Agency time buyers and production men who have used a Fort Industry Station know that the words of that headline are no dreamed up myth. They've found that a Fort Industry Station is long on results and short on headaches.

Long on results because Fort Industry Stations are strategically located in the nation's richest industrial and agricultural areas. Each one does a bang-up selling job. Each station operation is based on a long and continuous study of the maximum audience preference in the area covered. This results in powerful response.

Short on headaches because commercials are announced exactly according to instructions.

These merits stem from the fact that these stations are operated by men of long radio experience.

The next time you have a schedule to make up, check into the performance and reliability advantages of this all-radio organization. You'll find—as others have—that "If it's a Fort Industry Station, You Can Bank On It"... every inch of the way!
MR. TIME BUYER

HERE'S THE MAP YOU ASKED FOR

The First "Standard" Coverage Map Ever Issued!

This is the FIRST station coverage map, we believe, to conform completely to standards recommended by the following groups:

- The Time-Buyers Committee of the American Association of Advertising Agencies;
- The Radio Executives Club;
- The Dept. of Broadcast Advertising and the Research Division of the National Association of Broadcasters.

This map is based on an analysis of 120,000 pieces of audience mail (10,000 a month for a year) in conformity with the new recommended standards. Copies mailed you will contain a detailed explanation of the methods used in determining coverage and field intensity. Complete WOW-land statistics, with breakdowns by Primary and Secondary areas, will be included . . . ALL the facts you should have before buying time in the Omaha-Great Plains area.

WRITE FOR YOUR COPY TODAY!

WHAT A MARKET!
WOW-land contains 333 counties with a population of nearly 5,000,000 and 1,144,299 Radio Families.

590 K.C. ★ 5000 WATTS

WOW

The only NBC Station in Nebraska

John J. Gillin, Jr., Pres. and Gen'l. Mgr.
John Blair & Co., Representatives
AT LEAST TWO MEN HAVE CROSSED THE ATLANTIC IN ROW-BOATS—

BUT NOBODY HAS EVER COMPLETELY "COVERED" THE GRAND RAPIDS-KALAMAZOO AREA—FROM CHICAGO OR DETROIT!

The center of the Western Michigan market is 170 miles from Chicago—150 miles from Detroit. That in itself is an effective "barrier" to outside stations. But in addition, the rapid fading conditions in this area, from both Detroit and Chicago, are among the worst in the entire United States.

WKZO is the dominant station in the Kalamazoo-Grand Rapids Market. No other station, regardless of power, can furnish more than a mere fraction of the WKZO coverage. . . . If you want Western Michigan, write for all the facts—or just ask Free & Peters!

WKZO covers all Western Michigan, with studios in Kalamazoo and Grand Rapids

5000 WATTS  •  590 KC  •  CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
“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.
They pick WSIX to do the Job in Nashville!

93 ADDITIONAL commercial network programs PER WEEK have been added to the WSIX schedule in the past five months. These advertisers, sensing a golden opportunity to cover the flourishing Nashville market, are picking WSIX.

ADVERTISERS looking for available media to carry their message to the masses of the people have a ready-made solution in radio.

WSIX IS typical of those stations doing a mass-coverage job when most needed.

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

WSIX

5000 WATTS

“The Voice of Nashville”
NASHVILLE, TENN.

980 Kilocycles
Within the limits of all-out war production, General Electric television broadcast equipment is undergoing rigid testing at G.E.'s own proving-ground Station WRGB, Schenectady. Flexibility of equipment is constantly being analyzed. Many improvements and changes are taking shape.

New television programming arts and skill are being studied and developed. Three times weekly live talent shows — such as boxing matches, menu planning, style shows, and operettas with full orchestral accompaniment — are being televised.
Techniques in staging, lighting, and make-up are being tried. The carefully checked results are providing a vast fund of practical experience for you to draw upon when television is again available to the broadcasting industry. This development of television at WRGB is greatly helped by a co-operative home television audience organized to criticize the programs broadcast.

And the G-E post-war television receiver for the home will come out of the same vast fund of television experience. It will be a receiver that will get the most out of the latest developments, in television broadcasting.

G-E television broadcast equipment, program experience and receivers are working together for your future television success. We are doing the experimenting so that you won't have to.

General Electric cordially invites you when in Schenectady to visit Station WRGB for a preview of your future television system. Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.
Beyond Sight and Transcending Hearing

Two of the simplest words in the English language make up the phrase, “I see.” Yet in that phrase is wrapped up most of the progress man has made. It spells understanding—whether gained through eye or ear, is the key to all things good. It is the beginning of knowledge, the source of progress, the interpreter of beauty, the keystone of civilization. That is why the everyday things we build—radio and electronic tubes, incandescent lamps, fluorescent lamps and equipment—are to our mind more than they physically seem. They might be called the Means to the Future, since they enter areas beyond sight and transcending hearing. So regarded, they become not merely a present means to Victory, but precious implements in the forward march of mankind. It is only natural that in their production we set for ourselves the highest standards known.

SYLVANIA
ELECTRIC PRODUCTS INC.
formerly Hygrade Sylvania Corporation
Emporium, Pa.

GOOD WARES DESERVE GOOD CARE. Sylvania Radio Tubes, Sylvania Incandescent Lamps and Sylvania Fluorescent Lamps and Equipment are all made to serve you well. But the first need of wartime is to save and conserve, both to free men and material for necessary wartime purposes and because of inescapable shortages. So take good care of your Sylvania products, not because they need coddling, but because they are good tubes and lamps, and deserve good handling. And also because you may find it less easy to lay hands on these top-quality products when replacement finally does become necessary.
75% of Portland's Radio Families listen most at night-time to NBC-WCSH. The remaining 25% to all other networks and outlets.

56% of Portland's Radio Families listen most in day-time to NBC-WCSH. To the next ranking network 23%.

That's how NBC's "Tale of 412 Cities" tells the story

Here's more market data for your Maine files:

1. 67% of Maine's population resides within the WCSH service area.
2. *The population of the Greater Portland area has increased between 40% and 50% since the 1940 census.
3. **Portland retail sales increased 65% to 70% in 1942 over 1941 and are estimated due for an additional 15% increase this Spring.

(* Estimate of publishers of Portland City Directory)
(**Report of the Babson Institute)
Hooper or Crosley Surveys were not Available

Some agencies and advertisers felt the only stations they could consider must have 50 KW and/or a low frequency, plus top Hooper or/Crosley rated shows to precede or follow — or they wouldn't buy time!

Seven NCBS stations pulled 39,976 pieces of mail for the Manchester Biscuit Company. Cost 9/10 of one cent per letter. IN EVERY LETTER THERE WAS A BOX TOP FROM A PACKAGE OF WALDORF CRACKERS. We publish herein copies of letters from client and agency to confirm our boast. It proves beyond doubt that NCBS stations give the best results at the lowest cost per thousand radio homes.

Retail purchases in the North Central states last year 82,186,631,000 Total population served by North Central stations 7,284,815 Total radio homes 1,571,203

"BREADBASKET OF THE WORLD"

The North Central states are known as "Bread Basket of the World" and "Number One in Dairy Products". The bread that America bakes, as well as the butter that's spread on it, comes from North Central states. Most of our country's wheat is grown and milled and sold in this great midwest area. We'll rest our case for a good sound market on the home of the staff of life. Dairy products and cattle sales put a sturdy foundation under farmers' incomes, and the North Central farmers depend on NCBS for the outstanding public service programs giving them their daily markets in which they are interested, direct from the second largest livestock market in the U.S. located in South St. Paul,

"DAIRYLAND NUMBER ONE"

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To sell people things today... to keep them sold for tomorrow.

TALKS TO 12%
OF THE NATION

50,000 WATTS
660 KILOCYCLES
NBC NETWORK
NEW YORK CITY
Hugh K. Boice, Jr.  
Commercial Manager, WMBD, Peoria

Maybe this does sound like a double-jointed plug—but regardless of that, there's no better way to tell you how much we like and admire Hugh Boice than to tell you that from 1938 to 1941, Hugh was one of our own "F&P Colonels". Then WMBD got greedy and lured him away from us, which proved in this case at least that the customer is always right!—because Hugh would be a real acquisition in anybody's business!

At this point it seems advisable to say that we do not by any means court any more of such commercial cannibalism and that we wish to lose absolutely no more of our men, to any station whatsoever! But to us it does seem significant that Free & Peters men are probably the most sought-after sales-executives in the radio business—and that the very stations we represent are constantly after them too!!

Or is that nothing more than you'd expect to hear about the men who comprise this "pioneer group of radio-station representatives"?

Free & Peters, Inc.  
Pioneer Radio Station Representatives  
Since May, 1932
NAB War Conference Slated April 27-29

Chicago Selected; Name Speakers Promised

RADIO'S ANNUAL foregathering—a war conference instead of the customary convention—will be held April 27, 28 and 29 (Tuesday through Thursday) at the Palmer House in Chicago, under plans announced last Thursday by NAB President Neville Miller.

Devoid of customary embellishments and competitions, the meeting will have only one theme—radio's war interest. Headline speakers representing Government agencies identified with the war effort will feature the business sessions and luncheons, with roundtables, seminars and symposiums on vital war topics to occupy virtually the entire agenda.

Attendance Limit Expected

Unlike past meetings, the convention will open on Tuesday rather than Monday because of the Easter holiday. It will run for 2 ½ days instead of 3 or 4—winduping up after luncheon on Thursday. The final day’s session will have no regularly scheduled business meeting, but will be given over to cleanup breakfast conferences and to a luncheon, with some prominent personage as the “curtain” speaker.

Because of transportation difficulties convention attendance is not expected to reach previous peaks. During the last two years, gross attendance has totaled around 1200. No limit is being placed on attendance of station men, though it was felt that in many cases management would not be disposed to send as large contingents as in past years. In addition to station owners and key executives, it was thought that commercial managers and probably war program directors might attend in substantial numbers.

There are prospects of a meeting with OWI radio officials, to appraise war information broadcasts under the new allocation plan. The last meeting of OWI with its regional consultants was held in Washington in December.

“Radio’s role in the war has been of such importance since the beginning that constant contact has been necessary between Government officials and station operators,” said President Miller. “Even greater efforts are ahead, which demand perfect correlation and understanding. This can best be accomplished at a central meeting place, where Government officials can talk face to face with station operators, outlining and explaining all objectives.”

Registration on Monday

Monday will be given over to preliminary registration. Pre-conference meeting also may be held that day of local, regional and sectional groups, though no definite plans yet have been made. Because virtually all of the group organizations have been dormant for the last year or so, subsidiary meetings are not indicated now.

C. E. Arney Jr., NAB secretary-treasurer in charge of convention arrangements, said the agenda for the sessions would not be complete for about a fortnight. Under the tentative plans, the first business session will be held Tuesday morning, probably with roundtable discussions on various war topics that evening. Wednesday, breakfast sessions will be given over to roundtables, a practice begun several years ago and which has worked effectively. It permits broadcasters to attend discussions in which they are primarily interested, on a question-answer basis with Government officials identified with specific operations.

By-Laws Changes Up

At the afternoon session Wednesday, election of directors at large, two each for large, medium and small stations, will take place.

Post-War Plan Fails to Give Direct Consideration to Radio

ALTHOUGH President Roosevelt’s National Resources Planning Board last week submitted to Congress its detailed blueprint for adjustment of America’s economic system to post-war problems, the planners had nothing to say about commercial broadcasting, the press, or the functions of advertising.

Radio Mention Important

By inference, however, the report pictured a new era of close Government supervision of public services as part of such a plan. This was softened to a degree by expression of the understanding that systems would be readjusted and “measures taken to eliminate avoidable uncertainties” and needless burdens affecting enterprise and their administration.

The only direct reference to broadcasting, one which connoted an increasing Government interest in what goes on in the air, appeared in a section devoted to the education system of the future. That system, the report said, requires that “correspondence study, forums and educational broadcasting, both a part of the extension services of schools and colleges and under other auspices, should be expanded.”

Despite the fact that the report contained this single reference to radio, it appeared destined to have great importance to the industry, since nationwide discussion is likely to suggest heavy discussion via radio.

The Planning Board in general, would rely on the nation’s free enterprise system after the war, but strict enforcement of anti-trust laws, and Government participation in utilities, defense industries, and those involving scarce materials would be sanctioned. In addition, a “cradle-to-grave” social security system, financed by employer-workers contributions, was suggested.

Would Stabilize Income

Proposing “a new Bill of Rights” incorporating the Four Freedoms, the report asserted the Board believes it should be the declared policy of the Government to guaranty “the right to live in a system of free enterprise, free from compulsory labor, irresponsible private (Continued on page 44)

Also to be designated are network directors. Only NBC and CBS now hold NAB membership, though there are indications that both Blue and Mutual may join the Association prior to the meeting. Each member network is entitled to designate one director.

Several minor changes in by-laws also will be considered and voted. One has to do with the method of electing directors at large, a second involves redistricting, under which Maryland would be shifted from the fourth to the third district, and the third deals with an academic amendment of by-laws eliminating the term “executive committee”, which is no longer existent.

Thursday morning will be given over to roundtable discussions, with no general business meeting. Following the luncheon, the conference will adjourn. The customary banquet is dispensed with, as is the golf tournament.

The luncheon speakers will highlight the convention. It is presided over by FCC Chairman James Lawrence Fly will be invited to address one of the sessions. An outstanding personage, not necessarily identified with Government or radio, will be invited for an inspirational talk at one of the luncheons.

District Meetings Set

Following the sine die adjournment, the new board of directors will meet Thursday afternoon. Thus far, only two changes on the board have occurred at district meeting elections. There may be changes in directors at large, however. At two district meetings to be held later this month, new district directors are to be designated.

The 5th District (Alabama, Florida, Georgia, Puerto Rico) meets March 20 at the George Washington Hotel, Jacksonville, at the call of Director Frank King, WMBR, Jacksonville. The 3rd district (Delaware, Pennsylvania) meets at the Benjamin Franklin Hotel, Philadelphia, March 22, at the call of Isaac D. Levy, WCAU, Philadelphia, district director.

New District directors elected at past meetings, who take office April 29, are Nathan Lord, WAVE, Louisville, who succeeds J. Harold Ryan, Assistant Director of Censorship (Fort Industry Co.), as
WPBS Studies Plan to Check Farm Radio Battery Shortage

New Production Now Declared Necessary due to Growing Needs of the Huge Rural Audience

A PROGRAM to head off a shortage of farm radio batteries is now being completed by the WPBS Office of Civilian Supply, it was learned last week, and officials expressed hope that it will help maintain rural radio on a "reasonably efficient" basis.

Some inconvenience for farm set users had been predicted by the WPBS, several of whom last week wrote the Office of Civilian Supply issued a report that a battery shortage existed and that farmers would have to conserve their equipment.

Production Needed

This shortage situation, it has since developed, has gone beyond a stage where the conservation of batteries offers a solution, and actual new production is now necessary. At a meeting of the Battery Advisory Committee in Washington last Wednesday, officials of the Government departments interested in the material stockpiles agreed that action was desirable.

Reports of a shortage of batteries had been current since late January when WPBS asked news about local battery situations. In mid-February (W. M. H. B., Neb.), former commentator of WJAG, Norfolk, Neb., warned Congress that several hundred sets in his district were already crippled.

First detailed reports on the battery shortage were submitted to the Dept. of Agriculture by Sam Schneider, farm editor of The Tulsa. His letter to Wallace Kaderly, chief of radio service for Agriculture, resulted in surveys by state war boards in nine scattered rural states.

Other surveys were conducted by radio stations, including WHAS, Louisville; WHO, Des Moines, and WPTF, Cedar Rapids, Wash., sent a representative to Washington to confer with the Agriculture Dept. Material gathered by NAB and the Dept. of Agriculture was later presented to the WPBS, with warning that continuation of radio service to farmers was vital to the Government's information machinery.

Rapido's communication to Government departments and the entire war effort would be the loser." He pointed to radio's work in informing farmers of Agriculture Dept. plans, and of bringing war news and OWI material to isolated areas.

Production Problem

WPBS officials admitted that battery production had been held at 52% of the 1941 rate as a result of military demands on zinc. Even this 52% did not present a true picture of what had been made arrangements for zinc. They estimate they are now able to meet only 30 to 35% of battery orders.

To authorize increased production of batteries, WPBS must first draw up a program in its office of Civilian Supply. This program must have the general concurrence of the Consumer Durable Goods Division, which would have charge of production. Civilian Supply and Consumer's Durable Goods must meet with the WPBS Advisory Committee, which has authority to recommend actual production of the batteries.

Since all offices concerned are in agreement on the need for more batteries, officials express hope that the actual program may be expedited and that measures for relieving the situation will be taken shortly.

Grove Labs. Is Placing For Big Summer Drive

GROVE LABS., St. Louis, in a concentrated summer major-market promotional drive on Daily Vita-

ments, is extending commitments on a 52-week basis for news programs on approximately 40 stations, and签订了 about March 29, is aligning its schedule on 100 stations that have been carrying an-

ouncements for cold tablets and a decision to place its product through the fall and win-
ter. The revised contracts were placed through June Rollinson, territory manager of Russell M. Seeds Co., Chicago.

The Grove contracts on NBC owned and operated stations are in excess of $250,000, according to NRC, and are the largest single order received by Central Division NBC Spot Sales. Meanwhile, Reun-

ment Labs., St. Louis, a Grove subsidiary, is testing undisclosed mar-

kets for Great 4-Way Vitamins through H. W. Kastor & Sons, Chicago.

Additional Operas

TEXAS Co., New York, sponsor of the Saturday afternoon Metropolitan Opera broadcasts on the BLUE, has made arrangements to cover the five extra performances which the Metropolitan Opera Co. will give in September in order to public demand, extending the winter season for the first time in its history. First of the extra operas will be held Monday, September 25. Texas agency is Buchanan & Co., New York.

PLACE OF WEST COAST in the post-war development dominated discussion when key radio and ad-
vertising executives honored Bruce Bartlett, chairman of the BBDO, at a Los Angeles luncheon staged during early March. With Bill, Steton, N. Strotz, NBC Western division vice-president, Mr. Bartlow was in Southern California for conferences with Jack Smalley and W. B. (Doc) Geisinger, managers of the Hollywood and Los Angeles offices respectively, of BBDO.

PEABODY TO HEAD WAR LOAN DRIVE

STUART PEABODY, advertising director of The Borden Co., New York, and former chairman of the board of the Assn. of National Advertisers, has been appointed by the Treasury Dept. as advertising specialist in charge of promotion for the Second War Loan Drive, Secretary Mor-

genau announced last Thursday.

Mr. Peabody will assist William M. Robbins, General Foods vice-

president, who has accepted over all direction of Treasury Bond selling activities [BROADCASTING, March 8]. According to the an-
nouncement, he will remain with the Treasury for the duration of the drive, probably about two months.

At the Treasury, it is expected Mr. Peabody will coordinate advertise-

ments activities through the War Loan Drive Staff and the Victory Fund Committee. Last week-end, both he and Mr. Robbins discussed plans with the Advertising Council in New York.

A firm believer in radio, which he says "probably has greater penetration than any other single medium," Mr. Peabody will use every form of it—network, trans-

scriptions, spot and local—for Bor-

den. He is also a former chairman of the ANA Radio Committee.

Curtiss Candy Series

CURTIS CANDY Co., Chicago, on March 14 started a Sunday series called "Happy Greetings From Your Boy," on WGN, Chicago. Program, conduct-
ed by Mark Love, features mes-
sages from servicemen to their families. Agency is C. L. Miller Co., Chicago.
Atlantic Signs War Baseball Schedule

Seaboard Stations Will Carry Play-by-Play Broadcasts

ATLANTIC REFINING Co., heavy sponsor of sports events on the Eastern Seaboard, again will carry a schedule of professional baseball games. With the major and minor leagues ready to carry on under a wartime setup, Atlantic has arranged play-by-play broadcasts over a hookup in Pennsylvania and on stations up and down the Seaboard.

Already completed are arrangements for games of the Philadelphia Athletics and Phillies, the Pittsburgh Pirates and the Baltimore Orioles, according to N. W. Ayer & Son, Philadelphia, the Atlantic agency. Atlantic is conducting negotiations with other clubs and expects to announce final arrangements within a fortnight.

**Eastern League Pending**

Last year Atlantic sponsored some 2,000 games on 50 stations, with over 8,600 stations devoted to game reports. This year, as in the past, Atlantic will devote broadcast newsmen and managers during game breaks without interfering with game descriptions. Most of the commercial effort will be devoted to Government messages.

A meeting of Eastern League officials March 14, Atlantic withheld negotiations for coverage of games played by Scranton and Wilkes-Barre. Final contract between Atlantic and the Pirates for broadcast of all home and away games was signed March 9 at a meeting in Pittsburgh. The Pirates’ games will be heard on a hookup of stations in Western Pennsylvania, with FM transmission to stations in the chain.

Arranging final negotiations in Pittsburgh are: James E. Benswanger, president of the Pirates; Joseph R. Rollins, Atlantic advertising manager, B. M. Boor and Bruce McConnell,Follow Atlantic; W. Wallace Orr, Les Quailley and Thomas McDermott, representing N. W. Ayer & Son; Rosey Rowwell, WWSW, Pittsburgh, and stations in the chain.

**Originating station for the Pittsburgh program will be WWSW.** FM will be used to pick up play-by-play description from 6:47 P.M. and played by WWSW, and thus carry it to WISR, Butler, and WJPA, Washington, Pa. Other stations on this network are WFPG, Altoona; WCEC, DuBois; WEC, Erie; WJAC, Johnstown; WXST, New Castle; WMBS, Uniontown.

No Sunday games will be broadcast but there will be a 15-minute report over these same stations at 6:15 p.m. each Sunday. Broadcast of Baltimore Orioles games will be heard on WTHR.

Commenting on plans for the 1945 series, Mr. Ayer said: “This is the eighth consecutive year Atlantic has sponsored a program of sports broadcasting. From the standpoint of upholding public morale and furnishing important information, we feel that such a program ties in with the war effort.

“As we did last year, we plan to devote the greater portion of our commercial time to Government messages, news reports and information on conditions in the petroleum industry in general which will enable listeners to use their automobiles and heating equipment intelligently. In view of the fact that these announcements will not interfere with the description of the games, they will add to the value of these broadcasts to local stations on these networks and will enable us to perform a useful public service.”

**Philadelphia Plans**

Atlantic games in Philadelphia will originate from station WIBG, and will be relayed to WSAN, Allentown; WFPG, Atlantic City, WEST, Easton; WBKO, Harrisburg; WAZL, Hazleton; WGL, Lancaster; WEEU, Reading; WBOC, Sallisbury, Md.; WKOK, Sunbury; WRAK, Williamsport; WILM, Wilmington; DEL, YORK, WOR.

