is the opinion of many food industry observers that in this year of shortages and rationing, food producers and distributors are better prospects for radio time than ever before. Experienced advertisers who know the necessity of keeping their brand names alive, even when they have no immediate sales problem, the food companies probably more than any other industry group are looking ahead to the postwar days when they will again be competing for the housewife's favor.

No less important is the patriotic aspect of the situation. Food advertisers realize the necessity of getting the public to understand and accept food rationing, to raise Victory Gardens and to can fruits and vegetables at home, to learn about alternate foods to replace those that are now scarce and to keep the family health at wartime par by maintaining a balanced diet.

And they also realize how much more effectively many such messages can be put across in the advertising of a commercial company than by a Government pamphlet or news release.

No Letup Likely

Right now much of the radio time and publication space which food advertisers are obtaining is devoted to messages of a points nature that is concerned with point rationing. But this does not mean that as soon as the public has become accustomed to buying with ration stamps as well as with money the whole cooperative advertise-manship program will shift to selling food products but to in-

Food Rationing Helps Radio

Getting the advertisers realize the necessity for the housewife's favor.

The nutrition program and the overall task of explaining why foods are short and asking for pub- lic cooperation must be carried on continuously. Amateur agriculturists need advice and encouragement in every step of victory gardening, from selection of the piece of ground right up to harvesting. Civilian assistance in farm harvest- ing must also be recruited and farmers must be guided in the war needs for specific crops.

One of the Best

The food industry has always been one of radio's best customers. Last year, according to the best estimates available, about 22 per cent of the national network revenue came from food advertising, and it is reasonable to presume that the same percentage would hold for national spot as well. If radio sales- men are on the job, 1948 ought to be even better.

Weiland to CAP

JONAS WEILAND, owner of WFTC, Kinston, N. C., has taken a leave of absence to devote full-time as lieutenant in the Civil Air Patrol. He has named Ray Wood- ard, program director and chief an- nouncer, station manager. Other changes include appointment of Bruce Mayo, formerly of WFTC, Greenville, N. C., as chief engineer. Jennie Ruth George, new to radio, has been named announcer suc- ceeding Ionia Moran, now serving with the USO. Mr. Weiland has planned his own plane for several years, flying to NAB district meet- ings and other industry conferences.

Jadassohn in Army

KURT A. JADASSOHN, vice-president of SESAC, associated with the society since its founding, has joined the Army Signal Corps, and Gus Hagenah, of the station relations staff, has resigned. Succeed- ing Mr. Hagenah is Graham Har- ris, of BMI and previously conduc- tor of WEAF-WJZ, New York.

Time Shift

(Continued from page 12)

many factories are operating on a 24-hour basis. FPC surveys show conclusively, however, that even though the larger plants are operating 24 hours, the morning, afternoon, and third peak-loads are not as high as the first.

Billing on Local Time

Lost revenue in rebates and new billings as a result of time change will face broadcasters whose opera- tions are moved back an hour to conform to new state laws in Michi- gan, Ohio and Georgia, it was in- dicated. The general opinion of the four major networks, expressed to Broadcasting, Feb. 26, also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- stations in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- stations in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- bacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- tobacco Co., Blonde and News by Frazier Hunt [BROADCASTING, Feb. 14], will also shift from the original to the repeat broadcast on CBS sta- tions in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds To- 

RADIO ADVERTISERS

Can Not Afford To Overlook The Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particu- lar. This area is served by—

CHNS

HALIFAX.

The Key Station of the Maritime

Representatives

WEED & COMPANY

March 1, 1943 • Page 43

BROADCASTING • Broadcast Advertising

“FOUR YEARS OF SPONSORSHIP”

And audience monopoly over WQAM for

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

OTIS MORSE, IV

Program Director

WSBA

900

The "Mid-Point" on Your Dial

TIME BUILT!

The Time to Buy in Central Pennsylvania

Thousands of buyers in this rich Central Pennsylvania market listen to WSBA. It's proved by . . .
FEBRUARY COMMUNICATIONS COMMISSION

FEBRUARY 20 TO FEBRUARY 26 INCLUSIVE

Decisions...

FEBRUARY 20

WSGY, Pittsburgh, Pa.—Proposed delay without prejudice of CP change transmitting equipment, increase power, adopted.

WSOF, Henderson, Ky.—Proposed delay without prejudice of CP change transmitting equipment, increase power, adopted.

WSRQ, Boynton Beach, Fla.—Proposed delay without prejudice of CP change transmitting equipment, increase power, adopted.

FEBRUARY 22


KWWL, Shreveport, La.—Renewal licenses.