Schedule for the Athletics and the Phillies includes all home games played by the clubs, with 28 night contests. Details are to be completed March 15 at a luncheon meeting in the Racquet Club, Philadelphia, at which the station managers, Atlantic officials, Connie Mack and William D. Cox, owners of the clubs, will be present.

N. W. Ayer, handling the Atlantic baseball program, announced that, unlike last season, the company will be sole sponsor of the Pittsburgh and Baltimore series, and of time on the originating Philadelphia station, each of which were divided last season with another sponsor.

Commentators known to stay-at-home fans again will broadcast play-by-play description. As last year, the announcer in Philadelphia will be Byrum Saam, assisted by Roy Neal. In Pittsburgh, Rosey Rowwell will again announce the games, with the assistance of Jack Craddock. The announcer in Baltimore will be Bill Dyer.

Radio Timebuyers Forecast Upswing In Spot Business

Advertising Expansion Trend Would Benefit Secondaries

AN UPTURN in national spot business, benefiting primarily the secondaries in major markets and the stations in secondary markets, is predicted by timebuyers of advertising agencies who believe that the increased expenditures by national advertisers may go far toward alleviating the loss of local business which formerly accounted for a large part of these stations’ income.

Curtailment of publication space resulting from paper rationing has already evoked an appreciable amount of interest in radio from advertisers who were previously completely publication minded, the timebuyers say, while few veteran users of broadcasting are relinquishing their places on the air.

When advertising in pre-war days was confined to trade and industrial publications are now using general media as well, chiefly for service advertising devoted largely to the upholding of morale of the Government’s war effort.

**Full Net Plan Helps**

Some of this new radio business would naturally go spot; other advertisers turn to spot after finding no network time available that suits their purposes. Increased network business and enlarged networks also leave less time available on the major stations in major markets, affording new opportunities for smaller stations. Sometimes the lower rates of these outlets encourage a greater program or announcement frequency; other advertisers are buying time on several small stations in place of one high-powered outlet.

The full network plans, offering extensive coverage, used by utilizing all the affiliates of a network, have resulted in the placement of many major network shows on stations which formerly were not included in advertisers’ schedules. These programs build the stations’ audiences and the time adjoining becomes more desirable for use in national announcement campaigns.

Some timebuyers report that while this trend may materialize, they have seen no indications of it as yet, and plead with equal emphasis that they are already buying time for their clients on stations which a year ago would not have been included if they expected further expansion before the year is over.

**American Crayon Tests**

AMERICAN CRAYON Co., Sandusky, Ohio, is testing a three-weekly quarter-hour children’s program on WMAQ, Chicago, featuring Mallory McCall’s “Colin Clancy, Union Man.” Contract for 13 weeks was placed by Triangle Agency, Chicago.

**BROADCASTING • Broadcast Advertising**

March 15, 1943 • Page 15
Domestic Branch Revamped at OWI

Kane’s Bureau Is Abolished; Eugene Katz Transferred

REORGANIZATION of the Office of War Information Domestic Branch, announced last week by OWI Director Elmer Davis, re- 
sulted in the disbanding of Kane’s Bureau of Intelligence headed by R. Keith Kane. Although no mention was made of Mr. Kane’s status in the official release, it was reported that he is now with the OWI.

Eugene Katz, head of the Katz Agency, New York, who has been on loan to the OWI Bureau of Intelligence, has been transferred to the Overseas Division. Dr. Lyman Bryson, moderator of the CBS People’s Platform and former chief of the Bureau of Special Services, has been replaced as Bureau head by Katherine C. Blackburn, although Dr. Bryson continues as special advisor to the director. Miss Blackburn, a former associate director of the Bureau.

Field Personnel Out

Gardner Cowles Jr., Des Moines publisher and broadcaster, chief of the Domestic Branch, said: “The reorganization represents an effort to gear ourselves up better to work. It is primarily our job of helping radio, the press and other media to get out the news of the war and the information the people at home need to know.

The Bureau of Special Services takes over some of the functions of the information section, although it was understood that field intelligence personnel no longer would be required. The official announcement said activities in the intelligence field would be cut in half. The names Allen R., and William B. Lewis, former chief of the Radio Bureau, right-hand men to Mr. Cowles. Mr. Lewis, who was promoted last January [BROADCASTING, Jan. 25], will supervise the Bureaus of Program Coordination, headed by H. Andrew Dunbar; and Radio News, which Donald D. Stauffer, vice-president in charge of radio of Rathrath & Ryan, New York, was to take over March 15 [BROADCASTING, March 1]; Motion Pictures, of which Lowell Mellett is chief, and Graphics and Printing, headed by Lt. Com. Price Gilbert, on loan from the Navy.

Completion of Bureau of Publications and Graphics has been split, with Com. Gilbert in charge of the one and the Bureau of Publications still without a chief. Under direction of Mr. Allen are the Bureaus of News, Publications and Special Services. Elmo C. Wilson continues in charge of the surveys division of Miss Black-

Two other promotions were announced. John R. Fleming, former chief of the Bureau of Publications & Graphics, was appointed Special Deputy Director and A. H. Feller, deputy, has been made General Counsel for OWI.

Congress Prepares for All-Out Probes Of FCC, Other Agencies of Government

A SORT of calm-before-the-storm atmosphere prevailed in Washington last week as a half-dozen Congressional committees evolved plans for inquiries and hearings aimed at “bureaucracy” in Government and with the FCC on the list of agencies to be closed down. In the wake of introduction of the White-Wheeler Bill (S-814) March 2 [BROADCASTING, March 8], word emanated from Capitol Hill that hearings both on this measure and on the pending Holmes Bill (HR-1490) to reorganize the FCC are in the offing.

Garey Goes to Work

A subcommittee of the House Interstate & Foreign Commerce Committee will be named shortly, probably of 9 or 11 men, and likely to be headed by Rep. Bulwinkle (D-N. C.), high-ranking member of the full Committee. Chairman Leif H. Davis (Cal.) has further hearings may be held, supplementing the testimony taken last year on the original Sanders Bill geared toward the same end. Meanwhile, the House Select Committee headed by Rep. Cox (D. Ga.) to inquire into the FCC as an independent project was reading plans for start of the hearing. Eugene Katz, the assistant attorney who heads the legal and investigating staff, and his chief assistant, Fred R. Walker, were in Washington last week gathering data for the start of this study, for which an initial $60,000 fund has been appropriated.

No announcements have been forthcoming from the Senate, or counsel regarding the starting date, but it was expected that it might get underway by mid-April. This inquiry will cover FCC activities from its start in 1934 and will delve into policy considerations, personnel and, in fact, overall Commission operations.

If the investigation to touch FCC operations include the House (Continued on page 45)

Psychological Warfare Work Ordered Placed Under OWI

Activity in Occupied Countries and Combat Areas Taken Over Except in Central and South America

PSYCHOLOGICAL warfare in foreign fields, heretofore the subject of controversy between Col. William J. (Wild Bill) Donovan and Elmer Davis, was transferred last week by President Roosevelt from Col. Donovan’s Office of Strategic Services to the Office of War Information headed by Mr. Davis.

Under the Executive Order issued Monday, the OWI will “plan, develop and execute all phases of the Federal program of radio, press, publication and related forms of advocacy and information relating to the dissemination of information.” The OWI will take over propaganda work in various occupied countries and combat areas, but will function under supervision of the Army and Navy in theatres of military operations.

OWI Trains Personnel

Authority, functions and duties of Col. Donovan, however, will not include the “Western Hemisphere” exclusive of the United States and Canada”. This means that the Office of the Coordinator of Inter-American Affairs, headed by Adm. A. Rockefeller, will continue to handle propaganda to all South and Latin American countries. Presi- dent Roosevelt directed that his Executive Order of June 13, 1942, setting up the OSS be modified “to the extent necessary to make this order effective.”

Meanwhile, the OWI Overseas Branch, in charge of Robert Sherwood, this week is expected to begin classes simulating actual field conditions for members assigned to posts abroad to carry on psychological warfare under the President’s order.

Using a portion of the Marshall Field estate, Huntington, L. I., New York, which was leased to the Government for $1, the OWI plans a series of 30-day intensive courses to prepare OWI personnel for the technical aspects of radio, press and other information activities in the field. The school’s curriculum will concentrate on technical aspects of distributing information under adverse conditions comparable to those of military operations theatres. The course will include practice and instruction in editing and transmitting shortwave newscasts of the OWI, preparation of radio programs and special leaflets in various foreign languages, coding and decoding, radio-photo work, cutting and editing newsreels and operations of radio and mimeographing equipment.

All persons assigned to overseas areas have been given intensive training at the OWI headquarters in Washington as to handling psychological warfare. The OWI’s Office of the Coordinator and Army Special Services is designed to toughen them and make them ready to face any conditions. Men operating from combat zones will teach the courses.

Text of the Executive Order transferring psychological warfare to the OWI:

Under and by virtue of the authority vested in me by Title I of the United States Military Establishment Act of 1941, approved Dec. 18, 1941 (Public Law 534—77th Congress), and as Coordinator-in-Chief of the Army and Navy and as President of the United States, it is hereby ordered as follows:

The Office of War Information will plan, develop, and execute all phases of the federal program of radio, press, publication, and related foreign propaganda activities involving the dissemination of information. The program for foreign propaganda in areas of active war or military operations will be coordinat- ed with military plans through the Joint Chiefs of Staff, the War and Navy Departments, and shall be subject to the approval of the Joint Chiefs of Staff.

The program for propaganda in areas of potential military operations will be subject to the control of the theatre military authorities, in the United States and Canada.

Reynolds to WTM

CONTINUING his position as general manager of WWK, Wheeling, W. Va., John B. Reyno-

lds, former assistant secretary of WTM, Tren-
ton, N. J., as assistant general manager. Announcement of the ap- pointment was made by Rep. El-

D. H. Cox (D-N. J.), owner of WTM. Mr. Reynolds will assist A. Harry Zoor, vice- president of WTM, in matters relating to personnel, program production and sales. He is half owner of WKWK.

Restraint Orders Granted Networks

Supreme Court Rule Permits Delays in Monopoly Order

In an unusual action, the court announced that four hours of argument were heard by the Su-

preme Court. The appeals were from the decision of the statutory three-judge court in New York last fall that the FCC has jurisdic-

tion to regulate contractual arrangements between networks and affiliates. The primary issue is the question of whether the FCC has time options and exclusive network affiliations.

If the Supreme Court does not decide the case (March 15), it will go over for three weeks. The court will not have another decision day until April 5.

States, it is hereby ordered as follows:

1. The Office of War Information will plan, develop, and execute all phases of the federal program of radio, press, publication, and related foreign propaganda activities involving the dissemination of information. The program for foreign propaganda in areas of active war or military operations will be coordinat- ed with military plans through the Joint Chiefs of Staff, the War and Navy Departments, and shall be subject to the approval of the Joint Chiefs of Staff.

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TO see in the dark and to see at a greater distance...to push back the clouds and fogs of ignorance has been since the beginning of time one of man's greatest aspirations.

Spurred by war, the scientific laboratories of the nation are making tremendous strides toward meeting this aspiration.

In every branch of the services our fighting men are now armed with electrical devices which enable them to pierce the black of night, the depths of the ocean and the clouded skies. Already much of our success over our enemies on land, sea and in the air has been achieved through the use of these "electrical cats."

The peacetime possibilities of these devices which pierce the darkness are limitless.

In the very forefront in the design and manufacture of these developments stand Western Electric and its engineering organization, the Bell Telephone Laboratories.

Western Electric
ARSENAL OF COMMUNICATIONS EQUIPMENT.
NAB Sales Managers Group Plans Aid to Small Stations

Exchange of Selling Ideas, Potential Markets Set Up; Retail Promotion Plan Approved

A PLAN of immediate action to assist the smaller station operators in combating the adverse effects of the war by keeping them continuously informed of methods and sources of new business was formulated by the NAB Sales Managers Executive Committee, which met last Tuesday and Wednesday at the New York office of the NAB with John M. Outler Jr., WSB, Atlanta, presiding as chairman.

As one of the industry's most pressing problems, the matter of giving practical assistance to the small stations was given first place on the group's agenda. Following an all-morning discussion the committee decided on two immediate steps:

Ideas Exchange Adopted

First, to appoint all members of the NAB sales managers general committee as partners in a working exchange of sales ideas and information, with the definite responsibility of referring to Lew Avery, director of the NAB Department of Broadcast Advertising, details of any plan which has succeeded in producing new business for themselves or any other broadcasters in their committee.

Second, to have Mr. Avery issue a case history book of material on where and how to look for new business and to augment this book with frequent releases of new information. These supplementary releases will be issued as rapidly as the information is received by the NAB, it was stated.

After hearing Paul W. Morency, WTIC, Hartford, outline progress made to date by the Retail Promotion Committee, of which he is chairman, the group adopted a resolution urging that production of the retail plan be started as soon as possible. The group also approved continued publication of NAB reports exposing free time chiseling deals.

No Action on Way Plan

Sales managers' committee also approved the revised station coverage recommendations and sent them to the NAB research committee for final action and submission to the industry. Revised recommendations read: "Defined as the physical limits of the area served; as demonstrated by actual listening; as subdivided by evidence of the deliverance of signal; and interpreted in terms of market data, consisting of population, number of families, radio families and selected by plan." The two measurements involved in the method are signal strength measurement and audience mail analysis.

Committee discussed plans for participation in the forthcoming NAB war conference, which will be based on the thesis that sales are needed now as never before to sustain the American system of broadcasting. The Declaration of Independence for Broadcasters, proposed by William B. Way, general manager, KVOC, Tulsa, was also discussed, but no action was taken.

Meeting was attended by the full Sales Managers Executive Committee, including in addition to Messrs. Outler and Avery, Frank R. Bowes, WBZ, Boston; Donald D. Davis, WHB, Kansas City; Dietrich Dirks, KTRI, Sioux City; George H. Frey, NBC New York; George Hull Hayes, WABC, New York; and William Malo, WDRG, Hartford.

GOOD SPORTS are these three who clinched the deal whereby Ty Tyson's Sports Review on WWJ, Detroit, is sponsored Tuesdays and Thursdays, 6:30-6:40 p.m., by Dossin's Food Products, Pepsi-Cola bottlers with plants in Detroit, Grand Rapids and Toledo. Walter J. Dossin, firm president, got the okay from Lawrence J. Michelson (KVOO, Tulsa), Messrs. Co., Detroit, agency handling the account, and the sports maestro himself as he signed the contract which started the Pepsi-Cola series March 9.

AFRA Checks OWI

EXECUTIVES of the New York office of the American Federation of Radio Artists are discussing with members currently employed in broadcasting Government messaged to be used for the Office of War Information over the establishment of a union committee to deal with OWI officials on working conditions. AFRA says that no issues have arisen but that its members, if they wish to organize in that field, want machinery set up to handle any grievances that may arise, similar to the grievance committee in other broadcasting organizations.

Betty Moore's 200,000

RETURNING to the BLUE for her fifth series, "Betty Moore's 200,000," to be broadcast the first Monday of each month, is Miss Moore. The show was a half-hour program until Miss Moore signed a full committee plan. Miss Moore is the wife of Ben Levy, who plans to produce the show on the air the first Monday of each month, in addition to producing the show on the air the first Monday of each month.

Morency Calls Meeting for March 29 To Put Retail Promotion Plan in Motion

IMMEDIATE production of the NAB Retail Promotion Plan to encourage more retailers to take advantage of radio as an advertising medium will be taken up March 29 in New York, when the full NAB Retail Promotion Committee meets with subcommittees of promotion men and others.

Called by Paul W. Morency, general manager of WTIC, Hartford, Committee chairman, the March 29 session is to determine methods of putting the Retail Plan into immediate production, although the sum pledged by broadcasters to carry out the program has fallen short of $50,000. At a two-day meeting last week the NAB Sales Managers Executive Committee adopted a resolution urging immediate production of the Retail Promotion Plan.

Meeting Called by Wire

Following the sales managers action Committee on Saturday sent this telegram to all members:

"With a third of our necessary funds still unpledged, I met yesterday with the Sales Managers Executive Committee in the opinion that we ought now to start production on the Retail Promotion Committee Plan. I am calling a full Committee meeting on March 29 in New York to discuss and arrive at that decision. In attendance also will be subcommittees of promotion men and others. Urge your attendance but if impractical will you wire giving me your proxy. Please wire reply.

Committee, in addition to Chairman Morency, includes: Dietrich Dirks, KTRI, Sioux City; Sherman D. Gregory, WEA, New York; Arthur Hull Hayes, WABC, New York; Wm. N. Johnson, WTIC, Hartford; John M. Outler Jr., WSB, Atlanta; Robert E. Bauman, WIS, Indianapolis; Gene L. Cagle, Texas State Network; Kenneth K. Hatchbom, WJW, Cleveland; C. L. McCarthy, KGW, San Francisco; Oliver Runche, KOL, Seattle, and John Esau, KQW, Tulsa. Mr. Esau was made a member of the committee to fill the vacancy caused by the death of William C. Gillespie, whom Mr. Esau also succeeded as general manager of KTLU.

Educators to Use All Nets for Meet Programs March 27-28 Set In Place of Convention

THE FOUR major networks have each allotted special time from March 17 to the 28 to the annual meeting of the American Assn. of School Administrators, which is cancelling its convention because of transportation difficulties and is meeting via radio Broadcasting, March 27-28.

First two programs will be on CBS March 17 when Capt. Eddie Rickenbacker, Col. H. C. Adamson, and Roy Chapman Andrews speak on the School of the Air for the Americas, and a special program is heard 4:45-6 p.m. on "Teachers and the War." March 18, Leopold Stokowski, conductor of the NBC Symphony Orchestra, will address the school administrators on "Radio as a Music Educator" during the NBC Inter-American U. of the Air broadcast. March 19, William J. Harlow will present AAAA leaders during the Thursday evening America's Town Meeting of the Air broadcast.

Orson Welles Series

NBC will present two more programs for the conventioners March 21 with Orson Welles narrating "The Women of Rome, the Lands of the Free, and the United Horizons." Another NBC broadcast will feature leading educators March 23, and the Army Hour on March 28 will feature Brig. Gen. Joseph M. Dalton, assistant chief of Staff of the Army.

Mutual will carry a quarterly-hour March 22 for the AAAA group, and CBS has scheduled three further talks on March 25, 27 and 28. The Mutual program on "Home Hour" on the BLUE March 24 will be devoted to the subject of how students can help the farm labor shortage problem, and on March 26, a quarter-hour on the BLUE will feature talks on "What Schools Are Contributing to the Winning of the War" by Dr. John W. Studebaker, U. S. Commissioner of Education, and William G. Gare, secretary of the Educational Policies Commission.

Hope to Tour Camps

BOB Hope and the entire cast of the Pepysdod Co.'s weekly program are planning another cross-country tour of Army, Navy and Marine bases, starting early in April, with tentative arrangements also under way to take the tour to England, if transportation can be provided.

Exact date of the program's tour will be determined by completion of Hope's current motion picture "Let's Face It," it was stated. If the trip to England can be arranged, the group will probably leave in June, and during the summer shortwave their Tuesday evening NBC hour to American homes.

No further details have been announced. Agency is Foote, Cone & Belding, Chicago.
"The invitations went out, didn't they?"

Disappointing, isn't it, to expect umpteen thousand persons to listen to your radio program only to have a paltry handful show up? Expensive, too! That's what can happen if you mistake a station's "coverage" for its audience.

Four stations, for instance, may be said to "cover" Oklahoma City, yet one station, WKY, is known to have most of the audience most of the time. This is incontestible evidence supplied by C. E. Hooper, Inc. WKY's coverage, too, extends far out into Oklahoma over more of the state than any other Oklahoma City station can possibly reach. And, to be sure, wherever WKY's coverage goes, its top popularity priority goes with it.

So, if you want the biggest possible turnout for your program in Oklahoma, WKY is the station over which to send your invitation.

WKY
OKLAHOMA CITY

A Personal Opinion of BMI’s Music

I THINK it is about time someone took an interest in BMI. Some would blame the situation which now exists on station managers, or more pointedly on station and network musical directors. In most cases station managers can be excused because of lack of personal knowledge of the music field. The only fault with network and station musical directors is probably that instead of asking about BMI music they have simply turned elsewhere for their material.

It is my opinion that the place where lack of interest is most at fault is among those directly in charge of BMI. Perhaps I’m wrong. If so, I am quite certain that these gentlemen are fully capable of defending themselves.

Can’t All Be Hits

The fact remains that as a source of new music BMI is in my opinion a complete washout. The music being sent from BMI to stations all over the country for the past few years has in the main been a wastebasket. There have been some hits, but not nearly enough. BMI has a hit tunes program, but no record of the music has been made to publication. In the early days of BMI quantity was necessary, and quality had to be sacrificed to some extent, but during the past year no such emergency has existed. It’s time that those responsible for the operations of BMI have shipped out music of an ever lowering standard.

Many successful radio salesmen work on the theory that if enough calls are made on a prospective client, the tune will be found. But do they go door to door in the residential areas? Or do they canvass the business areas? Just as quantity calls are of no value unless confined somewhat to an area wherein clients are likely to be found, a hit tune will not emerge from any large quantity of published music unless some music which has been made to publication which has at least some of the qualifications of a hit tune. Practically all of the music shipped to WREN by BMI during the past year has been in the waste basket. I don’t claim that I or any other can recognize a hit tune on sight, but I do say that anyone who knows little music can recognize on sight a tune which should not even have had paper and ink wasted on it.

Far too much BMI music of the past year has been precisely in that category. If BMI is to continue shipping us such waste paper I suggest the paper and ink be sent separately so we might at least find a use for the blank paper.

I suggest you station managers ask your musical directors about the music they have received from BMI in the past year, if the majority of them don’t back up my statements then I certainly stand corrected. You might remind them that BMI headquarters has been asking you to urge your program department use BMI music. If they haven’t been increasing their use of BMI music, ask them why.

Incidentally, I want to quote you the words of a song included in the last BMI shipment. Your musical director probably hasn’t a copy of it because he most likely threw the whole shipment away.

The song is titled “Sweat Shop Blues” and here are the lyrics:

Sweat Shop Blues is in command, So the boss will understand.
Oh, if everyone will harmonize to win we can.

Now when we get home we don’t need a diet,
For we’ve got sweat and we’re really tired.

The work is getting harder each day,
That’s why we all want a raise in our pay.
Sweat shop, sweat shop, sweat shop blues.
Sweat shop, sweat shop, sweat shop blues.
To join the crowd you haven’t even gone.

Come on down and join a crowd that is true,
Singing and swaying to the sweat shop blues.

[Editor’s note: BMI says this number was not published by BMI, but by an affiliated publisher who furnished copies, distributed free of charge to stations without recommendation and without expenditure of capital or effort to BMI.]

Maybe I’m wrong—maybe this will be a hit tune. Maybe by following BMI’s suggestion and using it at every opportunity we of the radio industry will be awarded congressional medals for helping the war effort by calling attention to the fact that our plants are sweat shops, (b) the work is getting harder each day, (c) the boss must understand that the workers demand their rights and (d) the workers want a raise in pay. Or does the radio industry want songs of this type? Some might be offended by this dainty little ditty and call it propaganda not in the best interest of the war effort.

I wonder if anyone in the personnel of BMI ever looked this song over before putting the BMI stamp of approval on it. I prefer to think it was an oversight. Perhaps there have been a great many BMI “oversights” during the past year.

I’m not suggesting that BMI resume the publication of a lot of music, I’m merely suggesting that unless there is better music available than that which they send WREN it would make less work for all concerned if they didn’t send any. If there is better music available then let’s find someone interested in seeing BMI publishers publish a little of it.

Sees Bleak Future

If BMI continues in its present way it will not only be a joke among the musicians upon whom it must depend, it will die out on its feet but flat on its back. And after your ASCAP fees have grown back to their “before-BMI” stature you’ll wonder why somebody didn’t do something about it.

Your program department will use more BMI music—more of the music that belongs to you—just as soon as BMI sends your program department music that’s good enough to deserve broadcasting.

WHAT ABOUT BMI? Formed by the broadcasting industry to provide music when ASCAP ran out of bounds under the old regime, it performed a near miracle. Since the peace with ASCAP there have been gripes. Some broadcasters, as does the writer, say it has tobogganied. Others claim stations have paid loyally, as stockholders, but are not doing their part and have forgotten the past. The writer, himself a musician, sharply condemns BMI’s present performance. It’s a matter of vital interest to every broadcaster, because copyright contracts aren’t perpetual. BMI will answer in the next issue. Mr. Bratton is a doctor of music and is president of the AFM local union.

Growing Use of BMI’s Music

CHECKS for performance royalties for the quarter ending Dec. 31, 1942, began to go out from BMI to affiliated publishers and composers last week. Despite the recent 30% reduction in the rate paid by broadcasters, checks were at the highest rate of compensation to publishers and composers in BMI’s history, it is included, for the first time, was the additional BMI bonus for network performances.

Pointed out by BMI officials as indicating the continued enormous use of BMI music by broadcasters was the fact that the combined total of network and station performances for the last quarter was 40% of the number of performances during the quarter ending Sept. 30, 1941, the top quarter in BMI’s experience, while ASCAP was off the air and while BMI was generally recognized as possessing a virtual monopoly of radio performing rights. Due to BMI’s great backlog of music, it was pointed out, BMI is the most economical source of music rights. The percentage which BMI collects of the total paid by broadcasters for musical rights is far less than the percentage of use which is made of BMI’s catalogues. The new BMI index, which is now being printed, will list 100,000 numbers.

Among the BMI licensed tunes conspicuous on trade publication hit lists during the last month were No. 1 on the “Hit Parade”, I Don’t Believe in Rumors, At the Crossroads, When the Lights Go On Again, I Wish I Wish, There’s an F.D.R. in Freedom, It Starts All Over Again, I Heard You Cried Last Night, That Soldier of Mine, Canteen Bounce, Don’t Cry, and Do I Know Death. These are in addition to the composers and publishers under both BMI and ASCAP licenses, such as the hits from ‘This Is the Army’.
... who had never used radio, used WOR in 1943 to sell a product WOR had never previously tried to sell.*

Out of that doubtful date sprang a voluntary letter from the sponsor. The following is a telling excerpt from the letter that man wrote:

"... your particular form of advertising has proven to be one of the best investments we have made in any field. The results have been remarkable. It has not only sold us on WOR, but the medium of radio advertising."

*The product was dresses, at nice prices.

WOR—THAT POWER-FULL STATION
AT 1440 BROADWAY
IN NEW YORK
Better Use of Radio in War Urged

Forum Speakers Would Utilize Sponsored Programs

NEED for a system whereby the vast audiences of radio's top commercial programs can be tapped for war purposes, increasing the effectiveness of radio's contribution to the war effort but taking less time than the present emergency preparedness programs, was stressed by Chester J. La Roche, chairman of Young & Rubicam and chairman of the Advertising Council, during the discussion of "New York's wartime Advertising" broadcast March 6 on WMCA, New York, as part of a weekly series on that station under the auspices of the Commerce and Industry Assn. of New York.

William H. Howard, executive vice-president of R. H. Macy & Co., one of the nation's largest department stores, and Vernon Brooks, advertising director of the New York World-Telegram, participated with Mr. La Roche in the discussion, which was moderated by Neal Dow Becker, president of the Intertype Corp. and head of the Intertype Assn. of New York.

Less Talk Would Help

In response to a question concerning radio's part in the war, Mr. La Roche stated: "Radio is certainly contributing much in time and money to help the Government get its points across. In some quarters in Washington it would appear that people believe radio can do the whole job of convincing the American public, but I do not necessarily agree with this. I believe its contribution can be tremendous—much greater than it is today, in total effect, and I think it can make this improvement by using less time rather than more time."

"For preparedness and is running many sustaining radio programs and puts many officials on the air to make speeches," Mr. La Roche continued. "But there is a feeling that we do not adequately use radio's ability to reach people with information."

"Because the public wants to know what profits are being made from war contracts, and businessmen need to tell what those profits are, in the simplest and understandable language of the average man and woman."

"Because of rationing, personnel shortages, and war necessities, our great retail stores will be forced to institute many innovation services—and the buying public will want to know of them quickly."

Explaning that New York's wartime advertising has helped to interpret to the public regulations of the war agencies as they affect merchandise, Mr. Howard said: "Very early in this war, when it became apparent that certain articles of merchandise were going to disappear from the retailers' shelves, stores voluntarily and wisely began urging their customers to take care of the things they bought. In New York last year more than 30 of the larger department stores banded together in a voluntary drive designed to teach the public how to conserve merchandise. The slogan used was Buy Only What You Need—Take Care of What You Buy. Similarly, advertising has helped to explain the uses and the limitations of substitute materials so that the public could buy with more assurance and at the same time know how to take proper care of these new materials."

Urging local advertisers not to wait for Government requests or commands to step in and help, but to take initiative as the national advertisers have, Mr. LaRoche reviewed the way in which, even before Pearl Harbor, "the advertising industry took the initiative in helping the Government get its vital defense and war messages across to the public. National advertisers, newspapers, producers of billboards, and the radio industry, all cooperated to set up the Advertising Council, which is now a semi-official group."

Contributions Heavy

"Through the efforts of the Council, many wartime campaigns have been planned and placed in newspapers, magazines, billboards, and on the air. Some of our largest industries have contributed substantial amounts of money to finance these Government campaigns, and magazines, newspapers, and radio have contributed much space and time."

"I think I can safely say that as the war wears on, and more and more national advertisers will turn their advertising appropriations—or at least substantial parts of those appropriations —into advertising to help organize the home front," he stated.

"But that is not enough. The local advertiser, and the local newspaper, and the local radio station are close to local people and local problems. They can translate the war in terms that carry a real and special meaning to the people who are accustomed to reading or listening to these local organs of community."

"There is one thing certain," Mr. LaRoche concluded: "If we don't win the war we will have no department stores, newspapers, magazines, radio worth having; and if we do win it, in a reasonable length of time our entire economic system will be so badly out of whack that it may take years and years for us to get back our normal standard of living."
GETTING there first with the most dollars is sound selling strategy. Alert GHQ's on the national advertising front are training their sights on the rich, prosperous 1¼-billion dollar Iowa farm market. They have the answer to that $6400 question . . . and it's red-hot news! Iowa farmers had an average income of $6400 in 1942 (according to figures just released by Iowa State College agricultural economists). That's a smashing 37% gain over 1941. During this same period costs lagged behind, showing an increase of only 15%. The result: A 22% increase in farm purchasing power!

The Iowa farm market outranks all others as your 1943 sales objective because here the basic food essentials . . . the beef, pork, corn, and dairy products we must have to win the War and the Peace . . . are produced in the greatest quantity. And as the production of these essentials continues to soar, Iowa's average farm income surges steadily higher at a faster clip than that of most other states.

Iowa farmers need your products now to help in the Food-For-Freedom battle, and they have ready cash to spend. The Iowa farm plant will remain in high gear long after Hitler and Hirohito bite the dust because the job of feeding the world will rest squarely on their shoulders for years. Thus, the income in the WMT area will remain stable . . . population shift will be of minor importance . . . a situation much different from that which may develop in highly industrialized war production centers. You can step into Iowa now and throw your Sunday punch without the nightmare of shifting markets and post-war economic question-marks.

The Iowa farmers you sell on WMT today will have the money to buy your product tomorrow. And they will still be listening to their favorite Iowa Station on Iowa's Best Frequency, WMT, on 600 Kilocycles!
Advertising Industry Is Urged To Lead Post-War Era Study

Charles B. Brown, NBC Executive, Tells Washington Ad Club ‘Greatest Opportunities Are Ahead’

LEADERS in advertising and sales management should join movements designed to pave the way toward solution of post-war problems, according to Charles B. Brown, NBC director of promotion and advertising, in an address March 10 before the Advertising Club of Washington.

Taking as his subject “Tomorrow Is Here”, Mr. Brown reviewed the conflicting economic and social elements growing out of the world crisis and pictured the issues likely to arise from long years spent in waging the war.

Advertising and sales management face their greatest opportunity as well as the greatest threat to themselves in the period immediately ahead, he told the club. As experts in contacting and influencing the public, he continued, they must be the social and economic interpreters of every group in American life.

Radio Ready

Radio and television, Mr. Brown said, are ready to reveal new horizons on a scale not yet dreamed of. Among radio developments he listed the electronic microphone developed by RCA, an instrument which he said will develop new opportunities of service to mankind.

Great peace opportunities will be found in other industries, he pointed out. Among these mentioned were aluminum, magnesium, wood that won't burn, glass that won't sink, wood radio towers, hydroponics or the raising of vegetables in chemical solutions, and heat induced by thermal radio.

Among difficulties lying in the way of post-war progress, said Mr. Brown, are the failure of current social and technical plans, and the ever-present problem of employment, which must either be shared in parallel lines or on a common level. Danger of economic confusion can result, he continued.

If the post-war problem is to be successfully handled, Mr. Brown said, there must be agreement on a common psychological attitude of mind which will result in accord on a social pattern of equality.

Moreover, advertising must be held as hard to maintain peace as they now fight to maintain the war effort. Then they must properly utilize the unlimited informative machinery available.

Among incidents showing that Americans are sound in heart, Mr. Brown cited the famed Mrs. Mulane incident on a recent Procter & Gamble program on NBC. He recalled how the “consequence” specified by Ralph Edwards, m.c. of the Truth or Consequences program, was thought by Mrs. Mulane as a program contestant some 204,000 letters containing 300,157 pennies.

Mr. Brown in urging club members to take active part in post-war movements told of his contribution to the war effort and its planning for the years to come.

Union Oil Convention

TO OUTLINE 1943 advertising plans and dealers’ part in the war effort, Union Oil Co. of California, Los Angeles, March 30, broadcast an evening half-hour sales meeting on 33 Don Lee Pacific stations to 75,000 dealers. Gen. David Prescott Barrows, commentator on Union’s quarters-hour series, and Reese Taylor, president of Union, were speakers. Last of the Point Sublime, also sponsored by the oil concern, presented a dramatic sketch, “Robert B. Bead was producer with Ben Alexander as m.c. Foote, Cone & Belding, Los Angeles, has the account.

RCA Dakar Circuit

RCA Communications, acting in cooperation with the Administration of Posts, Telegraph & Telephone of French West Africa, last week opened a radiotelegraph circuit between New York and Dakar, according to an announcement with the West African port. Messages from the United States were found to be incredibly clear. RCA announced that a direct circuit with Quito, Ecuador, is being tested preliminary to the start of regular commercial operations within the next few days. The Government of Ecuador is cooperating in establishing this circuit.

AAA Magazine Space Rationing Plan Considered as Possible Guide for Radio

A PLAN for space rationing of advertising in magazines hit by wartime paper restrictions has been worked out by a special committee of the Advertising Agencies after discussions with advertising men and publishers. The plan was approved by the AAAA and media committee as a suggestion for publications seeking a satisfactory method of handling advertising to conserve paper.

Although it would apply to radio, since no shortages in time available for bookings have yet appeared, some industry leaders consider that it might be a guide if a shift in advertising to radio or a cut in operating hours necessitated time rationing.

Circulation Cut Urged

According to the AAAA committee, the six-point program for magazines has approval of publishers, advertisers and agencies. ANA cooperated in drawing it up.

In addition to suggesting mechanical savings, such as narrower margins, smaller type and reduced weight of stock, the AAAA committee advocated a reduction in circulation, which “would fall on all advertisers alike.” Purchasers of the magazine would be urged to share their copies with friends and neighbors.

Actual allotment of advertising space, the report said, should be based on use of the publication over a number of years of normal operation, rather than the abnormal advertising budget of 1942. Some space should be allocated to new advertisers, however, and house advertising should be dropped.

1942 Abnormal Year

In addition, the AAAA committee urged that publishers should recognize their obligation to agencies which “in many instances have spent several years developing their advertisers as part of their responsibility to publishers in accordance with the terms of their agency recognition agreements, which provide that commission allowed is for developing new business as well as for the servicing of current advertising.”

Explaining the selection of a period spanning several years as a basis for rationing advertising space, the committee pointed out that 1942 was abnormal for many established advertisers who converted their facilities for war work, temporarily reducing advertising expenditures as a result.

Copied also from new advertisers also, the report said, since “it is believed the interests of advertisers, publishers and agencies will best be served” if “new advertisers are given access to the facilities of magazine advertising.”

RALPH EDWARDS m.c. of Procter & Gamble Co.’s Truth or Consequences program on NBC, has been awarded a plaque by Tune In, radio fan magazine, “for outstanding showmanship in the presentation of Governmental war messages.”

WFAS Is Granted Fulltime Operation

Rare FCC War Grant Permits Unlimited Time on 1230 kc.

IN ONE of its rare grants since the war-dictated “freeze order” of April 1942, FCC last Thursday authorized WFAS, White Plains, N. Y., to operate fulltime on 1230 kc. with 250 watts power in lieu of its present parttime assignment on 1230 kc. By so doing, the FCC also opened the way for fulltime operation of WGBB, Freeport, N. Y., which has shared time with WFAS.

Commissioners Craven and Case voted against the grant, presumably on the ground that it did not adhere to the letter and spirit of the freeze order. However, Mr. Godley withdrew his application and afterward notified the FCC that he had no present intention of using the facility. In the meantime, it was presumed, the way was cleared for the WFAS authorization.

On the other hand, the view was expressed that Mr. Godley was penalized because he adhered to the war policy, whereas WFAS had everything to gain but nothing to lose in prosecuting its application, which had gone to hearing.


Godley Drops Petition

Paul Godley, consulting engineer of Montclair, N. J., had been an applicant for a station on 1230 kc. in Newark, which was competitive with WFAS application. Under the freeze order, however, Mr. Godley withdrew his application and afterward notified the FCC that he had no present intention of using the facility. In the meantime, it was presumed, the way was cleared for the WFAS authorization.

On the other hand, the view was expressed that Mr. Godley was penalized because he adhered to the war policy, whereas WFAS had everything to gain but nothing to lose in prosecuting its application, which had gone to hearing.
Aggrandizement according to Noah, of the Webster family, is “to make great in power or wealth.” And that’s specifically what has happened to the Savannah Seaboard market in the last ten years. In 1935 to be exact, Savannah started an uninterrupted growth that has multiplied industrial payrolls over and over again since that date.

No, this is no “war boom” market. We’re enjoying an industrial growth that started before the war and will continue long, long after it. Add to this staple market of steady growth, three new shipyards, 25,000 new workers, six military centers and you’ve got a war-time, peace-time, boom-time, normal-time market that’s worth the serious consideration of any advertiser.
FCC Follows Merger

TO KEEP itself informed on the progress of negotiations by the merger of Western Union and Postal Telegraph, authorized by legislation signed last Monday by President Roosevelt, the FCC last Tuesday designated a three-man committee of its membership to follow aspects of the merger. The committee comprises Commissioners Payne, chairman, Wakefield and Durr. The FCC also named a staff committee, headed by William J. Norfleet, chief accountant, and including Manfred K. Toeppen, acting assistant chief engineer, for the engineering department; Benedict P. Cotone, assistant general counsel, for the law department; and Dallas Smythe, chief economist. The committee will assist the commissioners.

PARTICIPATION in a worldwide permanent peace movement after the war is favored by more than 85% of the people, according to a survey conducted by Bankage. BLUE Washington commentator.

EDITOR, BROADCASTING:
The telegram from Mr. Davis of OWI, which probably cost the Government $1,000 to send and which was uncalled for and which cost also the effort needed to sell forty $25 War Bonds to pay for it, made my blood temperature rise. The newspaper advertisement suggestion of Mr. Callahan also caused some increase in blood pressure. But your article in your last issue in which you state that the 48-hour week would NOT be applied—seriously—to the broadcast industry really made me "blow my top". I have personally been under the impression that there was a shortage of broadcast operators—a misapprehension it seems—until I read your article. My, my, is it possible that broadcast technicians work FORTY HOURS per week? In war areas, too? To think that they will probably be required to work 48 hours per week seems an almost unbearable sacrifice—in war times too. My, my, what is the world coming to when a man has to work 48 hours per week to earn a living? * * *

Here is my problem out here. I am working EVERY day including Sundays from 7 a.m. to 9:30 p.m. at top speed. I have ONE fulltime operator. He works 80 hours per week. I have ONE parttime operator, a school girl, who fills in two hours per day. I have one parttime program man and announcer (a preacher, and a good one too), who helps me out three hours per morning.

My wife keeps the books and we are running a 16-hour-per-day schedule carrying MB8 and NCBS network programs, and we are plumb full commercially. We can't handle any more business, no time is available. We need help and the broadcast industry does not think they will have to comply with the 48-hour week. My, my... and my again.

My case is not an isolated one. I can name you four more stations within 150 miles of us that are in the same boat. The FCC leads us with announcements; the FCC loads us with financial reports; the NAB calls for programs, and "please-report-when-possible" forms drive us nuts. The FCC says radio is essential and must keep operating, the Internal Revenue Bureau says we must have our reports in by March 16, the NAB asks for "War Announcement Reports" and the transcription companies write us letters to "please return used transcriptions" promptly.

Strangely enough, these things all get done—but how or when is the problem, usually after 9:30 at night.

My, my, and some broadcast station employees have to work 48 hours per week—maybe. What is this anyway? Is there or is there not a shortage of broadcast technicians and announcers? It does not sound that way. Put some of those people on 60 hours a week and let us have a few for use out here—where they will really work.

BERT WICK,
Director, KDLR
Devils Lake, N. D.
March 5, 1943

"Consistently Excellent..."

The first annual Alfred I. duPont Award, radio's Pulitzer Prize, has been won by Fulton Lewis, Jr. for his "consistently excellent" service to the public through news analysis over the Mutual Network.

Mutual is proud of this newest honor for an outstanding commentator. Proud, too, of the way the words of this citation describe the coverage and interpretation which have made Mutual the First Network for News.

THE MUTUAL BROADCASTING SYSTEM

RKO's WEAF Pact

FOLLOWING a successful spot campaign for the film "Hitler's Children" on several stations, including WEAF, New York, RKO Pictures has signed a 9-week contract on the latter station for Saturday news broadcasts at 11 p.m. by George Putnam, starting March 6. Putnam's news period was used in the advance promotion for the picture. This is the first regular RKO series in some time. The firm has used spot from time to time, the Hitler's Children promotion being particularly extensive and effective [Broadcasting, Jan. 25, Feb. 1]. Agency is Foote, Cone and Belding, New York.

WOR 'Wax Museum'

A VISUAL HISTORY of recording will go on display in New York this week, starting March 16, when WOR, New York, opens an exhibit of discs and recording equipment in the Museum of Science and Industry at Rockefeller Center. The exhibit bears the title "Wax Museum" named for WOR's nightly programs of old-time discs. RCA-Victor, Columbia Records Corp., Decca Records and the U. S. Army have loaned historical and modern records and equipment. Brief lectures will be given for the two-month display.
June Baker... first in Chicago

Since rationing and the increased scarcity of food and consumer goods, June Baker’s Home Management Program has taken on new significance. Her large and loyal audience has been increased by many housewives who find in June Baker’s material helpful information on how to run the kitchen and home on the basis of war economy.

For 10 years June Baker on WGN has supplied the answers to those hundred and one things every woman wants to know—from fashion news and household hints to what’s new in the feminine world.

For instance, on the day point rationing of food was announced, June Baker had Michael F. Mulcahy, Director of OPA in the Chicago Metropolitan Area, explain the whole system over her program. Maybe that’s one reason why June Baker’s Hooper Rating has been higher than any other home economics program in Chicago—higher in every Hooper Report since their beginning.

You can’t beat this for a remarkable and consistent record

A Clear Channel Station

WGN
MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. * PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.
SUPPLEMENT to NBC's two promotion pieces, "A Tale of 412 Cities", has been released to extend the analysis of listening habits to all communities in the United States outside of the original 412 cities. Titled "A Report to the Nation", this four-page supplement covers the dialog choices of the entire country according to networks and independent stations.

Outside the 412 cities, the folder states that NBC has a 51.7% preference, 38.2% that of CBS, and 10.1% other stations. The preference by day. Combining these figures with those derived from the 412-city survey, in which NBC programs were preferred by 51.8% and day programs by 30.2%, the nationwide nighttime percentage of NBC programs remains at 51.8%, while the daytime preference increases to 35.5%.

Superman Expansion

MUTUAL has prepared a special edition of its regular weekly clip-sheet, for distribution to 350,000 groups in connection with the expansion of Superman, sponsored by Kellogg Co., for Pop cereal, to a larger network about April 9. The news features will be supplemented by stories about the program and comic strip character, and will offer merchandising ideas. The clip sheet has been used in a similar fashion for local dealers of other sponsors. Dealers have indicated that they prefer receiving promotion material for programs from the network rather than the manufacturers.

Swing Shift Club

DAY CLUB for swing shift workers has been started by Bob Miller, president, Philadelphia, on Wednesdays for the studio audience of Open House, daily variety matinee. After the broadcast, program writers participate in Sounding, a sounds-effects stunt in which individuals in the audience take turns riding on roller coasters, learn marksmanship, drive automobiles, chiefly in comic pantomime, and at the end of the stunt a white gun is shot at a moving target. Idea originated by Horace Pefyhi, station manager.