KNGC, Amarillo, Tex.—Hearst change 1440 to 850 kc., change 1800 to 500 w. N. W.

KREE, Reading, Pa.—Denied permission to increase power.

FEBRUARY 23

KWTO, Springfield, Mo.—Omit request unlimited time.

Applications...

FEBRUARY 23

KWDA, Opelousas, La.—License renewal.

New Business

B. P. GOODRICH Co., Akron (institutional) on March 15 starts new time schedule, CBS News newscasts, on 116 CBS stations, Mon. thru Fri., 5:30-6:00 p.m. (except week ends). Agency: BBDO, N. Y.

P. BALLANTINE & SONS, New York City, N. Y. on March 1, 1943, extends completion date to April 1, 1943. Agency: BBDO, N. Y.

BROADCASTING

EDITOR’S NOTE: Regulations governing the 48-hour work week were issued for Sunday release by the WMC just before broadcasting went to press. Earlier story on page 16. RADIO does not appear to be greatly affected by the War Manpower Commission’s regulations governing the application of the 48-hour week controls, although they include stations in each of the 32 critical areas [Broadcasting, Feb. 8, 15].

The prime criterion appears to be whether an organization can increase production, release workers for other employment or otherwise aid the war effort through enforcement. The regulations released yesterday have been sent to all regional offices.

Liaison Is Local WMC

Practical administration of this edict is largely in the hands of regional and local WMC officials and exemptions are possible where it can be shown conclusively that a station cannot operate effectively or efficiently by increasing the work week (See story on page 18).

All organizations employing fewer than eight persons are exempt from the terms of the regulation on extension of the theory of the week work in such cases would not produce any appreciable release of employees. In cases where a broadcaster is in doubt as to whether his station is within an area designated as critical, WMC advises contacting the local regional office for precise definition.

This likewise applies to any other matter of operation under the regulations.

The regulations insist that in areas of labor shortage “employers do not hire new workers when their manpower can be effectively met by a fuller utilization of their current labor force.” This will not likely mean very much to stations since the industry is already declared essential but decisions on new employment had best be determined in consultation with WMC offices.

Specific exemptions beyond those covering organizations employing less than eight persons are: agriculture, State and municipal employees, youths under 16, and individuals “who, on account of other employment, household responsibilities, or physical limitations are not available for fulltime work.”

General opinion in Washington held that regulations did not go very far in clarification and it was felt that the bulk of definition and application would have to be determined in the field by area and regional offices of WMC. The regulations provide an outline and specific rulings will have to be made in terms of individual problems and needs as seen in any given place.

Seek Patriotic Songs

A NATIONWIDE contest to find a patriotic song of outstanding merit, the winning composition to have a world premiere on NBC during National Music Week, May 2-8, was announced recently by NBC, which will sponsor the competition in cooperation with the National Federation of Music Clubs.

MARCION MEMORIAL award and special prizes were awarded recently to these communications officers of the armed services at the 18th annual dinner of the Veteran Wireless Officers Association, by WBCA, Inc., the following:

J. McGonigle, WVOA president. Displaying are plaques (seated 1 to r): Capt. E. M. Webster, Coast Guard Communications Director; Capt. Carl F. Holdin, Naval Communications Director; Maj. Gen. Dawson Olmstead, Army Chief Signal Officer. Standing, Capt. Thomas Blau, U. S. Maritime Service commandant; Lt. Col. J. P. Berkeley, Marine Corps communications. Matthew's, Lt. Col. A. W. Mariner, Air Arm Forces Communications Director, a special commemorative medal was presented Maj. Gen. Follett Bradley, commanding general, First Army Air Force, for his pioneer work in spotting artillery fire by airplane in 1915. Charles J. Pannill, president, Radio Marine Corp. of America, and W. J. Hall, president, Hallcrafters Co., both life members of the WVOA, also received special medals for their achievements in industry.

WMC 48-Hour Regulations Have Little Effect on Radio

THE 1943 SESAC Music Guide, three times larger than last year’s edition, is being mailed to 5,000 executives in stations, advertising agencies, transcription and recording companies, hotels and motion picture studios. The new 63-page guide contains an annotated classified music list, available in catalogs of SESAC member publishers, and includes the names of the 17 new members. Also included are lists of phonograph records by title, number and artist, and selected music of the Latin American and Spanish type.

Sesac Guide Ready

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Whib, Philadelphia, is the first to report a contract with Atlantic Refining Co. for the collegiate baseball this season. Atlantic is in agreement to have held arranged to broadcast all Philadelphia major league teams, and is paying through N. W. Ager, that city [Broadcasting, Feb. 22].