A Profitable "Tune"

"THE PIED PIPER of Milwaukee, WEMP, leads listeners and dollars your way" is the tune piped by that station's latest brochure for sponsors. In a 8 x 11" folder are reproductions of letters received by WEMP for its patriotic and public service features.

Summaries for Schools

SUPPLEMENTING an up-to-the-minute world map, weekly news summaries of CBS commentators are being distributed to all schools in Los Angeles County by that network, for educational discussion. Mist was written by Larry "Tally" Bontrast, director of wartime information, CBS Hollywood.

Hats, Coiffures to Suit

LEADING millinery designers will suggest specific hats for different types of faces in a booklet sent out to listeners by Fegan Fitzgerald, while "The Personal on Mutual. Suitable coiffures also will be described.

Merchandising & Promotion

Miami Service

A RECORD of public service of WQAM, Miami, for every phase of the country's war program during 1942 has been compiled and published by that station in an 8 x 11-inch booklet containing an itemized account of recruiting, defense financing, morale and home front programs, as well as photographs of community activities reported by WQAM. A total of 959 CBS war programs has been published by WQAM as its contribution to the war effort. In all, 2,229 programs and nearly 6,000 announcements in 1942 dealt with the war, the brochure reports. Letters of appreciation received from Government and community agencies are included in the publication.

** NBC House Organ

A NEW HOUSE-ORGAN for NBC's New York employees has made its appearance, under the title Chimes. The publication will be issued on the 15th of each month. Special attention is given maintenance of morale of employees now in service, all of whom will receive copies. News sheet is prepared by a group of department representatives, headed by Corrine Pearson.

** Red River Valley

PLASTIC-BOUND 20-page brochure has been published by WDAY, Fargo, North Dakota, to dramatize the Red River Valley market. booklet details WDAY coverage, and explains available stations.

** New House Organ

For its 20 men in the armed forces and the staff at home, WFIL, Philadelphia, has a house periodical Stamped from Amsterdam, in which personal items and activities of interest are published to give the folks at home a chance to share in the achievements of the men in service and to let the boys abroad know how those at home are backing them up.

Business News

A DIGEST of authentic information, quoted from official government and private sources, published for the war effort, is sent by WLW, Cincinnati, each month to 10,000 wholesale dealers of all types in Indiana, Ohio, Kentucky and West Virginia. Called "Business Front," it has four pages, with only one line notice that it is published by the station.

Midwest to Hear British On Regular WLW Shows

DESIGNED to bring a closer understanding and knowledge of England to midwest listeners, a series of broadcasts from London, arranged with the British Broadcasting Corp., will be heard on regularly scheduled programs on WLW, Cincinnati.

Arrangements, completed with BBC officials, editor-in-chief of the Times Stars, James Cassidy, WLW special events director, call for average British listeners to tune in the British via shortwave on such WLW programs as Everybody's Farm Hour, Background, For East, Consumers Foundation, Truly American, From the Ground Up, Church by the Side of the Road, World Front and Way,

WRC SALES STAFF UNDERGOES CHANGE

REORGANIZATION of the sales staff of WRC, Washington, necessitated when two men left for Navy duty, was announced last week by Carleton D. Smith, station manager. Mr. Dodge, sales manager, l grated a leave of absence to be commissioned a lieutenant in the Navy. Mr. Smith has taken over the duties of sales manager in addition to his managerial post. James Sweet, salesman, also left for Navy duty. He has been commissioned lieutenant (j.g.).

Mr. Smith

Mr. Ruppert

FLAMM APPOINTED AS WPAT MANAGER

SINDEY FLAMM, vice-president in charge of sales of WPAT, Paterson, has been named general manager, in a major reorganization of the station's personnel last week.

Mr. Ruppert

agency. Mr. Ruppert, with the OPA last year, formerly was sales manager of WING, Dayton. Previously he was director of advertising promotion for WRC, Cincinnati, and later sales promotion director of WSAI, Cincinnati.

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Replacing Henry Miller, who resigned as program and studio manager to join the OWI, is Ted Webbe, until recently announcer of special events and sports of WINS, New York. He becomes studio manager and chief announcer of WNEW, New York. Mr. Webbe was program manager of WAA some 12 years ago.

A. Lewis King, formerly of the sales department of WHN, New York, has become commercial director of WPT. Mr. King, who has been in radio about 17 years, has specialized in drug and food merchandising at WHT.

The announcing staff has been augmented by Ken Josephs, from WLIB, Brooklyn; and Ed Luton, of WBN, Youngstown, O.
The Manpower problem in Connecticut's Major Market is being solved by Womanpower. Every available woman is being called upon to produce the materials of war. The result is the high Effective Buying Income per family throughout this area, which even before the war was one of the wealthiest in the country.

Now, conceive of this market as an approximate 30-mile radius with Hartford at the hub, and these two facts become important in the scheduling of your advertising:

1) Hartford alone has a small percentage of the total population which lives, works and buys in Connecticut's Major Market.

2) By using radio on WDRC, you can reach both Hartford and the densely populated surrounding area, at one time and at one low cost.

WDRC is the basic Columbia Network Station for Connecticut. WDRC's Primary Area fans out from Hartford to include dozens of cities and towns. All these people depend on WDRC to keep in touch with the war's day-by-day and hour-by-hour developments.

In the same way, WDRC can keep you in touch with some of your best customers... the million-and-a-half listeners in WDRC's Primary Area.

Write Wm. Malo, Commercial Manager, for complete information, including coverage map, rate card and present availabilities.
When war calls your operating personnel and a new man has to take over, you are fortunate if your transmitter is a Westinghouse 50-HG. Operating simplicity which makes it easier for a new man to handle with full effectiveness is one of the vital improvements which it embodies.

The new viewpoint which Westinghouse brought to bear in designing this equipment gave high rank to operating convenience along with low power consumption and modern appearance. As a result it has established a new era in radio transmitter design and performance.

There are no complicated circuit adjustments—no inaccessible parts—no time-consuming replacements in the middle of your program period.

This is one big reason why the 50-HG has been selected by such stations as WPTF, Raleigh; WBAL, Baltimore; WKBW, Buffalo; WBBM, Chicago; KXEL, Waterloo; KDKA, Pittsburgh; and WBZ, Boston. That's why we say "Keep an eye on these stations" as radio shoulders its share of war's responsibilities.
KDKA Pittsburgh
WBZ Boston
WPTE Raleigh
WBAL Baltimore
WKBW Buffalo
WBBM Chicago
KXEL Waterloo
War Business

SPACE rationing, perhaps for the first time in publishing history, strikes the printed pages because of war-dictated paper cuts. The American Assn. of Advertising Agencies, in collaboration with the Assn. of National Advertisers, has been suggesting space rationing looking toward equitable treatment of old accounts and handling of new business during the emergency.

These suggestions, reported in this issue, are of interest to broadcasting because they affect the welfare of contemporary media. Radio isn't hit directly in the same way and isn't immediately confronted with comparable problems of rationing. But it has had its share of operating headaches otherwise and is still far from being out of the wilderness.

Rationing has been added to the advertising lexicon only since the war's start. Yet, radio has been rationed by nature from its very birth. There are only so many waking hours in the day. The clock sets the limit. Printed media, on the other hand, have always added pages—until WPB stepped in.

AAA suggests to magazine publishers a warrant scrutiny, not because radio may be similarly affected but because there are lessons to be learned in gearing for the future. The suggestion is made, for example, that magazines cut circulation reasonably and urge subscribers to share copies with friends and neighbors. Radio's "circulation" is measured in terms of receiving sets available. Fortunately, ample repair and replacement parts and tubes are being fabricated along "victory model" lines while the battery set problem for rural non-electrified listeners likewise appears headed toward solution.

AAA suggests that if it becomes necessary for publishers to ration advertising, they allot space on the basis of use averaged over a period of years and characterized by normal operations; that space also be allocated to new advertisers equitably; that reservations be tightened up to avoid cancellations through firm order closing dates.

Time and space are different commodities. But the same overall rules seem to apply.

For publications the AAAA suggests appear to be logical and sound. For broadcast stations, particularly in the placement of spot business, corresponding terms can be applied. By and large, the same agencies place the business.

Radio has tapped new fields and is getting additional business from accounts that here-tofore they've used the medium. This affords an opportunity to diversify, so the industry isn't dependent upon the business of only a handful of national accounts and agencies who buy practically wholesale. It means, too, that radio more and more should be in the position of picking and choosing accounts.

There has been complaint that broadcasters have permitted advertisers to "run their business" by dictating programs, terms and talent. If there is any substantial basis for this, the time certainly is propitious for readjustment. Bill Way, general manager of KVOS, Tulsa, thinks the solution reposes in his proposed Declaration of Independence. We think he has something worth considering.

News and Newsmen

NEWS is radio's No. 1 commodity. As the war progresses it becomes increasingly important. Timebuyers are leaning toward news programs because if they do get they can deliver maximum audiences to sponsors.

It wasn't so long ago that news was "time-filler". Before the advent of competitive press association service for radio, many stations did little more than read the front pages, on a sustaining basis. Today news is a well-organized and integral part of broadcasting. The growth has been rapid in fact that all of the rough spots haven't been sand-pappedered. For the sake of showmanship, there perhaps is an occasional tendency to lean toward the sensational in presenting news in and selecting newscasters.

For instance, many newscasters on the air today are not newsmen, but readers. Of necessity, smaller stations have newscasters read wire copy as prepared by the wire services. By and large that service is excellent and requires little processing. In other stations, where newsrooms have been installed, experienced newswriters prepare copy for announcers.

It is this latter development that can backfire unless handled judiciously. Some of these announcers, endowed with authoritative voices, have skyrocketed as "news commentators." Actually they have only acquired the knack of good announcing. They seldom see their copy until airtime. The preparation, however, is by newsmen who know a legitimate story and who follow developments in the news.

There is the tendency now and then to play up a good news announcer as a "news analyst" or a "military expert," though his background obviously doesn't justify the title. This is not intended as a reflection on any individual.

By far the majority of well-known newsmen on the air are competent commentators or newscasters who have served their apprenticeship as legmen and desk men. They know how to evaluate, write and present news. They need no publicity buildups. Their work speaks for itself.

On the other hand, there are a scattering of so-called "experts" who are merely voices—mouthpieces as it were—for the creative work of the men behind the scenes, the real experts at writing news.

Radio has done more to keep the public apprised, factually and dispassionately, than any other medium by virtue of its natural specificity. It doesn't have to sell "blue-sky" in the person of some oily-voiced striping. It would do far better by giving air credit to the newsmen who writes the copy which makes the voice on the air tops in acceptance.

A microphone and a trip abroad don't make a "foreign radio correspondent" any more than a law book and a trip to court make a lawyer.
We Pay Our Respects To

FRANK HOLMES McIntosh

It was just another job to Frank Holmes McIntosh when he was apprised last week that he had been made assistant to the director of the War Production Board’s Radio Division in charge of foreign and domestic broadcasting. But it was a job which he tackled quietly in his astute, methodical way.

After nine months in Washington, the Fort Industry Co.’s silver-thatched technical supervisor is still even-tempered, careful and persistent, determined to insure the minimum needs of the industry but insisting that the needs of war be recognized in the use of critical materials.

An apostle of conservation and careful planning from the day he arrived last April, Mac last August proposed a wartime basis of operation for the industry, which the FCC adopted in November. Under this program, stations are able to obtain maximum use of component parts without impairing service to the listener in the slightest.

Frank H. McIntosh refuses to be stumped. In possession of the facts, he is the first man with an answer. Through limitation orders, enforced by his unit, no station has been wanting in its minimum needs for continued operation but neither has any station been able to dislodge his operating dictum that all must be served with minimum needs.

He knows the technical side of radio as an engineer and as a sales- man. Before Joining WPB he had been technical supervisor of the Fort Industry stations since December 1940, associated with George B. Storer, president, and J. Harold Ryan, vice-president and general manager, now Assistant Director of Censorship in charge of radio.

Prior to that he was for four years Pacific Coast District Sales Engineer of Graybar Electric Co., covering 12 Western states, Alaska, the Philippines and Hawaii. For eight years before that he was a member of the technical staff, radio development department, Bell Labs., New York, where he did considerable research on all sorts of communications equipment such as radio oscillators and transmitters, in addition to work on station layouts, antenna design and sales assistance.

Mac’s interest in radio was precocious. Aged 9 and out for a walk with a chum, he came upon a strange structure which he later learned was a radio antenna. Then he proudly asserted he would be the first of the two to own a radio set. He made good that boast while attending high school in Omaha, where he was born July 12, 1906. In his junior year Mac built a ham set and an antenna.

A neighbor, Orson Stiles, then assistant to the president of WOAD (now WOW), took an interest in the boy and hired him part time as assistant engineer. Mac later became chief engineer of the station.

He attended Omaha U. and MIT, where he studied electrical engineering, specializing in communications. In the 15 years of practical experience following his graduation, Mr. McIntosh had no little part in the installations of 200 domestic stations, including KSL, KQW, KOAC, KHQ and KVI, in addition to more than 150 police radio systems. One was for the State of Illinois. That career took him well over a million miles of travel through every State in the Union, all the provinces of Canada and in Cuba and Mexico.

Of all his travels one trip stands out in his mind. He rushed two-thirds across the continent in response to an urgent plea for immediate aid from a station. When he arrived he found a piece of solder between the plates of a condenser, removed it and turned back.

Primarily Mac’s an outdoor man and he doesn’t mind telling about his ranch in Indian Valley, Cal., South of Mt. Lassen, the only active volcano in the U. S. He’s proud that it’s a ranch owned by a dude who raises livestock. Confidently, he’ll tell you about the fishing out there, too.

In his spare time Mr. McIntosh likes to delve into Asiatic history, especially China. He has a modest collection of books on the Far East and his knowledge of China has surprised many of his acquaintances.

Few of Mac’s friends know his secret ambition. In the basement of his Cherry Chase (Milwaukee) home where he lives with his wife and two sons, he keeps an easel, oils and pastel crayons. Before the war is over he hopes to sketch some of Washington’s historic buildings as a permanent reminder of his part in the war. But his friends will tell you that even should his ambition fail, he will at least have the memory of a job well-done.
Graduate, has joined WSAV, Savannah, from WJJD, Chicago. Harry James HANLON, announcer, is a former member of a musical quartet, including George Meade, and is now a member of the staff of the College of Arts and Science, University of Kentucky. If we can't sell a boy in your corner, we will try to sell you a boy in your school. If you can't do that, we will try to sell you a boy in your local radio station.

FRANK WELTMER, chief announcer of KTMS, Santa Barbara, Calif., has been promoted to program director, succeeding Ken Peters, who resigned to join the OWI. Earnest Jack McClaren of the music clearance department, has been made traffic manager.

JOHN GAUNT, former Hollywood radio producer, is now lieutenant in the Navy.

JOE BESSER, New York radio comedian, has been signed by Columbia Pictures Corp. to appear in a series of musical films. First film will also feature Hi, Low, Jack and a Dame, vocal quartet heard on the weekly CBS Texaco Star Theatre.

ARTHUR STANDER has been added to the writing staff of the weekly half-hour CBS Grapevine Ranch. Other writers include Hank Garson and Chet Castlew. Rensselaer Sherman heads the show.

TOM HANLON, Hollywood announcer, has been given that assignment on the three-weekly quarter-hour CBS Radio Theatre on June 13 under producer, his musical director.

BILLY FOY, of the talent staff of WJJD, Chicago, is the father of a girl born March 1.

ROD SWIFT, has joined the announcing staff of WITY, Schenectady, coming from WDRC, Hartford, Conn.

MARYV LE维, U. of Michigan, graduate, has joined WSAV, Savannah.

GIRL GABBERS

CALL THEM what you will, but hard-boiled titles hardly do justice to the Misses Wynn Cahoon (r.), announcer and commentator of WGY, Knicks, Rochester, and Virginia Keith, announcer of KOB, Albuquerque. Listener, unfortunately, can't see the 7's behind the smoke screen from the airwaves, but Miss Cahoon has appeared as a featured player in Columbia pictures and Miss Keith has acted in Don Lee Television productions.

BILLY DILLNER has joined the announcing staff of WCLG, Janesville, Wis.

FRANK MERRILL, announcer of KROW, Oakand, is training in Nebraska with the Army Air Forces.

HUGO BRENEMAN, anncouter of WDDT, Flint, has been commissioned as ensign in the Navy.

GENE AMOLE, announcer of KYMR, Denver, has joined the army as a private, and Bernard, Chicago scriptwriter, is now director of woman's activities, and Dobbs Flessted is continuity supervisor.

WILLIAM DUKESHE, continuity editor and salesman of WUEN, New Haven, is the father of a girl born March 8.

JIM HARVEY, former producer chief of KYW, Philadelphia, has returned to the KYW announcing staff.

JOE NEVILLE, associate editor of Buy-Ways, merchandising newspaper of WJW, Cincinnati, is now in the Army.

FRANCIS P. MALONE, news editor and commentator of WIOD, Miami, Fla., suffered a broken shoulder when his automobile skidded and crashed into a tree March 6. Marvin Burrick will substitute during Mr. Malone's absence.

WILLIAM RINDSON, formerly of WSGN, Birmingham; KLO, Salt Lake City, WMCA, New York, and written on the Chicago and Detroit staffs for J. Walter Thompson Co., has completed basic training at Fort George Meade, and now with the 23rd Special Service Unit, Camp San Luis Obispo, Cal., where he is an antiscient for Officer Candidate School. Wilson is known to Uncle Sam as Pvt. Walter W. Winthrop.

HAL ARNOLD, formerly of WDEL, Wilmington, Del., has joined the announcing staff of WSPR, FM adjunct of WFIL, Philadelphia.

BOB DUMM, program director of KSFO, San Francisco, and son of W. L. Dumm, the owner, has joined the Navy as a commissioned officer.

FREDERICK J. EICHORN, program director of KNL, Portland, Ore., has been made production manager. Barbara Forest, formerly handling training and publicity, is now assistant director. George Heimpler has been named coordinator of Government programs and producer of public relations, and Stoull has joined the announcing staff and Dorothy Archand has assumed new duties in script writing.

DAVID HALL, NBC script writer, is the father of a boy born March 8.

HICKORY NORTH CAROLINA


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BROADCASTING • Broadcast Advertising

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DON'T WASTE YOUR PUNCH ON JUDY (Ky.)!

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Sell your sewing socks (and shoes and tires) for the Louisville Trading League, whose alone does 17.2% more buying than the rest of rural buying than the cost of any other medium. Shall we get out the gloves now?

HICKORY HICKORY HICKORY

5000 WATTS DAY & NIGHT

REED & PETERS, INC. National Representatives

5000 WATTS DAY • 500 WATTS NIGHT

5000 WATTS DAY • 1000 WATTS NIGHT

HICKORY NORTH CAROLINA


1290 KC BLUE NETWORK

HICKORY north CAROLINA


1290 KC BLUE NETWORK

5000 WATTS DAY • 1000 WATTS NIGHT

HICKORY NORTH CAROLINA


1290 KC BLUE NETWORK
FIRST IN NEW YORK

...more LISTENERS than any other independent station—in all surveys.

...more NATIONAL ADVERTISERS than any other independent station.

...more money spent on WNEW than on any other independent station.

BUT LAST IN NEW YORK

...in COST per thousand families reached.

WNEW

501 MADISON AVENUE, NEW YORK, N. Y.
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Represented Nationally by John Blair & Company
Don Hollenbeck Rejoins NBC in London Office

DON HOLLENBECK, formerly on the staff of the OWI in London and two years ago a member of NBC's news department in New York, on January 16th rejoined the network this morning in the NBC London office, according to William F. Brooks, NBC director of news and special events. Mr. Hollenbeck, who will be heard on NBC's World News Roundup weekdays at 8 a.m., was previously with the Associated Press in New York and San Francisco, and served nine years on the Omaha Bee-News.

Ladies Day at Club

ANNUAL LADIES DAY at the Radio Executives Club of New York was celebrated at the March 16 meeting, with Linnea Nelson, time buyer of WJW, Cleveland, Ohio, as guest speaker. Her topic was "Advertising in the Age of the Press." Miss Nelson is the first female executive to be elected president of the club, succeeding Merril Runchey as president-elect.

Elliott Miller, announcer who left WOR, Hartford, Conn., to join the Navy, is now an ensign. Two other announcers who left last fall as volunteer officer candidates were recently commissioned second lieutenants in the Army Air Forces in Florida.

Army Forbids Soldiers From Broadcasting on Enemy Radio Stations

AMERICAN soldiers, captured by the enemy, henceforth are prohibited from broadcasting on enemy radio stations. The War Dept. announced last week.

Pointing out that broadcasts purporting to come from American soldiers held as prisoners of war, have been used by the enemy "for propaganda purposes and have been found to be unreliable, inaccurate and cannot be relied upon by the relatives of a prisoner," the War Dept. warned that soldiers and enlisted men have been instructed to refuse all requests or attempts by the enemy to induce them to broadcast, in event they are taken prisoner.

Japan has beamed many recorded messages, allegedly from American soldiers who had been captured, to this country, even announcing in advance that certain officers and men would speak on the air to their homes. It was pointed out that in some instances the recorded voices had a great similarity and that there was some doubt as to the authenticity of the broadcasts.

Although the War Dept. conceded that men already held prisoner likely would not get the new rules away from those affected by the rule may be taken prisoner and may be forced to broadcast. It was pointed out that any broadcasts by American military personnel held prisoner probably would be made under duress.

Thurman Arnold Takes Appeals Bench in D. C.

THURMAN ARNOLD, former Assistant Attorney General in charge of anti-trust prosecutions, last week became the sixth member of the Attorney General's appeals bench for the District of Columbia, which handles practically all radio litigation, with confirmation Tuesday by the Senate. He succeeds Wiley B. Rutledge, who recently was named by President Roosevelt to the Supreme Court.

His ascension to the bench removes from the Government arena one of its most colorful attorneys. An ardent prosecutor, Justice Arnold was instrumental in bringing anti-trust cases against industry and labor union alike. There now is pending in the Chicago courts a suit filed against James C. Petrillo and the AFM, charging it with violation of the anti-trust laws.

KOL Staff Changes

APPOINTMENTS of Oliver A. Runchey as assistant manager and Archie Taft, Jr. as commercial manager were announced last week by Archie Taft Sr., general manager of KOL, Seattle. Jerry Morris was transferred from the sales department and Dixie Lou Thompson has succeeded Jeanne Peckenpaugh in continuity and publicity. G. O. Dehly and Tom Greenhow have joined the announcing staff, succeeding Merrill Mael and Frances Armstrong.

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BROADCASTING Advertising
Improved in War!
... for Better
Peace-Time Reception

The rigors of modern warfare are the world's finest proving grounds for communications equipment... constant usage and unusual operating conditions in every climate are a severe test of the communications receiver. Hallicrafters equipment is proving its high quality performance capabilities with our armed forces.

Hallicrafters communications receiver Model SX-28 (illustrated) 15 tubes, 6 bands, delivers outstanding reception... your peace-time model will be worth waiting for.

hallicrafters
CHICAGO, U.S.A.
The World's Largest Exclusive Manufacturer of Short Wave Radio Communications Equipment
All-Purpose Radios Predicted by Fly
Sees Television, Facsimile
In Broadcast Receivers

PREDICTION that post-war radio will find a single instrument carrying high-fidelity broadcasting, television, and facsimile, was hazarded last Monday by FCC Chairman James Lawrence Fly at his news conference. A similar forecast was made in an editorial in the March 8 Broadcasting, dealing with post-war planning and urging the newspaper and motion picture industries to take cognizance of the licensing problem that inevitably will arise with such developments.

Alluding to impending developments, Mr. Fly said he believed that in the course of a "very few years" there will be only one service. Separate television, standard, FM and facsimile services and separate receivers will all be washed out, he predicted, and there will be one thorough-going and efficient system.

A Chain Operation

"I would conjecture that it would be based upon the best of the developments we have had to date and those that we get out of war in the FM field and television, including color television. It will be a chain operation carried by radio relay. Radio relay problems are pretty well licked now. It would naturally be chain operation because we have the programming costs—the difficulty of programming television itself in the various smaller stations.

"I should not be surprised in the course of years if you will have only one receiver. You will have as a basis your highly efficient FM operation and there at appropriate hours the television programs. Every hour or so you will come down and tear off your news reports. We have been in the horse and buggy days now."

In its March 8 issue, BROADCASTING stated editorially: "So the post-war radio receiving instrument, in all likelihood, will be at least a three-way device—an ingenious as the usual broadcast service that sprang from World War I. High-fidelity sound reception for those who want to listen, motion pictures probably on a network, and a printed 'newspaper of the air' will emanate from the same transmitting plant and will be 'received' by television-type home device.

All this won't happen overnight, but it's as certain as a United Nations victory."

Alluding to the FCC's recent action in relaxing rules on FM and television applications, to permit a flying start in these fields after the war, Mr. Fly said the Commission did this to "encourage FM and television as much as we can and cause the least trouble possible." He declared the Commission wanted to get a demonstration of the good faith and intention of applicants to go ahead.

Charles H. Ferguson, executive of BBDO, San Francisco, on the Standard Oil Co. of California account, was recently elected vice-president, Howard P. Almon, formerly of Botsford, Constantine & Gardner, San Francisco, has joined the San Francisco office of BBDO as assistant executive and copywriter.

Richard Dunn, formerly of the media department of Keno & Eckhardt, New York, has replaced Hilchi Loevy as radio director of the Tri-County agency. Jayne Shannon, former secretary of the WLS department, has been named as assistant timebuyer, Doris Davenport Smith, formerly of Compton & S. L. Horner, New York, has left K & S as a radio commercial writer.

Hubbell Robinson Jr., associate director of radio for Young & Rubicam, New York, is in Hollywood to supervise production of the weekly "Around the House Program."


William A. Jensen, formerly with Leinen & Mitchell and Brown & Thomas, both of New York, has joined Sweitzer & Hixson New York, as a member of the plan board and head of sales promotion.

Harry Hartwick, copywriter with Young & Rubicam, New York, for Jack Beauty, Aldrich Family and other General Foods clients, is leaving, joining the Air Forces, was honor graduate on Feb. 20 from the Army Air Forces Technical Training School, Buckley Field, Colo., in a class of 900, with a special diploma signed by Maj. Gen. Weaver, commander of all Army Air Forces Technical Training Schools.

Willson M. Tuttle has left A. Lyons Inc., New York production firm, to join the radio staff of Rutnauth & Ryan, New York. Mr. Tuttle was previously with R & R from January, 1939, to March, 1942, as director of Big Sister and The Shadow radio programs.

Geo. H. MacDonald and Frank Dennis have joined Walsh Ad. Co., Toronto, with closing of the Richard-Macdonald Ad. Service, Toronto. Mr. Dennis will handle radio, while Thomas H. Batman has left J. Walter Thompson Co., New York, to join the copy staff of J. Mathes Inc., New York. Mr. Donaldson, former NBC writer and director, has joined the New York staff of McCann-Erickson, as a timebuyer.

William Bernbach, director of research of William H. Weingrabe Co., New York, has been promoted to director of public relations.


Fred Luttman of the research department of Benton & Bowles, New York, has been named an assistant account executive on Ivory Snow.

REPORTING FOR DUTY with the U. S. Army Air Forces Technical Training School, is Ed G. Keltner in (right) formerly executive of the Groves Labs. account and vice-president of the Russel M. Seeds Co., Chicago, as he is sworn in as a lieutenant by Lt. Com. M. L. Horner of the Ninth Naval District Procurement Office.

Ray Broholm, former continuity editor of WLS, Chicago, and advertising manager of the American Gas Sales, will be written Leo, Minn., has been appointed radio director and timebuyer of Gunther Bradford & Co., Chicago. He succeeds the late Harry Margules.

John Rider, Hollywood office manager of the Bow Co., father of a girl born March 1. Mrs. Rider was formerly Grace Alworth, radio commentator.

George Belsey Jr., has left Haxson-O’Donnell Adv. Inc., Los Angeles, to join Frank Rose & Holding, that city, as a copywriter.

Austin Campbell, former Los Angeles agency head, inducted into the Army several months ago, has returned to civilian status and is associated with the aircraft industry.

Grant Names McGivern
New Director of Media

George McGivern, spacebuyer of Blackett-Sample-Hummert, Chicago, for 14 years, and more recent advertising sales staff of the Chicago Sun, has been appointed director of media of Grant Adv., Chicago. Mr. McGivern will purchase both time and space for the agency accounts.

Perry Dickey, assistant radio director of the Chicago office, has been named radio director of the Grant New York office. Also transferred to New York are Evelyn Elam, Mr. Dickey’s assistant, and Frank Newton, copywriter, simultaneously with the shift, Dr. J. O., sponsored through Grant on NBC, Mondays at 9:30-10 p.m. by Wick Chemical Co., New York (Vitamins Plugs), who will be written and handled out of New York.

Sees Listening Gain

Radio’s task of adjusting itself, without previous wartime experience, to the changing public demand was discussed by Eugene S. Thomas, sales manager of WOR, New York, before the Advertising & Selling Alumni Assn. March 9 at the Advertising Club of New York. Mr. Thomas reported a marked increase in the listening audience, together with a new listenter group of war workers in the early morning hours from 2:30-3:00 a.m. He said 700 factories in the New York metropolitan area are picking up their workers the WOR Music You Work By program 4:40-5:00 a.m.
Do you know what a P. B. X. telephone switchboard is?

It's the switchboard you see in business places—offices, stores and factories, where a number of telephone calls are handled. "P. B. X." means Private Branch Exchange. It is run by one or more operators, depending on its size.

These switchboard attendants are not Bell System employees. They are employed by the different businesses, and they are doing a fine job.

In factories and shipyards, offices and mills, the P. B. X. girls are manning battle stations of their own. Many of the calls going through their boards are tied right in with the war.

One P. B. X. operator called the business office of a Bell System company not long ago and made a suggestion that seems worth passing on.

"We have our hands full," she said. "Lots of times people calling in don't wait long enough for an answer. It would help a great deal if they'd just hang on a few seconds longer, and save calling back again."

This thought is a good one to remember. The next time you call a place of business and your call doesn't get answered as promptly as you think it should, won't you just wait a bit longer before you hang up? If you'll do this, you may not have to make the call all over again.

The calm, effective, courteous use of your telephone is especially important in wartime.

---

This is a quotation from The Telephone Hour, a regular program heard each Monday night over N. B. C.
STATION ACCOUNTS
se-studio programs
ne-news programs
s-spot announcements
r-transcription

WHQ, Des Moines
Butler Mfg. Co., Kansas City, Missouri (oil & farm equipment), 3 sp., thru R. McMillan, Des Moines, Iowa.


Studebaker, Continental Baking Co., Chicago, 300 sp., thru Ted Bates, N. Y.

American Can Co., St. Joseph Island City (gum), 250 sp., thru Badger & Brown, Detroit.

Johnson & Johnson, New Brunswick, N. J., 112 sp. for Band Aid, thru Young & Rubicam, N. Y., 211 sp. for Tek, thru Ferry-Hardy Co., N. Y.

Studebaker Corp., South Bend, Ind., 4 sp., thru Roche, Williams & Cunningham, Chicago.

Peabody Co., Mendenhall, Miss. (holstein), 3 sp. weekly, thru Merchant, Chicago.

Foster-Milburn Co., Buffalo (Doan'sipple), 3 sp., thru Spot Broadcasting, Ulrice.


WABC, New York
Electricazor Repair Service, New York, 3 as weekly, thru Ray-Hirsch Co., N. Y.


Nature Friend Inc., New York (Magic food and medicinals), 3 as weekly as direct.

Rose Mfg. Co., Beacon, N. Y. (Tri-Green root syrup), 3 as weekly, thru Pears Laboratories, N. Y.

Studebaker Corp., South Bend, Ind. (institutional), 3 as weekly, thru Roche, Williams & Cunningham, N. Y.


Pty. & N. Y. Building Material City (Gray Master赛季ing), weekly as. thru Samuel C. Crotto Co., N. Y.

WZJ, New York
Manufacturers Trust Co., New York, weekly thru Lens-erickson, N. Y.

Savarrino Inc., New York (restaurants), weekly as, 13 weeks thru Kenyon & Eckhardt, N. Y.

Smiling Irishman Inc., Los Angeles (used cars), 7 as weekly, 13 weeks, thru Carl Calman Inc., N. Y.

Soughegan & Co., New York (dog shampoo), 5 as weekly, thru Kenyon & Eckhardt, thru Roche, Cunningham & Williams, N. Y.

Parrot & Gamble, Cincinnati (Ivy rake), 2 as weekly, thru Compton Adv., N. Y.

N. Y., Pacific (new edition), 8 as, 2 days, thru Sherman R. Ellis & Co., N. Y.

WOWO-WGL, Fort Wayne


Omer Inc., Omaha (Ranch House panneke & stew), 46 ft. thru Weidemeyer & Co., Chicago.

Dr. Rafael Camacho, Charles City, la. (poultry remedy, disinfectant, conditioner), thru N. A. Winter Adv. Agency, Des Moines.


WOR, New York
Axton-Fisher Tobacco Co., Louisville (Fleetwood cigarettes), weekly as, 13 weeks, thruMcCann-Erickson, N. Y.

KIJH, Hollywood

Curtis Publishing Co., Philadelphia (Gut- sengueld), 15 as weekly, 32 weeks.

MacFarland, Avery & Co., Chicago.

Bob Brook Dairies, San Francisco (dairy products), 4 as weekly, thru Botsford, Constantine & Garden, San Francisco.


Cosmet Magazine, New York, 26 as weekly, thru Schimmel & Scott, Chicago.


Langerdor United Bakers, San Francisco, weekly as, thru Rothrauff & Ryan, San Francisco.

Acme Breweries, San Francisco, 2 as weekly, thru Brissacher, Davis & Staff, San Francisco.


WLIB, Brooklyn
Griffin Mfg. Co., Brooklyn (blue white), 2 as weekly, 13 weeks, thru Berming- ham, Castellane & Pierce, N. Y.

Rory Theater, New York, 13 as and 2 twice a week, thru Lloyd-Spero Inc., N. Y.

Cotecorium, New York (chain stores), 1 as a month, thru A. W. Lewis Co., N. Y.

Harmon Co., New York, weekly, 13 weeks, thru More Associates, N. Y.

Smith Inc., Los Angeles (used cars), 42 as, thru Carl Calman, N. Y.

Brown & Associates, New York (casting), thru Roche, Williams & Cunningham, N. Y.

Grove Labs., St. Louis (Bromo Quinnine), 15 weeks, thru H. W. Kastor & Sons Adv., Chicago.

WHB, New York
Planters Nut and Chocolate Co., Wilkes- Barre, 3 sp weekly, thru J. R. Thompson Co., N. Y.

Johnson & Johnson, South Bend, Ind. (gum), 32 weeks, thru McCann-Erickson, N. Y.

Bacardi, New York (oil), thru R. Leon Inc., N. Y.

Spool Cotton Co., New York (spool thread spool), 3 as weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.

Grove Labs., St. Louis (Bromo Quinnine), 15 weeks, thru H. W. Kastor & Sons Adv., Chicago.

WHJ, New York

Pantlitztn Films, New York ("Hitler's Children"), 5 as, thru Buchanan & Co., N. Y.

Sunway Vitamin Co., Chicago, 7 as, 2 1/2 sp. weekly, thru Sorenson & Co., Chicago.

The Smiling Irishman, Los Angeles (used cars), 13 weeks, thru Carl Calman Inc., N. Y.

WBBM, Chicago
Standard Brands, New York (Stamps vita- min), thru Ted Bates Inc., N. Y.

Acme Brewery, Chicago (Gourds and Andy Locahau Body Rub) 3 sp. weekly, 13 weeks, thru Arthur Meyer- hoff & Co., Chicago.

Puma-Bismarck Brewing Co., Chicago (Puma beer), 1 as weekly, 52 weeks, thru Newby, Peron & Flitcroft, Chicago.

WDRG, Hartford
Grove Labs., St. Louis (Bromo Quinnine), 3 as weekly, thru Russell M. Sears, Chicago.

Hubinger Co., Kansas City, (Quick Elastic starch), 5 as weekly, thru Ralph Moore, Chicago.

General Baking Co., New York (Bond Variety), 15 weeks, thru Morse International, N. Y.

WEAF, New York
Big Spot Campaign Brings 30% Jump In Used Car Buys
New York Firm Gets 2500 Autos In Six-Week Test
AN 80% increase in response to the New York campaign of The Smiling Irishman, Los Angeles, used car dealer, is reported following introduction some weeks ago of an extensive spot radio campaign, according to Tony Holzer, dealer representative of the firm.

The firm set up New York offices last July with the dual purpose of buying used cars for resale to war workers on the West Coast and of obtaining drivers and passengers to take the cars out there [BROADCASTING, Jan. 25].

Uses 14 Stations
Newspaper ads were used exclusively up until Jan. 16, when The Smiling Irishman thanked on every ad, even the use of the word "used" in New York stations, with announcements varying from seven to 150 times weekly, for a three-month period. Results to date indicate that radio is the best medium, according to Mr. Holzer.

The overall campaign has resulted in the firm's purchase of 2,500 cars, and a total of 16,000 persons have driven across the country in them. Army and Navy personnel account for 40% of the passengers, while potential war workers have made up the remaining 60%. Agency now handling the New York advertising is Carl Calman Inc., New York.

M Award Program
RADIOMARINE Corp. of America, New York, purchased a half-hour on WJZ, New York, March 8, to broadcast ceremonies accompanying the display of the Maritime M pension for outstanding production achievement. Speakers included I. F. Byrnes, chief engineer, and R. E. Thompson, production superintendent, of Radiomarine. Account was handled direct.
Slicker

HIGH NBC officials were mystified by the feats of magic performed by George Provol, program director of KDFY, Salt Lake City, when the NBC War Clinic was held there. George was quite pleased with the results of his show until he discovered that one of his favorite illusions had disappeared. Now, he wonders what of the NBC group knows more magic than he.

THE MAY Co., Los Angeles (department store), on March 15 started sponsoring a three-weekly quarter-hour program, Capt. Jack & His American Junior G-Men Club, on KECA, that city. Contract is for 20 weeks, with an elaborate merchandising plan directed to youngsters. Firm also sponsors a five-weekly 45-minute program of chatter and recorded music on KFWB, Hollywood. Titled Magazines, the morning broadcast is directed by Lou Marelle. May Co. will continue to use announcement campaigns on local stations for special sales and events. Agency is Milton Weinberg Ad Dir Co., Los Angeles.

PERFECT CIRCLE Co., Toronto (pinion rings), on March 8 started transcibing announcements for the balance of 1943 three to five times weekly, on 17 Canadian stations from coast to coast. Account was placed by McConnell-Eastman Co., Toronto.

LIBBY, McNEILL & LIBBY of California, Chatham, Ont. (canned food), has renewed for the fifth year Pierre of Pierreette four times weekly, on CKAC, Montreal, and recorded for use on CHRC, Quebec. Account was placed by McConnell-Eastman Co., Toronto.

LADY ESTHER Ltd., Toronto (cosmetics), has started a campaign on CKAC, Montreal. Account was placed by Pedlar & Ryan, New York.

PIERCE'S PROPRIETARIES, Buffalo (medicinal), has added CHML, Hamilton, Ont.; CHRC, Winnipeg; CHCA, Edmonton; CRLW, Windsor, Detroit, to the seven Ontario stations carrying five minute transcribed programs four times weekly. Account was placed by F. H. Hayhurst Co., Toronto.

BENJAMIN MOORE & Co., Toronto (paint), has started Betty Moore on home decoration on CFORB, Toronto, weekly. Account was placed by E. W. Reynolds & Co., Toronto.

ST. AUGUSTINE National Bank, St. Augustine, Fla., on March 1 started a seven times weekly quarter-hour show on WP, St. Augustine, contract to run 52 weeks.

SURVEYS prove at least one quarter of all radios in Canada's richest market are always tuned to CFRB.
Radio people know that sometimes the sponsor's wife can clutter up the sale of time contracts and program features like all get out. The little lady just makes up her mind and ... well, you know the rest.

It has been rumored, of course, that sponsors are important too. People in the know, say that vice-presidents and sales managers, as well as advertising managers and agency men, to mention just a few, also make suggestions about these things. Fortunately, they read Printers' Ink.

Printers' Ink delivers—in addition to spot advertising and marketing news—an interpretative form of editorial content that sparks ideas, holds attention and serves as a handy, authoritative reference for almost everyone on or near your client's planning board.

If you want to reach the sponsor's wife—to try radio ...to influence America's top-flight advertising and marketing people at their jobs, use Printers' Ink.

Radio Priceless

MONEY means nothing to the men on Guadalcanal but radio tubes are priceless. So wrote Marine Buford G. Willard to J. G. Thompson of the Hallcrafters Co., Chicago. The Marine sent $3 for a new tube. Mr. Thompson promptly dispatched a tube and three new dollar-bills, keeping Willard's money as a souvenir. Came another letter from Marine Willard: "As for keeping the money as souvenirs and sending the $6 in exchange, there was no need. Money here isn't worth anything. The best souvenir we have on the Island is our radio," Marine Willard sent Mr. Thompson some blood-soaked Japanese currency, taken from the body of a dead Jap soldier.

Guesteditorial

(Continued from page 82)

the highest daytime rating ever attained for a five-time a week show. Before going network Can You Top This was on one New York station and commanded a rating that stood up with many of the best high talent network programs. There are many others to afford ample proof that the all-important audience can be entertained without necessarily using large network hookups with big name talent.

Selected Cities

Spot can supply the answer to problem 2. In using network hookups an advertiser is often forced to include cities of the basic network where he does not have distribution but which he must pay for. He must buy some stations in this area and some in that. He must spend a minimum amount of money. At best his coverage does not enjoy a great deal of flexibility.

When he has selected his lineup of cities he has a group of stations, some of which are first in their market while others rate second or third or fourth. Six o'clock in the East may be an excellent time but what about five o'clock in the Central Time Zone?

Spot permits you to buy just the markets you need during this period of restricted distribution and rationing of products. It permits you to select a good time-period in all your markets and it permits you to buy the biggest audience for the least money. Spot has the flexibility which an advertiser is going to need under present conditions.

In the past, insurance agents sold a man a policy. The client decided or was persuaded that he needed more protection so he bought another policy. Two men under identical circumstances as far as needs were concerned bought entirely different types of protection—one liked the idea of an endorsement policy, the other wanted term insurance.

Needs of Client

Today the well-trained agent discusses the needs of the client and lays out a plan so that each policy serves a definite function. When the client is ready to buy again he knows just what the new policy will do and how it fits into the plans he has made.

Spot radio used to be a question of buying time in a market, on a good station at a price. Today time salesman must, like the insurance agent, fit the plan to the client. He is no longer in the business of selling time. He is selling audience.

The client isn't satisfied to buy a spot at 4 p.m. He wants the beat spot he can find that is suitable to his message and one which affords him the opportunity of reaching the largest number of people. With an increasing number of cities where this information is available the spot salesman has opportunities such as he never had before, provided he is familiar with his clients' needs and the audience measurements available to him.

In short, 1943 should be the spot salesman's year.

120 Labor Programs

LABOR UNION leaders participated in 120 broadcasts over the four major networks in 1942, in addition to local and regional broadcasts, NAB said last week, pointing out that the time was furnished free by stations affiliated with the networks. The total included 37 broadcasts of Labor for Victory, weekly NBC sustaining feature programmed on alternate weeks as AFI and CIO.
Free Furniture

SERVICEMEN, location unknown, recently were able to equip their recreational rooms through an appeal for furniture broadcast by WIOD, Miami, when the station learned that Government red tape was holding up the works. Listeners provided a long library table, dining table, three chairs, day bed, studio couch, radios and table, straight-armed chairs and living room chair.

Two transcribed programs produced by Frederic W. Ziv Inc., Cincinnati, have been placed on 17 additional stations. War Correspondents has been scheduled on WMDB, Pontiac, WSPD, Toledo; WJAR, Providence; WING, Dayton; WIBX, Utica, N.Y.; WSBT, South Bend, Ind.; KIWA, Little Rock; WREC, Memphis. Eye Witness News, for PA, is sponsored on 120 stations. The Know-It-Alls, another Ziv transcribed series, has been placed on: WQBS, Springfield, Ill.; WSOY, Decatur, Ill.; WPJF, Herrin, Ill.; KFVS, Cape Girardeau, Mo.; KDRO, Sehima, Mo.; KBTM, Junction; Ariz.; KXOK, St. Louis; KFSF, San Diego; WIND, Gary, Ind.; KTAR, Phoenix.

KSTP, Minneapolis-St. Paul, has a fully-equipped sound theater in its studios, providing a 200-seat theater for film screenings and film meetings by KSTP clients for sales meetings.

Soundscript Reporters Inc., an organization offering regular coverage via transcriptions of conventions, conferences and meetings of all kinds, has been organized at 17 E. 29th St., New York, with Calvin Truesdale as president.

A news service for workers at the Philadelphia Navy Yard is being provided by WCAU, Philadelphia. A series of daily five-minute news broadcasts goes to the employees during the lunch period direct from the WCAU newsroom by wire to a P.A. system.

Officers and men of nearby Stewart Field, East Point, N.Y., supply the music of the Stewart Field orchestra, which includes many ex-members of name bands, on the half-hour weekly Wings of West Point, WGGY, Newburgh, N.Y. The program is broadcast remote from the U.S. Military Academy theater.