For complete details with

H. HOWARD WILSON CO.,
Chicago, New York, Kansas City
San Francisco Hollywood


Local-born

1943

HICKEY
ON THE ROAD

NORTH
1000
WATTS NIGHT

5000 WATTS DAY

For complete details write

H. HOWARD WILSON CO.,
Chicago, New York, Kansas City
San Francisco Hollywood

WBYC, 1290 KC BLUE NETWORK

BROADCASTING  •  Broadcast Advertising

Page 44 • March 1, 1943
ARMY OPENS WVCX
IN SITKA, ALASKA

LATEST addition to the chain of Alaskan stations operated by the Army is WVCX, Sitka, recently licensed by the FCC after broadcasting unofficially as KRAY. The number of stations in the Army’s network is not revealed.

WVCX operates on a non-commercial basis, broadcasting transcriptions of network programs supplied by agencies in cooperation with OWI. The station also rebroadcasts five OWI news periods daily from San Francisco, in addition to sports and other shortwave features. Studios were constructed and all equipment furnished by M. H. House, station manager. Col. Walter A. Shaff is president of the board.

Network shows on WVCX include Kate Smith, Kay Kyser, Lux Radio Theatre. Agencies helping the station are: Blackett-Sample-Hummert, handling Easy Aces, CBS show sponsored by Anacin Co., and Rusel M. Seeds, Chicago, agency for Reveille Roundup, Grove Labs, program on NBC.

PERSONNA TEST

PERSONNA BlaCo, New York, will make a national radio advertisement, Wednesday, March 3, with a 13-week test campaign on WJZ, New York, with a national campaign under consideration if the first venture proves successful. Firm will use transcribed announcements five times weekly prior to the Esso News Reporter five-minute period at 11 p.m. Agency is Amos Parrish & Co., New York.

Frequency Measuring Service

EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Washington, D. C.

JANSKY & BAILEY
An Organization of<br>Qualified Radio Engineers<br>Dedicated to the<br>SERVICE OF BROADCASTING

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CONSULTING RADIO ENGINEERS
National Press Bldg., D1 1205
Washington, D. C.

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic Sq.

Radio Engineering Consultants

Silver Spring, Md. (Suburb, Wash., D.C.)

Main Office
2134 Main St., Hollywood, Calif.

Crossroads of the World
Kanawha, Kansas City, Mo.
Radio’s Part in New Air Raid Signals in Conflict With Code

CONFLICT between the newly-announced air raid setup in the Eastern Defense Command and the Code of Wartime Practices for American Broadcasters, which come to light this week, is expected to be ironed out Tuesday, March 2, at a meeting of Army officials with the Office of Censorship.

Under the new signal system, set up to the Eastern Defense Command, sirens are to be used only to announce the approach of enemy planes. Radio is to broadcast the all-clear.

The conflict bubbled up when some eastern stations, guided by the Censorship Code which admonishes against encouraging listeners to depend on radio in case of an enemy attack, were ordered by the OCD office to broadcast all-clear after test blackouts had been conducted.

PA Questions Order

In New York, where the new system was first tried out, the radio wire services were asked to flash the all-clear to the city’s radio stations. Press Assn. questioned the Army order on the basis that the Censorship Code prohibited radio from urging listeners to keep tuned in for advice and assistance.

Paragraph (e) Section II of the Code, revised as of Feb. 1, 1943 [Broadcasting, Feb. 15] states “in view of the provisions ... of this Code, which prescribe radio silence at the scene of an air raid until the all-clear, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur.”

Plan Contrary to Censorship

Since the Code was issued, the Eastern Defense Command and OCD arranged with local radio stations in each community to broadcast the all-clear during the recent tests. Although published instructions told the public to keep tuned to certain frequencies, to be announced later, those frequencies had not been made public at the time of the initial test-alerts. Consequently when the all-clear was announced, all local stations were asked to broadcast it.

It was learned that under the proposed plan certain stations are to be designated in each community as official all-clear stations and to be designated stations for any official messages or instructions the Army might wish to broadcast.

That part of the new setup is contrary to the Censorship Code, but it is expected that after the Tuesday conference a compromise plan will be accepted. In the meantime the Third Service Command announced plans for an area-wide blackout March 4, in which all stations in Maryland, Pennsylvania, the District of Columbia and Virginia have been asked by the Army to broadcast the all-clear.

Ryan Explains

J. Harold Ryan, assistant director of censorship in charge of radio, told Broadcasting that a year ago his office and the Army discussed radio’s potential part in air raids and that the Army was insisting that stations should not encourage listeners to depend on them for information in time of an actual raid. As a result of that conference the Censorship provision was formulated. Mr. Ryan added that his office was not officially apprised by the Army of any changes in policy.