Agents from various insurance companies participated in a February War Bond sales drive sponsored by the companies on WBBL, Columbus. It schedule included the paid half-hour "Any Bonds Today?" and additional morning and afternoon five-minute periods.

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INTERPRETING the part of the Rocky Mountain Region in the war effort, a new half-hour variety show is being aired over KOA Denver Thursdays at 9:30 p.m. (MWV). Program, scripted and directed by Jack W. Lewis, is a joint presentation of Rocky Mountain Radio Council, Colorado Council for Defense, Denver Regional office of the OWI and ROA.

MENU PLANNING and other suggestions for women under war restrictions comprise a new half-hour program, Calling All Women, recently introduced on WCCO, Minneapolis. Miss. Jeanette Campbell, home economics expert, and Darragh Aldrich, Minnesota author, provide information and interviews. Vicks Chemical Co. continues to sponsor the 3:45-4 p.m. portion of the program with Darragh Aldrich Monday, Wednesday and Friday.

SAVED parts and scrap from the transmitter workroom were used by the engineering staff of WCBI, Columbus, Miss., in a recently completed program of repairing and adding to the transmitter building.

KQNC recently started a program known as Locally Speaking aired each Tuesday and Thursday at 5:00 p.m. Program is written and given by Lewis Nordyke, member of the editorial staff of the American News. Mr. Nordyke deals with strictly local items not usually included on general newscasts.

MAURICE DREICER, producer and program originator, has formed a Voice Analysis Service, with offices at 909 Fifth Ave., New York.

CHIMES from an old mission bell in the tower of KMIT, Hollywood, are used to sign the station on and off the air.

RED CROSS rally with 2,000 workers from New Haven and 16 adjoining districts featured a broadcast over WBLI, New Haven, Conn. Prof. William Lyon Phelps was m.c. Mayor John W. Murphy welcomed the group and Father William O'Connor, in France at the time of its broadcast, spoke on the humanitarian work of the Red Cross at that time. Motion picture stars Ruth Hussey and Leon Carney Jr., also talked.

COUSE in J. Radio Writing concluded on Thursday evenings by Chicago network continuity editors and freelance writers started last week at the Abraham Lincoln school. Course will last 12 weeks and cover all phases of radio writing and production. Instructors are: George Roos, CHRN; Orin Tovrov, author of NBC At Work; Louis Seidfeld. Ravi Williford, author; Les Edgley, Hurbert Donovan, CHLFR.

POST-WAR PLAN

(Continued from page 18)

power, arbitrary public authority and unregulated monopolies.

The Board aims at stabilizing the national income at 100 to 125 billions a year, but comments that "these represent need not and should not alone undertake the attainment of such high national production."

The main reliance for an effective consumer demand must come from private activities taking the lead in opening of new enterprises and in using up new productive capacity," the report said. No specific mention was made of the role advertising could play in creating and channeling demands in this $125 billion economy, but industry leaders saw the statement as an invitation to plan ahead.

According to the report, rationing of consumer and durable goods would undoubtedly continue for sometime after the war. Until plants could be reconverted, and raw materials allocated, the wartime price and distribution controls were considered essential.

Management Stimulation Urged

Government regulation of business would be vastly expanded, under post-war plans which the Board said are based on wartime experience. Mixed corporations with joint Government and private participation are suggested in critical war industries, such as basic metals, synthetic rubber, chemicals, shipbuilding and aircraft.

Other fields in which semi-Government organizations would function, terminal reorganization, air transport, electric power and communications, with no mention of particular branches of communications.

Of more direct concern to the broadcaster, it appeared, was the announced purpose of the Board to "stimulate initiative and resourcefulness of management, and to open to channels of investment opportunities" as well as steps "to prevent the abuse of economic power."

Investments Confined

Initiative would be stimulated by adjusting Federal fiscal policies relating to a gradual public structure with emphasis on individual income and less reliance on corporate income taxes; reduction of concentration and monopoly, and maintenance of a public works program. Such a tax program, the report advised, "should be conceived and administered in complement to and supplement these activities of private enterprise in the maintenance of adequate effective demand."

Of interest to broadcasters, too, is the avowed intent of the Board, under such an economic system, to prevent concentration of industrial production by preventing large industrial firms from branching into unrelated fields in search of accumulated capital. This, the report pointed out, would prevent a concern operating an old industry from acquiring control over an unrelated industry, often in a new field.

The report was prepared under the direction of Frederick A. Delano, uncle of the President. Only last month, Mr. Delano refused to appropriate funds for the future operation of the Board.

THREE MEMBERS of WHOM, Jersey City, have written a war song, "Don't Blame Uncle Sam, Blame the Axis," to be published by Colonial Music, New York. Collaborators were Harry Sperber, formerly of the German department, now in the Army; Bernie Fiedler, station pianist; and Charlie Beilin, assistant director of war activities.

Digging In

A LOT of American ingenuity is being exercised at KDB, Santa Barbara, where manager Fin Hollinger, three 4F engineers and a secretary are doing the work that formerly required two 4Fs. The three engineers—one with one eye, one with one leg, and one with one arm partially paralyzed—are all crack announcers, and double on programming. Mr. Hollinger handles management, sales and continuity, and his secretary handles the traffic dept.

Yes, they're looking for help.

WANTED: More Laundries—on the Air!!!

THE W. E. LONG CO.
SPOT TRANSCRIPTIONS

KING'S JESTERS
Can Be Used For Any Laundry Anywhere

ASK ANY OF THESE STATIONS WHAT THEY THINK ABOUT THESE KING'S JESTERS SPOTS FOR LAUNDRIES

KQSF Santa Fe, New Mexico
KCLU Salted, Arizona
WLIP Poughkeepsie New York
WCBS Springfield, Illinois
KTEF Galveston, Texas
WWSV Pittsburgh, Pennsylvania
KFEQ St. Joseph, Missouri
KFBF Great Falls, Montana
WFMF Wilmington, South Carolina
WOOD NASHVILLE, one Chicago
WOX Knoxville, Tennessee
WONY Newbury, New York

"They All Bought It!

Write for your audition transcription to

THE W. E. LONG CO.
155 North Clark Street
Chicago, Illinois

DIGGING IN

BROADCASTING • Broadcast Advertising

Page 44 • March 15, 1943
Congress Probes
(Continued from page 16)
Civil Service inquiry into purported overstaffing of Government agencies; House scrutiny of draft deferments in Federal agencies (the FCC has been singled out for criticism because of some 400 deferment requests); the Senate Appropriations Committee in connection with the 1943 fiscal year Independent Offices Appropriation, covering the FCC; the Smith Select Committee of the House, investigating generally into "bureaucracy" on the basis of complaints filed against agencies, and perhaps three or four other current Congressional studies which cover broad overall Government operations.

Hearings on the White-Wheeler Bill may be called within a fortnight, it was indicated in Chairman Wheeler's behalf. The Montanan has been indisposed and was said to be withholding formal announcement of plans until his complete recovery. It is expected that Chairman Wheeler himself will head the Senate Committee, whether it be the full Interstate Commerce Committee or a subcommittee thereof, for the hearings on the reorganization measure.

Senator White (R-Me.), who drafted the bill, is certain to be a member of the subcommittee if one is named. When the House committee will get underway is problematical. Encouraged by its victory in preventing decimation of the Committee through creation of the new Aviation Committee, the House group is planning active consideration of several lines of legislation, including communications. The communications subcommittee is expected to be very active. Whether it will hold new hearings promptly on the Holmes Bill, or some modification of it, depends to some degree on what the Cox Select Committee may develop in its FCC inquiry. If an 11-man subcommittee is appointed, it will be the largest named by the House for communications legislation.

Unprecedented attention is being given radio in Congress this session. Practically every day addresses are made on either House or Senate floor relating to the medium, usually in criticism of purported regulatory excesses. Last Tuesday Senator Brooks (R-Ill.), is an address on freedom of the press, cited the "hostile attitude of the FCC" toward newspapers, presumably referring to the purported ownership divorcement efforts. In a succeeding address, Senator Wiley (R-Wis.) took up freedom of the press and of radio and cited the "censorship policies of the Government, the FCC licensing policies, Government use of the press, Government use of radio, and the invasion of Government into the publishing business."

Referring to the censorship codes, he pointed out that broadcast stations were "under more stringent censorship than the press, because radio is not domestic in any sense of the word."

Giving the Senate a chronology of "Nazi press and radio control in Germany", as well as studies of similar controls exercised by other Axis countries, Senator Wiley drew a parallel to developments in this country. Alluding directly to radio, he said that "today the FCC has a life-and-death power which it can wield over every radio station in the land, and we know that the Chief Executive has the authority to seize any and all radio apparatus and equipment."

"EVER HEAR ABOUT THE GLACIER THAT MADE THE RED RIVER VALLEY ONE OF THE HOTTEST MARKETS IN AMERICA? GET THE FACTS FROM WDAY—WRITE FOR A COPY OF THEIR NEW DATA BOOK!"


Lingo
— a name to remember when the war is forgotten

* VERTICAL TUBULAR STEEL RADIATORS
* PATENTED FM TURNSTILE RADIATORS
* We’re “all out” for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

TOO MANY OWI PUFFS
Reduction of Announcements, Better Programs
Urged by KOB Manager—

REDUCTION of the present Office of War Information’s Government announcement schedules for network-affiliated stations is suggested as a means of better serving the public by Frank Quinn, manager of KOB, Albuquerque, N. M., newspaper-affiliated station.

In a letter to Robert B. Hudson, consultant of the OWI Radio Bureau for the Rocky Mountain area, Mr. Quinn takes the Government to task for scheduling too many announcements on radio.

Dedication of Effort

“As far as we are concerned it is not much trouble to schedule these announcements,” wrote Mr. Quinn. “We are thinking of the effect on the radio audience. After all, the people don’t have to listen to these announcements and if we jam too many of them down their throats the net result will be a lack of audience and this will be to the detriment of everyone concerned.”

Commenting on present OWI setup, Mr. Quinn asserted: “If we discontinue all of the transcribed OWI announcements we should still have, in our opinion, too many Government announcements.”

Pointing out that virtually every network program, commercial and sustaining, carries some Government announcement pertaining to the war effort, Mr. Quinn contended that stations carrying network broadcasts are duplicating war announcements when they also schedule them on locally-originated shows.

KOB carries the Uncle Sam transcribed series, produced by the OWI for sponsorship, but the station has been unable to sell it, according to Mr. Quinn.

“It was our understanding that this series was to consist of good entertainment which would make the program attractive to both the listener and the advertiser,” wrote Mr. Quinn. “We find, however, these programs for the most part are virtually devoid of entertainment value. We have offered them without success to several accounts on the basis that it would be a patriotic gesture to sponsor them.”

Mr. Quinn suggested that the 15-minute OWI programs be produced “according to proven formula of good entertainment by outstanding artists, interspersed with announcements pertaining to the war effort. As presently constituted they are entirely superficial in view of the fact that practically all subjects are covered by the announcements.”

Several different types of programs under different titles should be offered for sponsorship by the OWI, Mr. Quinn contended, giving cities of more than one station a variety of Government broadcasts.

THE HUDSON CIRCLE, where WGY makes the market

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 1/2 Billion-Dollar Market in the Hudson Circle.

1,200 YEARS OF RADIO
That’s Total Record of NBC
Time on Stations

NBC STATISTICIANS report that during 1942 NBC devoted an average of more than five hours of its own time daily to public service and war effort programs. They also reveal that 11 new stations joined NBC last year; 10 stations increased their night power and three increased day power, producing a total network power increase of 8%.

Statistics also show that 54% of all NBC evening network time was occupied by programs using the full network. If the total number of hours all NBC stations have been on the air since 1926, when NBC was formed, were laid end to end, they would be the equivalent of 1,200 years of broadcasting.

WJSV’s Labor News Review With Albert N. Dennis, said to be the oldest program of its kind, March 13 completed its 42nd consecutive week without missing a broadcast. Founded in 1934 by Albert N. Dennis, who is still director and commentator, program, on the air Saturdays at 6:30 p.m., is devoted to factual summary of events affecting labor and industry and sometimes includes prominent guests. Mr. Dennis is news editor and senior member of the CBS Washington general news staff.

Sportscasters Donate Blood
SPORTS BROADCASTERS Assn., a group of some 90 in the New York area, appeared in masse March 10 to donate blood to the Red Cross. An account of proceedings was broadcast on Mutual by Dave Driesell, WOR, WOR Service Director, while donating his blood. Among those attending were: Bill Stern, Ted Husing, Red Barber, Stan Lesnek, Connie Desmond, Mel Allen, Marty Glickman, Bert Lee, Jack Stevens, Early Harper, Tom Slater, Bob Harlow, Ralph Palmer, Glen Perkins.

Renuzit Spots
RADDILL OIL Co., Philadelphia, will start its largest radio campaign April 5 for Renuzit dry cleaner, using 13 stations in a 26-week campaign. Emphasis will be on conservation of clothes, especially for war workers. Three-weekly participation on women's programs has been scheduled on WOR WOR WLBZ. In addition five quarter-hour news periods weekly have been scheduled on WIP, Philadelphia. The campaign was drawn up by Ralph Hart, radio director of Harry Feigenbaum Ad. Agency, Philadelphia. Harry Feigenbaum is account executive.

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WBNX 5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICAS LARGEST MARKET.

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICAS LARGEST MARKET.

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Page 46 • March 15, 1943
BROADCASTING • Broadcast Advertising
The Red Cross has Problems like your own

—of Planning
Your Red Cross operates a vast planning program to enable it to be ready for any disaster or emergency anywhere—whether it comes in the Americas, Europe, Australia, Asia, or Africa.

—of Organization
Your Red Cross is responsible for the smooth operation of 3,750 chapters and 6,000 branches, all engaged in the same enterprise of helping all who need help.

—of Personnel
Your Red Cross has tripled its staff since Pearl Harbor and has had to enlist the aid of and train over 6,000,000 volunteers in the principles of First Aid, Water Safety, Accident Prevention, Home Nursing, Nutrition, Nurse’s Aideing, Mass Feeding, Motor Mechanics, and other subjects allied to our country’s war effort.

—of Production
Your Red Cross is not only one of the world’s foremost purchasers of supplies, but it has the immense distribution job of collecting millions of items from 10,000 different communities in the United States, assembling and storing them, and then shipping them to practically every country in the world. Last year your Red Cross shipped some $60,000,000 worth of food, clothing, and medical supplies to over 20,000,000 homeless people in foreign countries.

—of Finance
Your Red Cross, whose war-time and post-war expenses will run well into hundreds of millions, must account to the public for every penny it collects and puts to work. Its accounts are audited annually by the U.S. War Department.

The Red Cross faces the same problems as are in your business. With your support it can successfully meet them.

The Second War Fund is greater than the First, but no greater than the increased needs.

Business men can help with time and with money, as organizations and as individuals.

March is the Red Cross month . . . Cooperate with your Red Cross Chapter.

Your Dollars help make possible the AMERICAN RED CROSS

This space contributed by Broadcasting Magazine
Bergen From Mexico

CLIMAXING a week of guest appearances for the Mexican Red Cross and various war relief functions, at that government’s invitation, Edgar Bergen and Charlie McCarthy, featured on the weekly NBC Chase & Sanborn Show sponsored by Standard Brands, will cut in their portion of the March 21 broadcast from Mexico City with balance of the cast being heard from Hollywood. It is believed to be one of the first times a portion of a major network variety commercial series has originated from Mexico. Accompanying the pair will be Joe Bigelow, writer; Earl Ebi, NBC, Hollywood producer, and Harold J. Bock, western division press relations manager of the network.

PACKER BUYS TIME TO ACQUIRE CUKES

CALIFORNIA CONSERVING Co., San Francisco (CHR products), has solved the problem of how to obtain cucumbers to be processed into pickles. Since cucumbers are not on the list of essential foods, many truck gardeners will not grow them because the Dept. of Agriculture will not help with priorities on labor, fertilizer and machinery.

The packing company, realizing it soon would be short of pickles, decided to ask the public to grow cucumbers. Then it will buy the "cukes", process them into pickles and sell them back to the public. A weekly victory garden program has been started on KGO, San Francisco, conducted by Roy Langley, under the title "Vegetables. Commercials offer free cucumber seed and explain that the sponsor will buy all Victory gardeners will sell. If the plan proves successful, the company plans to expand to the BE Blue Network.

FCC Deferments Studied

A REPORT on staff members of the FCC deferred as essential to the war effort has been requested by the House Military Affairs subcommittee studying draft policies of Federal agencies, a representative of Rep. Costello’s group said last week. He said he understands the FCC is now preparing its answer. In all probability a spokesman for the Commission will be called to testify at public hearings on the report, he added.

A convenient spot on the dial never hurt any station. That’s ANOTHER REASON why KECA has a big audience. Los Angeles retailers have discovered KECA is the Bargain Buy for all Southern California.

KFFA Joins Mutual

KFFA, Helena, Ark., on April 1 will become a Mutual affiliate, making a total of 208 MBS outlets within the United States. Owned by Helena Broadcasting Co., KFFA operates on 1490 kc., 250 watts fulltime.

SARTORIAL MATTERS as well as business occupied attention of these Standard Brands executives and talent at the week NBC Chase & Sanborn Show, during a pre-broadcast conference. Preoccupied quartet (l to r) are Charles Bowman, manager of pharmaceutical department of the food firm; Charlie McCarthy and Edgar Bergen, stars of the show, and William Finger, assistant to the president of Standard Brands.

Hale for Sinclair

SINCLAIR REFINING Co., New York, is following Richfield Oil Corp. in sponsorship of Confidently Yours on a Mutual network beginning March 16. Program of feature news prepared by Transradio Press and broadcast by Arthur Hale has for some time been sponsored on 27 eastern MBS stations by Richfield Oil on Tuesdays, Thursdays and Saturdays 7:30-7:45 p.m. (EWT). Sinclair will sponsor the same program on 103 Mutual stations in the Midwest and Rocky Mountain areas on the same days in the 7:45-8:30 p.m. spot, giving Hale an uninterrupted half-hour of broadcasting. Both sponsors are subsidiaries of Consolidated Oil Corp., New York. Agency is Har- son O’Donnell Adv., New York.

Gordon Bread Spots

GORDON BAKING Co., Detroit, on March 10 started one-minute transcribed announcements on a varying basis on seven stations in Chicago, New York and Detroit, for Silver Cup Bread. Schedule includes the 7:30-8:00 p.m. program weekly on WABC, New York, Gordon, which has been comparatively inactive in radio recently, has been handled since the first of the year by C. L. Miller Co., New York.

RADIO STAR NAMED IN CELANESE SUIT

DIRECTORS of the Celanese Corp. of America are charged with spending $1,000,000 to “further, foster and subsidize the career, fortunes and popularity” of Joan Tennyson, star of the company’s radio program on CBS and wife of Dr. David Dreyfus, president of the company, in a stockholder’s suit filed last week in the New York Supreme Court by Seymour Bayer.

Suit to recover $1,350,000 charges that the increased demand for and curtailed supply of the company’s products for civilian consumption have compelled the corporation to “put into effect a rationing program of its products to its customers, that, the complaint states, the directors of the company authorized an advertising program which cost $1,000,000 last year for the sponsorship of Great Moments in Music, an operatic program featuring Miss Tennyson. Program started Jan. 7, 1942, Wed- nesdays, 10:15-10:45 p.m., on 51 CBS stations. Time was subse- quently enlarged to 9:30-10:30 p.m. and coverage was expanded to the full CBS network of 110 stations, on which program is currently broadcast. Celanese advertising is handled by Young & Rubicam, New York.

Officials of the Celanese Corp. declined to comment on the suit, pending the filing of a formal reply by the company’s counsel.

KWKW, Pasadena, Calif., Seeks Control Transfer

TRANSFER of control of KWKW, Pasadena, Calif., from Marshall S. Neal, and Marshall S. Neal as trustee of all other stockholders of record, to L. W. Peters is sought in an application filed March 11 with the FCC. Mr. Neal, a Pasadena merchant at the time KWKW was authorized in August, 1941, has been its general manager and principal owner. Mr. Peters is president and general manager of KIEV, Glendale, Cal., and owner of the National Motel System, a California corporation, with headquarters in Glendale.

The transfer involves all common stock, 5,556.67 shares, for which Peters would pay $1 per share. A petition is now before the California Commission of Corporations to increase to 10,000 shares the amount of common stock, for which Mr. Peters would pay the same price.
AFRA Increase Negotiations With Recorders Are Deferred
Disc Makers Balk at Artists’ National Board
Union’s 10% Boost Plea; Sounds Out Locals

DISCUSSIONS between transcription companies and the American Federation of Radio Artists over revision of their contracts are temporarily suspended while the union collects the views of its national board members and also of the boards of directors of the four locals principally concerned, New York, Chicago, Los Angeles and San Francisco.

At an open meeting at the New York offices of World Broadcasting System last Monday, AFRA proposed that the minimum wages called for in the present transcription code be raised 10% in line with increases of that amount recently agreed upon by the union and the networks in the AFRA sustaining and commercial codes covering programs on the national network and on major stations in key cities. These increases are based on higher cost of living.

Increase Deemed Unfair
Transmission executives expressed the feeling that a 10% increase is not justified in their case. They pointed out that the other contracts dated back two years and that during the interval between their signing and reopening the actual cost of living has risen 16.7% for the sustaining code and 19% for the commercial code, but that AFRA had accepted 10% increases in each case.

The transcription code, however, was signed much later than the others and at a time when the cost of living was at a considerably higher level. Since then it has risen only 9.9%, they stated, arguing that it is unfair to the transcription companies and their clients to demand the same increase from them as was given in the other contracts.

AFRA responded that the terms of the transcription code, as originally agreed to, were based on the terms of the network sustaining and commercial codes and that the union does not now wish to disturb this relationship. After a lengthy discussion the transcription executives suggested that they would be willing to allow a smaller increase, probably about 5%, in minimum scale, in exchange for any extension of their contract until Nov. 1, 1944, giving them a common expiration date with the other codes.

To Meet Again
No conclusion was reached and the meeting adjourned with AFRA’s agreement to contact its board members, after which another meeting with the transcription companies will be called. As in the case of the network’s conversations with AFRA over the revisions in the commercial code, a group of advertising agency radio men were present as observers.

Transmission industry was represented at the meeting by: Chas. Gaines, World Broadcasting System; C. O. Langlois, Lang-Worth Feature Programs; C. Lloyd Egger and R. P. Myers, NBC; Ray Lyon, WOR; C. M. Finney and John R. Andrus, Associated Wit Publishers; Emily Holt, National Executive Secretary, and George Heller, assistant executive secretary, acting for AFRA. The agency observers included: A. K. Spencer, J. Walter Thompson Co.; Leonard Bush, Compton Adv.; James Sauter, Blackett-Sample-Humbert; C. M. Rohrbaugh, Arthur Kudner Inc.

Commercial contracts are now being revised by AFRA attorneys in line with the agreement and are expected to be submitted to the networks and independent producers early this week. Letters of acceptance of the conditions of the revised code have been sent to the War Labor Board, which has already received the AFRA sustaining code. All contracts calling for wage increases must now be approved by the WLB, before becoming effective.

Perrin to Ad Council
EDWARD O. PERRIN has resigned as vice-president of McCann-Erickson Inc., New York, to become campaign manager of the Advertising Council, New York. His resignation goes into effect April 1. Prior to joining McCann-Erickson in 1929, Mr. Perrin was a partner in the Olmstead, Perrin & Leffingwell Agency, formed in 1925. He was formerly with J. Walter Thompson Co.

NAB ENDS SURVEY OF 48-HOUR WEEK
NO NEW manpower developments under the 48-hour work week regulations were revealed last week, but NAB officials, studying reports on meetings with Washington, Baltimore and Springfield, Mass., state officials, concluded that readjustment of each department in a radio station offers individual problems that will have to be submitted to regional manpower commissioners.

The report, prepared by Joseph L. Miller, NAB labor relations director, will be presented to WMC members this week. Mr. Miller sees no chance that broadcasters as such can be exempted from the 48-hour week rule, but believes that NAB has developed a strong case proving that regional WMC directors should give special attention to broadcaster’s problems.

A breakdown of the report shows, he says, that some departments in individual stations, both large and small, can operate on 48 hours, while similar departments in other stations cannot. He said the adjustment depends generally on the station’s broadcast schedule, so each station must be considered separately. To insure this, he reported, NAB hopes that WMC will direct regional chiefs to give particular attention to radio cases.

ENGINEERS TO GET GASOLINE C CARDS
AMENDING of gasoline restrictions to provide C rations for radio broadcast engineers and technicians who carry heavy equipment to temporary remote locations was announced by OPA last Thursday after NAB and network representatives had protested an earlier order denying C cards to virtually all broadcast employees.

The new regulations permit the extra gasoline when equipment is “non-portable” and when “alternate means of transportation are inadequate”.

How Many
Prosperous Areas Do You Hold in the Palm of Your Hand
Like This?

We’ll venture a good cigar you have very few “best” on your list as good as this . . . .

WTAD didn’t “hedge” one iota.
We looked a typical seven-day week of 412 quarter-hour periods showing the average of the local listening audience for the week. 75% to 82% are tuned to WTAD during many periods. All other stations combined (8 to 10) divide the other 48.56% of the week. All listeners for the week.
The “best” station (a key 50 Kw station of another network) captures a larger share of the listeners than WTAD during the same periods and are scattered, not consistent.

How’s that for holding the prosperous Quincy, Illinois, market in the palm of your hand? Let us send you the complete, really surprising facts (surprising even to us). When you look them over, remember — our “good cigar” offer still holds!
LIFE OF A USED CAR DEALER
'Twould Be a Sorry Existence for Firm Were
Air Medium Not Available—

By DICK SMITH
Smith & Bull Adv., Los Angeles

WITH the war in its second year, gas rationing and rubber shortage a reality, it seems the life of a used car dealer's business would be uncertain these days. But Washington Motors Inc., users of local radio, has not found it so. In fact 1942 brought a 40% business increase over 1941. This is regarded as a phenomenon in Los Angeles, where no less than 15 automobile accounts have gone off the air or out of business.

We attribute the success of Washington Motors to two factors: square-dealing, and the company's decision to use radio as its chief means of advertising.

Concentrated on Radio

When Washington Motors incorporated two years ago with headquarters at 600 West Washington Blvd, in downtown Los Angeles, our agency, Smith & Bull Adv., was called upon to outline the advertising program. We recommended that the budget be concentrated on radio.

Our belief is that every class of radio listener is a prospective automobile buyer. We felt that we could reach almost every type through the medium of music. Thus, we recommended two kinds of programs: (1) standard, light opera and semi-classical recorded music for evenings and (2) jive music for Sunday.

Also, we recommended that the time be concentrated on one station. After careful consideration, KMPC, Beverly Hills, Cal., was selected. Upon presentation of the outline, our client immediately accepted. And so, Washington Motors sponsors the Play "Roz of recorded standard and semi-classical music Monday through Saturday from 9 to 10 p.m. (PWT) over KMPC, and a program of popular jive tunes from 10:30 a.m. to 1 p.m. (PWT) Sundays, on that same station. We have not changed time or station in two years.

Our policy has called for simple, straightforward, factual commercials. By changing copy daily and by "producing the goods," the firm has built up listener confidence and a strong following of loyal fans. Letters received indicate that many listeners have not only proved "satisfied customers" but have also recommended Washington Motors to their friends.

Approach has been new and different. At the outset, the announcing job was assigned to Peter Potter, well-known "platter spinner," who had built up a large local following through an easy-going, soft-spoken informal manner. When Potter went into military service recently, he was replaced by George Irwin, versatile and thoroughly experienced radio man.

Picking Specials

Irwin makes a trip to the Washington Motors mart each day, checks over the stock, picks out specials and tells about him in his own words. He has learned to spot "good buys" as well as the experts, and his sales approach is direct and sincere. In short, he knows what he's talking about and can describe in essential detail the quality of the merchandise he's selling.

After each commercial, Irwin asks his listeners to "tell them that George Irwin sent you" when they stop in to purchase a car. This brings direct results and reveals the fact that the programs constantly are attracting new listeners (and car buyers).

Not a week passes that Irwin doesn't receive between 500 and 600 letters and an equal number of phone calls. During a recent bond-selling campaign, he stayed right up with the nation's top programs in the matter of bond sales. All of which proves that without ques-

BEAR AIRS VIEWS on WINX, Washington, D.C., "Strong's Wake Up With WINX". The baby brunin stated the case for meatless Tuesdays in an unrecorded talk to Jerry Strong's breakfast audience.

Washington Motors, for its part, has bent over backwards to maintain the favor. By mentioning that they have called as a result of radio. They give them every consideration and send them away happy car-owners. Cooperation of the sales force has meant a good deal in assuring success of the radio advertising campaign.

The firm has not gone in for merchandise schemes, contests, etc. Commercials all the selling of Washington Motors as the "best place in town" to get a car. Once the prospective customer enters the store, he's in the hands of the sales force. In most cases, he finds what he wants, and departs in his newly-purchased car.

Southern California presents an excellent market, due to its fast-flung and insufficient public transportation system. Residents rely on the automobile for transportation. Thousands of war workers who have flooded into Southern California have increased the demand. As automobiles wear out, they have to be replaced. With the new car market frozen shortly after the first of 1942, automobile neaders have turned to the used car market.

For the past year, however, a great many used-car buyers have been disappointed in their purchases. Innumerable fly-by-night outfits have worked "quickie" deals on unsuspecting customers, selling them jaccelities fit only for the junk heap. All this has done much to detract from the confidence of automobile buyers in the area, and as a result, some thoroughly reliable firms have suffered.

Washington Motors, by consistently delivering its message by radio and by delivering the goods when customers call, has surged ahead in spite of these obstacles. Thus the firm has become the phenomenon of the Los Angeles automobile industry.

The experience of Washington Motors Inc. has been that music not only soothes the savage beast, it corrals a good listage of radio listeners. And straight-from-the-shoulder commercials do the rest.

Buy LISTENERS
Buy WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other station heard in the Youngstown, O., area.*

* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

Keep your standard WCAR
radio stations in tune with your WCAR radio station.

Influencing Sales
FAR Beyond Pontiac

In cities ..., villages ..., farms ..., far many miles beyond Pontiac ..., the messages of national, regional and local advertisers are heard over WCAR's 10,000 streamlined watts.

GET THE FACTS FROM WCAR, PONTIAC, MICHIGAN or the Foreman Co. Chicago & New York

THE 5000 WATT Voice of the Tri-Cities
ROCK ISLAND - DAVENPORT - MOLINE
Rock Island Arsenall Up 387% since Sept. '39. Uncle Sam's workers make good customers.

WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

BOOST YOUR SALES
Advertise over Central America's
190,000 AMERICANS
OF THE CANAL ZONE
BUY AMERICAN
HOK HP 5K
Colombia, Panama

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BROADCASTING • Broadcast Advertising
Campaign Planned On Social Disease

Federal Agency Sees Need of Educating Public by Radio

RADIO may be called upon by the Office of Defense Health & Welfare to do an educational job on venereal disease, it was learned last week. A sticky subject, the infection nevertheless is looked upon in official circles as an enemy even more dangerous than Nazi Germany, militaristic Japan and Fascist Italy, according to Eliot Ness, director of Social Protection, Office of Defense Health & Welfare.

Public Understanding

Mr. Ness, former safety director of Cleveland, and recognized police authority, told Broadcasting the agency has received splendid cooperation from local authorities. "Police and public officials are far in advance of the people in their communities, however," he said.

"No law enforcement program can prevail without public understanding. That's where we hope radio can do a job."

"When local law enforcement officers order a red-light district closed citizens often protest," he added. "These are areas that with supervision there is little danger of spreading infection, but those contentions are based on lack of knowledge. That's why we must educate the public on the dangers of venereal disease."

Definite plans for the proposed radio campaign are not complete but the Office of Defense Health & Welfare, in cooperation with the Office of War Information, is considering use of the daytime serials or late night programs.

Food Chain Ads

FEATURING "Lenten specials" and supplementing its educational program on point rationing, H. C. Bohack Co., Brooklyn, general food stores, has arranged for three participations weekly on Adelaide Hawley's "Woman's Page of the Air" on WABC, New York. Schedule is in addition to participation on Mary Margaret McBride's program on WEAF, New York, promoting green goods and fresh foods, and instructing listeners on rationing. Freytag Associates, New York, is the agency.

WKNE, Keene, N. H., has appointed Headley-Reed Co. its national sales representative, effective April 1.

Packs a SUNDAY PUNCH

in GEORGIA'S Fastest Growing Market

Metropolitan Life Takes Full Blue for Celebration

IN LIEU of its annual convention, which was to have been an elaborate affair, Metropolitan Life Insurance Co., New York, on March 24 will mark its 75th anniversary with a one-time broadcast on the full BLUE, featuring music by opera stars, chorus and orchestra with Edwin C. Hill, commentator, as m.c.

Frederick H. Ecker, chairman of the board, and Leroy A. Lincoln, president, will deliver birthday messages. Metropolitan Life agents will distribute personally to a large portion of the company's 30,000-000 policyholders announcements of the program. The network anniversary program, a wartime substitute for the birthday celebration and convention, will be the first extensive hookup to be used by Metropolitan, which has confined its activities in the past to spot radio and a network of eight NBC stations. Young & Rubicam, New York, handles the account.

Extract Firm Expands

CERTIFIED EXTRACTS, New York, is expanding its radio advertising for Dol's Cakes, with participation on women's programs on CKW, Detroit-Windsor, and KFRC, Houston, in the new starting March 15. Firm entered radio for the first time earlier this year on the Maryville Mills Hour, on the New England Regional Network. Agency is Duane Jones Co., New York.

LATEST ALL-GIRL news staff is Ken Miller's answer to the manpower problem at KVOO, Tulsa. With Ken are (1 to r), Polly Trindle, assistant news editor; Marie Chauncey and Margaret Johnston, members of rewrite staff; Maxine Henry and Emma Grace M'Curry, teletype operators.

A BILLION-DOLLAR MARKET SURVEYED

vital facts disclosed

Iowa farmers this year will reap their biggest harvest in years. Do you know how best to reach them via radio? The new "Summer-Wham!" Iowa radio audience survey gives the whole story—station, time and program preferences, listening trends—all the facts you need to sell this rich market. The fifth of a continuing survey, the best of them all!

Write for your copy—free!
Address Dept. SW Des Moines
50,000 watts

Who Whom

BROADCASTING • Broadcast Advertising March 15, 1943 • Page 51
Post-War Advance
In Communication
Revolutionary Developments Hinted by Gen. Somervell

Since the war's advent, the Army Signal Corps, working in secrecy, "has revolutionized communications and detection devices that will affect not only the winning of the war, but the daily lives of all people in the peaceful years to come," Lt. Gen. Brehon B. Somervell, commanding general of the Services of Supply, said last week in a statement covering Army procurement.

Only that one sentence in Gen. Somervell's review of Sos achievements during the first year of operation was devoted to communications. Because of wartime restrictions, no detail regarding military procurement, particularly with relation to highly secret devices developed for modern warfare, is made available.

Expansive 1943 Program

It is known, however, that the Signal Corps in 1943 has a procurement program embracing 4 billion dollars worth of communications equipment. It also entails training and mobilization of several hundred thousand troops and specialists, as well as the operation of world-wide Army communication systems.

The far-flung communications operation of the Army Air Forces is handled separately, save for procurement, which is embodied in the Signal Corps project.

The overall Sos procurement plan involves 17 billion dollars for supplies and equipment for the Army, and has been accomplished, Gen. Somervell stated. He pointed out that this overall project originally would have entailed two years, but has been attained in a single 12-month span with a minimum of confusion and with complete cooperation of all branches of the Army.

IRAM MOTHERWELL, author, foreign correspondent and former editor of *Signet* magazine, has written the post-war department of CBS, Lyman Bryson, director of the department, says in a recent number of a recent book, *The Peace We Fight For*, Mr. Motherwell at one time headed the Chicago Daily News bureau in Rome, and most recently has been a member of the publicity department for the Welfare Council of New York.

GREAT First New York Conference of Seventh Day Adventists, sponsor of Adveuts, will be held at WEN, New York, on March 15. It will expand the program from a quarter-hour once a week to a half-hour five times a week. The year-old program is built around presentations of Bible prophecies and is a free correspondence course in the Bible. Agency is George C. Hoskins Assoc., Chicago.

Kay Kyser Draft Ruling May Establish Precedent

PRECEDENT covering the future draft status of entertainers active in war morale and fund-raising campaigns is expected to be established when President Roosevelt decides at the appeal of Kyser, conductor of the NBC College of Musical Knowledge, sponsored by the American Tobacco Co. for Lucky Strike cigarettes. The North Carolina State Selective Board has sustained Kyser's 1-A classification, made by his local draft board at Rocky Mount, N. C., and appeal was taken to the President.

There were several indications as BROADCASTING went to press that the local board's classification would be reversed in view of the attitude of the Office of War Information and other Government agencies. Elmer Davis, OWI director, said last week that he supported the appeal for deferment because of Kyser's "very useful services" in helping the war effort from a morale and fund-raising viewpoint.

Kyser is chairman of the entertainment industry's Committee of 26 set up last year as liaison between the Government and talent. Several other members of the Committee as well as other top-notch entertainers have been classified 1-A by local draft boards and the Kyser decision is expected to serve as a guidepost in future cases.

Fred Fear Seasonal

FRED FEAR & Co., Brooklyn, from April 13-25 will conduct its annual Easter campaign for Chick Chick and Fresto Easter eggs, using live one-minute announcements on a varying basis on the following stations: WAPI WVL KARK KNX KLX KFSW KLJN WBN WBN DAA WBT WADC WALA KARK KNX KLX KFSW WJAX WSB WBN WIRE WSBT WHAS WVL WTB WBBR KSTP KBGS WMC KDKA WCAU KOME WBNS WBIM TILM WAKO WNTW WNJE WBFL WAM WBTF WADC WCBY KRLD KSL WCHS and KOMO. Agency is Mentken Adv., New York.

JAMES FLEMING, freelance announcer who handles several daytime shows including "Our Day Sunday" on CBS, has been CBS correspondent in Ankara, Turkey, and will leave as soon as passage can be arranged.

RECORDING EACH STEP in the process of donating to the Red Cross blood bank from application to actual giving of blood, Bob Evans, special events director of WSBD, Toledo, catches the cheerful observations of Tod Williams, program director, who gave his blood. Doctor supervises process which took 45 minutes. Transcriptions were condensed to 15 minutes.

Show Is 'Dick Tracy'

SWEETS Co. of America, Hoboken, N. J., will sponsor a BLUE program based on the cartoon strip "Dick Tracy" instead of "Captain Marvel" as reported in the Feb. 18 issue of BROADCASTING. Heard on behalf of Tootsie rolls and other Tootsie candies, the program was to start March 15 and will be heard Mondays, Wednesdays and Fridays 6:15-5:30 p.m. The BLUE broadcasts of the same program on Tuesdays and Thursdays will continue on a sustaining basis. The company has used spot radio for some time, but no network radio previously. Agency is Duane Jones Co., New York.

Video, FM Applications

Since the adoption on Feb. 23 of new policies by the FCC under which applications for FM and commercial television licenses will be protected for the duration [Broadcasting, March 1], one television and 12 FM applications for reinstatement have been received. Under this policy FM and television applicants who have surrendered or dismissed applications because of the freeze order of last April 27 may apply for reinstatement.

Jolson Replacement

REPLACING Al Jolson, when he takes a 13-week vacation this summer from his CBS show, sponsored by Colgate-Palmolive-Peet Co., Jersey City, will be Streamlined Minstrel Show, featuring Billie Burke, movie star, and Momey Woolley, current co-star of the program. Exact date of the format change is not settled, but it probably will be shortly after June 1. Agency is Sherman & Marquette, New York.
Argument on KOA-WHDH Court Ruling
In Supreme Court Now Slated in April

ARGUMENT before the Supreme Court on the KOA-WHDH case involving the fundamental issue of clear-channel breakdowns was deferred until the week of April 5 when the highest tribunal failed to reach the case prior to recess last Thursday.

Final briefs have been filed both by NBC, as licensee of KOA, and by the Solicitor General, on the FCC's behalf, and the case was docketed for argument last Wednesday or Thursday. Because of the intervening court recess, during which it will write opinions on cases already argued, the clear-channel argument was deferred until the court reconvenes April 5.

Important Case

The Solicitor General, Charles E. Fahy, or his assistant, Paul Freund, will argue for the Government, with Philip J. Hennessey Jr., of the law firm of Segal, Smith & Hennessey, to argue for NBC. Among the cases pending before the court for decision is the network monopoly case, appealed by NBC and CBS from the statutory three-judge court in New York. The opinion, which will have an important bearing on future network operations either way it goes, is expected within a month.

The KOA-WHDH case involves appeal by the FCC from the 4-2 opinion of the U.S. Court of Appeals for the District of Columbia, holding that the Commission should have afforded NBC adequate opportunity to participate in the hearings, which resulted in fulltime for the Boston station on the 850 kc. clear channel. Subsequently, WJW, Akron, was authorized to operate on the frequency, though this issue is not in litigation.

In the KOA brief, filed by Mr. Hennessey and bearing also the names of Karl Smith and Lester Cohen, of the Hogan & Hartson firm, and of A. L. Ashby, NBC vice-president and general manager, and Henry Ladner, of his staff, the highest tribunal was asked to affirm the lower court's opinion reversing the Commission.

Citations of error all down the line were made against the Commission's action, in preventing KOA from becoming an original party in the proceedings. NBC was only permitted to file a brief and make oral argument, amicus curiae, in the FCC proceedings which resulted in the clear-channel breakdown.

Protesting the Government's contention, NBC held that by assigning WHDH to the 850 kc. clear channel, an important segment of the population was deprived of secondary service from the clear-channel station. Moreover, it was held that the clear channel was degraded under terms of the Havana Treaty; that service formerly available from KOA to listeners east of the Mississippi had not been replaced by an equally useful service from WHDH, since Boston is already "surfeited" with primary

WICKETT PROGRAM DIRECTOR OF WJSV

MARTIN D. WICKETT, assistant to E. J. Fitzgerald, radio director of Erwin, Wasey & Co., New York, has been appointed program director of WJSV, Washington, D.C., announced last Thursday. He succeeds John Heiney, who resigned last month.

Well known in the industry, Mr. Wickett began his career in 1929 with WLOE (now WMEX) Boston. He later was affiliated with KMOX, St. Louis, and WLW, Cincinnati, leaving the latter station in 1936 to join the Phil Harris orchestra as arranger. Later he became musical director of the NAB Bureau of Copyrights, Washington.

In 1938 he went to New York, writing scripts for Hobby Lobby and Mr. District Attorney and conducting library sessions for Muzak and Associated Library. He joined Erwin, Wasey & Co., in 1940.

reception from at least eight stations, and that the FCC's own regulations were contravened. Aside from errors committed in procedure, NBC held that the Commission unlawfully ignored its own rules throughout the proceedings. Similarly, it was held that it ignored the terms of the Communications Act and of the Havana Treaty.

FULTON LEWIS, JR.
WINS
1942
Alfred I. Du Pont RADIO AWARD

We told you he was good "... in recognition of his distinguished and meritorious performance of public service by aggressive, consistently excellent, and accurate gathering and reporting of news and representation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

With these words the 1942 Du Pont radio station award was presented to...

FULTON LEWIS, JR.

Mutual's Commentator on Political Affairs

NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY ... a feature that means immediate results for any sponsor (Fulton Lewis, Jr., is sponsored on 121 Mutual Stations by 63 advertisers.) You can sell him at your one-time quarter-hour rate per week. Write, phone, or write

WILLIAM B. DOLPH, WOL, Washington, D. C.

ORIGINATING FROM WOL WASHINGTON, D.C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

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Suspension of Locals During War Is Denied in FCC Policy

Hopes of Independents Hit by Economic Losses Blasted in Decision of KAST, WPID Cases

HOPES of independent stations, unable to stand the economic graft because of the war, that the FCC would authorize suspension for the duration went aglimmering last Tuesday with the pronouncement of policy by the Commission denying such suspensions.

Coincident with the denial of requests of WPID, Petersburg, Va., and KAST, Astoria, Ore., for authority to suspend, the Commission made known its formal policy. These were the only two cases pending. It stated that no authorizations for suspension would be granted, but that on an individual basis, requests for permission to temporarily suspend for short periods would be considered. This adheres to past policy.

Six Have Suspended

Implicit in the Commission's action was the conclusion that stations which suspend will be given every consideration after the war, particularly if their records are good. All factors responsible for the "war casualty" will be taken into account. Altogether, a half-dozen applications for authority to suspend have been received. No authorization has been made for suspension without prejudice to return following the war. Stations which, according to the FCC records, have suspended operations are: KID, Idaho Falls, Idaho; WPBB, Red Bank, N. J.; KAST, Astoria, Ore.; KKKK, Kansas City, Mo.; KIDW, Lamar, Colo., and WJWC, Hammond-Chicago.

The formal policy approved by the Commission is as follows:

"Insofar as relief may be needed by standard broadcast stations licensees from difficulties of operation incident to the war, no general policy will be adopted, but the Commission will continue to consider on an individual basis requests for permission to temporarily suspend operations for short periods while efforts are being made to work out a means of resuming operations on a permanent basis.