It was learned that the Office of War Information halted attempts of the Third Service Command to broadcast a simulated air raid in the Philadelphia, Baltimore and Washington areas. Maj. Gen. Milton A. Rekord, commanding general, Third Service Command, Baltimore, reported to have sent transcriptions of the simulated raid to 16 stations, but the OWI stopped the proposed broadcasts on the grounds that they violated Censorship Code provisions covering “horror” programs.

Meanwhile in Washington the question of who’s right arose as it was recalled that Byron Price, Director of the Office of Censorship, in releasing the revised Code, pointed to a forward which specifically states “The Code of Wartime Practices is issued pursuant to instructions by the President who commissioned the Office of Censorship to supervise domestic voluntary censorship. You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship.”

Division of Power

Those of military minds pointed out that the Secretary of War created the Eastern Defense Command and that such things as defense were under the Army. On the other hand others contended that Censorship was charged with supervision of “domestic voluntary censorship” and until an area is designated as a combat zone, that Office continues to function. Should an enemy attack take place then the Eastern Defense Command would become a zone of combat.

All Clear on Blue

ALL-CLEAR, broadcast by Washington stations at 9:30 p.m. Feb. 22 when the nation’s capital had its first blackout test under new Army signals, was heard around the BLUE circuit as the huge blow assembly heralding the Coca Cola Parade of Spotlight Banda. The announcement at WMAL, Washington’s BLUE outlet, inadvertently pushed the network channel button to give the “Washington practice all-clear” announcement after the station break. Consequently the all-clear from Washington was carried by all BLUE stations on the network.

Clipped from Broadcasting by Sid Hix

"That’s Our New Technique in Serial Programs!"

NAB Names Dennis As Chief of News

WALT DENNIS, sales promotion manager for KVOO, Tulsa, has been named news and information chief of the NAB and joined its headquarters in Washington March 1, along with Willard D. Egolf, as KVOO’s commercial manager. Mr. Egolf has been named to the NAB’s executive staff by Neville Wills, general manager of the network and former chief of the NAB’s Washington regulatory contacts [Broadcasting, Feb. 8].

A veteran newspaperman, Mr. Dennis has been with KVOO in its sales promotion and farm departments for the last two years. Prior to that he was with KOY, Oklahoma City; WLS, Chicago; and KOME, Tulsa, in dramatic and production work. Successor to Mr. Dennis is Manton Marrs, KVOO news bureau rewrite man and a veteran metropolitan newspaperman.

Clipper Craft Series

TRIMOUNT CLOTHING Co., Boston, will sponsor Dorothy Thompson, commentator and columnist, on the BLUE, Sunday, 9:45-10 p.m. for the third season, starting March 28, and continuing for 13 weeks. Miss Thompson, whose last 13-week series for Trimount concluded in December, has been heard recently in her usual Sunday period. This is the fourth BLUE series for Trimount, makers of Clipper Craft clothes. Emil Mogul Co., New York, is the agency.
If you are short of salesmen, Specialty Sales can help.

If the manpower shortage has crippled your field operation, curtailed dealer contacts, or delayed introduction of a new product, Specialty Sales can help. Specialty Sales offers the short-term services of experienced high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky, and West Virginia. Specialty Sales does not conflict with established sales organizations, brokers, or agents. Specialty Sales is independent, but has the advantage of full access to all WLW research and merchandising material. Specialty Sales service is extremely flexible . . . can be bought on per call or per week basis . . . helps you keep men in the field at a fraction of the usual cost. For further information, write or wire Lou E. Sargent, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

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.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.8%, greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representatives through consumer — climaxing by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.
Wherever Men Fight for Freedom

Men all over the world are fighting for the same cause—the freedom of mankind.

Whether it be the desert sands of Africa, the jungles of South Pacific islands, or the snow-swept plains of Russia—whether it be in ships or in planes, in tanks or on foot—radio is there as a life-line of communication.

Radio links the armed forces, speeds commands and warnings, makes possible swift maneuvers and coordinated strategy, brings help in distress and reinforcements for attack.

Radio annihilates distance, sweeps away the barrier of time, penetrates through mountain and sea, stone and steel.

Radio — instant, accurate, dependable — is a mighty force carrying out important assignments wherever men fight for freedom.

RADIO CORPORATION OF AMERICA

RCA LEADS THE WAY IN RADIO, ELECTRONICS, TELEVISION

RCA Building, New York, N. Y.

The Services of RCA:

RCA Victor Division • R.C.A. Communications, Inc. • Radiomarine Corporation of America
RCA Laboratories • National Broadcasting Co., Inc. • Blue Network Co., Inc. • RCA Institutes, Inc.