The Commission said that while it made no change in its existing policy permitting temporary suspensions, to enable stations to meet and overcome current emergencies, it felt the door should not be opened for any general suspension of broadcast operations during the war period.

Aid for Small Stations

FCC Chairman James Lawrence Fly commented that adoption of a policy permitting suspension generally would probably result in the elimination of broadcast service in many areas where the need for public service is greatest. He pointed out that indefinite suspension of broadcast operations might jeopardize this country's position with respect to broadcast allocations provided for in the North American Regional Broadcast Agreement, which makes occupancy of frequencies the basic consideration.

To alleviate the difficulties of smaller stations, hit both by economic conditions and the manpower shortage, Mr. Fly pointed out that steps already had been taken, including reduction of the minimum broadcast day to six hours and relaxation of operators' requirements. The FCC announcement continued:

"It was also pointed out that the Commission will continue its policy of permitting temporary suspensions for short periods in order to alleviate emergency conditions. In other words, the operator may ask for a temporary suspension when he can show the necessity of closing down for a brief spell. He would be required to present a feasible plan for the alleviation of the difficulties and the return of the station to the air at an early date."

In denying the applications of KAST and WPID, the Commission asked the Oregon station to specify whether it proposed to continue operation. An application for renewal, as well as the authority for suspension, had been filed. WPID, newspaper-affiliated, had sought only the authority to suspend.

HOPED for of this little piggy is taken by C. E. Hooper, of the New York radio-research firm of C. E. Hooper Inc., during a recent visit to Montreal where he addressed the Advertising & Sales Executives Club. His interrogatory propensities were aroused when the mascot of Au Lutin, Montreal inn, came around after dinner pleading for a snack.

The basic consideration.

"This program has met with favorable response from our listeners, and the announcers are enthusiastic."

"More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station, Write or wire at once."

Headed Radio Vichy

PIERRE HERICAUT, former correspondent of the royalist newspaper, Action Francaise, has been named political director of French National Broadcasting by Pierre Laval, according to a German broadcast under a Vichy dateline which was recorded in New York by the United Press. Hericaut had been broadcasting to the Arabs, Berlin said.

New WQXR Card

FIRST RATE increase to be made by WQXR. New York, since July 1940, will go into effect April 1, 1943. It was announced by Hugh Kendall Boice, vice-president in charge of sales, in conjunction with the release of Rate Card No. 9. Since the last upward adjustment, the station has increased its power from 1,000 to 5,000 watts, and in November, 1941, to its present power of 10,000 watts.
REACHING FOR LOADING magazine is Sylvia Jones, first girl news-graph operator of WC Ey, Cincinnati, who is the wife of a member of the Coast Guard.

Continued from previous page

CBS Personnel Shifts

As Three Enter Service

ENGINEERING changes in the CBS engineering department, made necessary when three members joined the armed forces, have been announced by E. K. Cohan, CBS director of engineering. Harold D. Hastings, with the network since June 1937, has been named transmission technician for WABC, New York outlet, replacing Lester Hatfield, now a lieutenant (j.g.) in the Naval Reserve.

Nelson Smith, assistant supervisor of CBS studio technicians, has become supervising engineer succeeding J. Dunham Gilbert, now with the Bureau of Ships as a lieutenant (j.g.). Robert Bendick, WABC studio technician, also left last week.

Three new members are Robert E. Lee, former assistant in the Federal Telephone & Radio Corp.; Bertram Littlefield, formerly with the YMCA, New York, both of whom join the CBS maintenance technicians staff, and Norman E. Johnson, previously an engineer for RCA Communications, assigned to the CBS shortwave transmitter staff at Brentwood, Long Island.

RICHARD LUBIN, Chief audio-engineer of WPBC, Greenville, S. C., has been called to active service in the U. S. Air Force Reserve. Byron Jenkins, of the WPBC engineering staff, succeeds him. The station's control staff has taken on John Watkins, from WCHS, Greenwood, S. C.

MBS Billings Drop

MBS billings for February, 1943, totaled $369,685, a decrease of 11.4% from the corresponding month in 1942 when the total was $435,154. Total billings for the year to date, amounted to $1,815,186, a decrease of 7.4% from the corresponding period in 1942, when the total was $1,902,697.

Authentic Eggs

IT REALLY was a pigeon that laid those eggs in the auditorium room of WOR, New York, last week. When a portable air conditioning machine in the room began turning up, an investigation brought to light two pigeon eggs. The birds had flown in through an opening in the building wall.

in the CONTROL ROOM

JAMES H. BROWN, NBC Hollywood engineer and president of National Assn. of Broadcasters & Technicians, has been appointed representative for that organization on Committee IV, Domestic Broadcasting, of War Communications. Allen T. Powley, NBC Washington engineer, and assistant to the NABET president, has been appointed alternate.

RALPH J. PRIEST, former engineer of KNX, Hollywood, has joined the BLUE, that city.

JAMES PINOCK, former technician of KMTR, Hollywood, has joined CBS, that city.

HOWARD D. LEIGHTY and Vincent Groater, former technicians of KFOX, Long Beach, Cal., have joined KIHI, Hollywood.

JOHN C. MCMULLEN, former engineer of KEFR, Los Angeles, has joined KSFO-KWID, San Francisco. Other recent additions to the latter stations are Robert E. Bird, technician from KPPS, Pasadena; Otto Gramlich Jr., from KYOS, Mobile, Ala., and Edward Mahoney, from Pan American Airways.

BILLY OSBORNE, for the last eight years a program manager of KYA, San Francisco, is now on active duty as lieutenant in the Signal Corps.

ROBERT BARNER, technician from KIHI, Watsonville, Cal., has joined KLX, Oakland, Cal.

EARL BUCHANAN has left the technical staff of KDAY, Los Angeles, to join KMTR, Hollywood. Leonard Reeves replaces him.

JOHN ERNST, engineer has left KVOS, Bellingham, Wash., to join KTBI, Tacoma, as chief engineer.

ALLAN P. KOEING, at one time with WGN, Newburgh, N. Y., has joined the engineering staff of WGN, Chicago.

JAMES C. MATHEW, engineer of WGN, Chicago, for 15 years, has been commissioned a first lieutenant in the Army Air Forces and is to leave shortly.

GEORGE SCRIVEN, engineer of WNYW, New York, is the father of a baby girl.

OGDEN PRESTHOLDT, technical advisor of WLW, Minneapolis-St. Paul, has joined the high school staff the international code.

DONALD HALE, studio engineer of WOR, New York, has joined the Navy as an ensign. Arthur Coughlin, once production head with the WOR Playhouse, has been called into service.

IRVIN N. ENEY, engineer of KYW, Philadelphia, has been made technical studio supervisor in place of George Hagerby, who is on leave as a first lieutenant in the Army.

JEAN FRENCH, new to radio, has joined KOX, Phoenix, as apprentice technician.

“REACTION WONDERFUL”

in Duluth when WDSM took 26 weeks of

THE SHADOW

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

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Ten Top Tunes

The top ten tunes from the standpoint of network audience coverage during the week ending March 10, according to the copying service of the World Insurance Society, were as follows:

1. Heard That Song Before
2. Old Black Magic
3. You Can't Come Home To Take a Chance on Love
4. Take Me in Your Arms
5. Who's Sorry Now
6. I Gotta Go
7. The Time
8. There Are Such Things
9. Why Don't You Fall in Love With Me?
10. I Can't Be Wrong

Program Suit

SUIT seeking $500,000 damages and an injunction against NBC, WOR, New York, and the three "pioneers" of "Con Top This?" was filed last week in New York Supreme Court by C. Frank Anderson, who claims that the idea for the radio program was originated by him in 1935. Plaintiff alleges he submitted the idea to NBC in 1934 and entered into a financial understanding with the defendants to become effective if a program were made of it. Subsequently, the program started on WOR under sponsorship of Kirkman & Sons, Brooklyn, and on NBC for Colgate-Palmolive-Peet Co., Jersey City, the current sponsor, who are "Scoundrels," Ford, owner of the series, Joe Laurie, Jr., and Harry Hershfield.

JEANNE SULLIVAN, of the music library and of NBC central division, made her operatic debut in a recent performance of Pogliaci, given by the American Opera Co. in Chicago.

WOW Lease Deal Upheld by Court

Gillin, Associates Exonered; Formal Decree Due Today

THE LEASE deal under which John J. Gillin Jr. and others acquired operation of WOW, for $130,000, from the Woodmen of the World, has been upheld by the Nebraska Supreme Court. Judge A. Rine made his decision in an opinion from the bench last Tuesday.

Dr. Howard Johnson, of Lincoln, Woodmen of the World policyholder, had sought to have the lease cancelled, charging fraud and that the lease called for an inadequate consideration and for the Woodmen of the World Society. After eight days' testimony, Judge Rine said he found no evidence of fraud. He found no evidence substantiating another charge that WOW might be used to sponsor the purchase of the Nebraska Power Co. of Omaha by the Consumer Public Power District of Nebraska.

Judge Rine indicated he would sign a formal decree today (March 15) completely exonerating Mr. Gillin, all officers and directors of the policyholders, and all policyholders of WOW Inc. Besides Mr. Gillin, Tom Wallace, formerly with Russel M. Seeds Agency Inc., Chicago; Guy Myers, of New York City, and ten others are the new operators of WOW.

Actual operation of the station under the new lease took effect Jan. 14. Lease payments are $6,000 a month and will ultimately $8,000 a month for the remaining 12 years.
Help Wanted

Sales Manager—For independent station in large market. Must have experience, no ceiling on earnings to a producer. Must be a fast worker, and a worker with a knowledge of and enthusiasm for radio. Integrity, sobriety, loyalty re-quired. We do not need a man to "make the station" but a capable of building on a solid foundation. Box 408, BROADCASTING.

Staff Announcer—For one of Northeast's great 50-kw. Eastern Independent. Excellent personnel. Box 409, BROADCASTING.

Program Director—Progressive 50-kw. Western Network Affi-liate has immediate opening for Program Director. Must be experienced in continuity. Progression, and willing to do some announcing, an unusual opportunity. Must have a desire for a worthwhile connection. In re-quirement is a willingness to give all-ou-time, salary, and an op-portunity. Good references. Box 385, BROADCASTING.

Announcer—With at least third class ticket or ability to obtain one. A concise andable. Draft deferred. Wire complete qualifications and desired position. WSAM, Saginaw, Michigan.

Broadcasting Station Bookkeeper—Wanted experienced man or women bookkeeper who can take full charge of local municipal, network affiliate books and accounts. Give experience in first letter. Payment $50 to $60 per week. Write Box 386, BROADCASTING.

Wanted—Within the next thirty days, announce for local Midwest station. Will pay $45 weekly for 45 hours, and $60 weekly if you have opera-tors license. Will take good men draft exempt up to age 16. Will consider girls or women if experienced. Write fully and give references. No drifters. This is per-sonal position for right people. Box 368, BROADCASTING.

Engineer—For 5 kW CBS affiliate. Experience desirable. Prefer draft exempt if possible. Write Chief Engineer, WRKO, Kalama-zoo.

KICD, Spencer, Iowa: need operators and announcers. Give full information first letter.

Manager—With sales experience. Small local station in east. State experience. Box 409, BROADCASTING.

Combination—Good commercial an-<missing> announce and studio technician for remote studios of 5 kw net station. State ex-perience and draft status. Box 405, BROADCASTING.

Wanted—First or Second Class Operator with transmission experience for directional 5 kw station. Rapid ad-venture like WBBF, Davenport, Iowa.

Announcer—Give experience, ability, Per-manent. Box 406, BROADCASTING.

Help Wanted (Cont'd)

Operator—Any class license. No war Indus-try. Taking consignments good. KLPM, Minot, North Dakota.

Situations Wanted

Newscaster—Editor—Not the world's best, but capable of doing the kind of air work on which you get the most satisfaction. Indeed, he proud. Audience getten—and holder—even against competition of net-works second guessers. That's fact, no-exception. Eight years in radio. Five in present position. Desire for change enti-fully self-imposed. Thirty-five, married, 3A in draft. Social and personal habits. No political strings or ambitions. Minimum income. $500.00 monthly. Now in midwest. Available June 1. Transcription on request. Box 397, BROADCASTING.

Managerial Ability—1st class license. Good announcer, news, sports, programming, 3B. Employed, references, three month contract, transportation necessary. $60.00 weekly. Box 387, BROADCASTING.

Reliable Not Sensational—For 9 years I've been learning "what to do and how to do it." Programming, writing, producing, announcing, handling per-sonnel, etc. Proven record. 25 years old. 3S. Now on 50 kw station. Available April 15 for PERMANENT position. Box 388, BROADCASTING.


Station Manager—Thorough knowl-edge of local and regional operation, 3G. Midwest. Details, on request. Box 390, BROADCASTING.

Newscaster—News Editor, draft exempt, ten years' experience, now employed, per-manent position with station in large city, location unimportant. Box 391, BROADCASTING.

Experienced Chief Engineer—Of progressive local station desires larger permanent field, 19 years experience, local and regional, with all phases of Broadcast equipment. Excellent references 3A. Box 392, BROADCASTING.

Chief Engineer—Fifteen years experi-ence, five years pro and employment, des-ire change, permanent, forty years old. 4F draft. Box 393, BROADCASTING.

Technician—With 6 years' broadcast experience, available March 20th at $3600 per year. Box 492, BROADCASTING.

Announcer Available Immediately—Three and one-half years' experience, age 22. Now employed 5 kw NBC station in south. Loves sports a specialty. 4F draft. Box 394, BROADCASTING.

Director-Writer-Announcer—Also ad-ver-tising and merchandising experience. Col-lege, married, 4F. Box 495, BROADCASTING.

Wanted to Buy

Radio Station—Local midwest pre-ferred. There is a possibility of an executive. Box 404, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA of your choice, with picker mechanism. Station KLO, Ogden, Utah.

SCHOOLS LIKE RADIO
San Francisco FM Tests Show
Value of Medium

SIX-MONTH trial of FM broadcast as a medium of instruction has proved successful in the San Francisco schools, according to school board officials. The board operates an FM transmitter, with a General Electric receiver throughout the city.

Most popular program was the school newscast by Dwight Newton three times a week. According to Pauline Ryder, principal of Emerson School, combination of history, science, economics and geography courses with live events makes them more interesting. "The use of radio also teaches not only audience manners, but encourages worth while entertainment as well," she said.

Library Subscribers
NEW AND RENEWAL subscribers to the Standard Radio Library Service include: WOWO-WGL WFOR WII WBBR KTNC WISE WBBR WATN WIAO KLUP WHBL KGKB WAAB WGGY KRON KDIT WIL KZBO WHEC WHJL WJBK WBNB KCMC KFIZ KARK KBFN KBIG, the Old KSAN, and T. V. S. N., Navy, Dutch Harbor, Alaska. Two new subscribers to the Standard Radio School of the Famous special library are WBRK, Pittsburgh, Mass., and WHIBF, Rock Island, Ill.

CESAR SABRANTZ, NBC commentator, has celebrated his fifth year on his weekly program, Behind the Headlines, which is pre-sented under auspices of the American Historical Assn.

Library

March 15, 1943 • Page 57
CBS Extends Full-Net Discount Plan
To Sponsors Denied Certain Outlets

ALTERATIONS in the CBS full network discount plan to allow a part of the rebate to advertisers ordering but unable to secure the full network were announced last week by William C. Gittinger, vice-president in charge of sales.

Revised plan provides for a graduated scale of discounts, starting with 18% for full network programs and decreasing in proportion with the percentage of full network billing represented by stations not clearing time.

Supercedes 3-Station Plan

If, CBS explained, the stations which do not clear represent less than 1% of the full network billing, a 14% discount will be granted. If the stations not clearing represent less than 2% the discount is 13%, continuing until the stations which do not clear represent 15% or more of full-network billing, in which case no full-network discount is allowed. Discounts are to be computed not only for the stations which are cleared, but on the net billing for the full network, and are calculated to the nearest one-tenth, of 1%.

Obviously prompted by the network’s recent acquisition of several wine and beer accounts which ordered the full network but which were unacceptable to a number of CBS affiliates, the altered discount plan supersedes immediately the "three-station tolerance" announced on Rate Card 29, dated July 15, 1942, when the full-network discount plan became effective for all new business. The former plan allowed the full-network discount on programs on which all but three stations (or fewer) were cleared and provided that a pro-rata share of the full-network discount might be allowed under conditions governed by the specific time period involved and the probable availability of the full network during the term of the contract.

Present CBS full-network advertisers may continue for 12 months under the old plan or may adopt the new formula at any time during that period, electing whichever is the more favorable. The basic condition, that advertisers must place a firm order for all CBS stations and continue this order in effect to earn the full-network discount, is not changed, CBS states.

Igleheart on ‘Chef’

SECOND NATIONAL advertiser to sign for the Mystery Chef, offered to BLUE affiliates by the network on a local cooperative basis, is Igleheart Bros., Evansville, Ind., the Swanneland Fleur division of General Foods Corp., New York. Igleheart will sponsor the quarter-hour series, starting March 15 five times weekly on WORD, Spartanburg, S. C., and WHMA, Anniston, Ala., and twice-weekly on WJHP, Jacksonville. First national advertiser to take the series was National Biscuit Co., New York (Broadcasting, Feb. 2). A total of 34 stations now carry the series on a sponsored basis. The Swanneland downcast account is handled direct and McCann-Erickson, New York, is National Biscuit agency.

Band to Plane Plant

ALVINO REY and his 21 man orchestra, featured on various West Coast originating network programs, swapped a weekly income averaging $10,000 for beginners wages totaling approximately $800 when they started in early March working at Vega Aircraft Corp. Burbank, Cal., on the graveyard shift. Rey, who has held a commercial radio license for 24 years is an inspector in final assembly. Band will continue on the Wednesday night salute to the States on Mutual-Don Lee stations.

ARMY COMMISSIONS
SCHIECHTER CAPTAIN

ABEL A. SCHIECHTER, former NBC director of news and special events, last week was commissioned a captain in the Army Air Forces and has been de- terred to report to Miami Beach for training. He has resigned as special assistant to Capt. Frank C. Joseph, Jr., Director of Domestic Operations. Before he post he has held since Aug. 16.


One of the newest figures in the industry and a pioneer in the development of radio as a news medium, Capt. Schiechter joined NBC as a writer. He be- came news editor in 1935 and added the duties of director of special events in 1938. In 1941, Schiechter has handled special consulting assign- ments for the War Dept. Bureau of Public Relations. Last August accepted the position of special writer on WOR.

Servell to Return

SERVEL INC., New York, which has not used network radio since the summer of 1938 when it spon- sored the March of Time on NBC- BLUE, is reported returning to NBC early in April with an institu- tion service on rationing news from Washington. Company, which manufactures Electrolux re- frigerators in peacetime, is con- cepted to sponsor Billie Burke, movie actress, in Fashion in Ra- tions. It will be an 11 a.m. to 12 noon, period Saturdays on an undeter- mined number of NBC stations. Agency in charge is BBDO, New York.

UNITED FRONT

WSYR Plugs WFB Project To
Sell War Bonds—

WHEN Cecil Brown, CBS com- mentator and foreign reporter, vis- ited Syracuse on a War Bond sell- ing lecture tour under sponsorship of WFBF, CBS outlet, WSYR, NBC local station, broadcast plugs urged listeners to buy bonds and attend the lecture.

Harry C. Wilder, WSYR gen- eral manager, explained, when it comes to the war effort, "I hope that in every city stations will forget their commercial com- petitions and pitch in a united radio front for the duration. I think you have to actively support another station’s special project to convince the public that radio is unsel- fishly supporting this war to the limit.”

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BROADCASTING • Broadcast Advertising
Percentage figures on this map show relation of "Hitler's Children" premiers to best average weeks of local theatres exhibiting Top A pictures. Such box office is not surprising in view of the fact that in 25 major cities of this area WLW delivers 48.7% of all radio listening (based on Hooper Mid-Winter Area rating, 1942; a weighted average figure which does not represent the size of our audience in any one city) Rural index averages 2.5% higher.

Every box office record broken in 46 cities

By WLW World Premiers of "Hitler's Children"

On January 14, WLW staged Fifty City World Premiers of "Hitler's Children", based on the best-seller "Education For Death" by our European Commentator, Gregor Ziemer. Promotion on Mr. Ziemer's own programs jam-packed theatres throughout WLW-land, started the film on its way toward becoming one of the best grossing pictures of all time. So sensational were these premiers that Ned E. Depinet, President of RKO Radio Pictures, Inc., wired WLW:

"Box office and attendance figures in WLW World Premiers of 'Hitler's Children' have clearly demonstrated the intensive coverage and selling power of The Nation's Station. Despite the years of association of our company with the radio industry, it has remained for WLW to demonstrate to us and the motion picture industry the tremendous results possible with radio as the spearhead of a well planned and executed campaign. I feel that our joint operation with you has pioneered a new phase of American merchandising and advertising, with a demonstration of mass selling unprecedented in the history of motion pictures and radio."

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.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative 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.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION
HOW TO MAKE TUBES LAST LONGER ON THE JOB...

RCA advertising, for months past, has been devoted to operating tips on making tubes last longer. This valuable material has now been collated into a booklet, copy of which will be sent upon request to Radio Corporation of America, Commercial Engineering Section, Harrison, N. J.

RCA TRANSMITTING TUBES
PROVED IN COMMUNICATION'S MOST EXACTING APPLICATIONS
RADIO CORPORATION OF AMERICA, RCA Victor Division, Camden, N. J.

LONGER LIFE
instead of increased ratings

Ordinarily, when a Transmitting Tube has been improved, its ratings are raised—but not in these extraordinary times.

Today, it is long life that counts—not spectacular "peak" performance. That is why, when the RCA-849 was materially improved over a year ago by use of the famous RCA zirconium-coated anode, you heard nothing about it—even after months of actual use had shown that the improvement was such as to warrant a substantial rating increase in normal times.

Instead of reflecting such an improvement in terms of higher tube ratings, we utilized it to make conservative RCA tube ratings still more conservative. This program, we feel, not only more in keeping with the war effort but also assures longer life for tubes that are difficult to replace. This has been done, not only with the RCA-849, but with other RCA tubes as well.

The war has not stopped RCA engineering progress. It has only intensified it—a fact to which the thousands of hours of additional potential life now built into many RCA Transmitting Tubes offer the most convincing proof.

RATINGS
FILAMENT VOLTAGE, 51 VOLTS
FILAMENT CURRENT, 3 AMPERES
PLATE VOLTAGE, 2500 VOLTS, MAX.
PLATE DISSIPATION, 400 WATTS, MAX.

$120