attention--

*time buyers, account executives!*

*clip and keep this important list...*

Here are the 16 great war-active cities of more than 100,000 people each covered every hour of every day by WOR.

That WOR has sold—does sell—that WOR can add dealers; simplify and safeguard distribution, in these cities and beyond them is more than adequately proved in the majority of 99 WOR success stories. Call, write, or wire

**WOR** at 1440 Broadway, in New York
Whenever anything of interest in Phoenix is going on, KOY microphones are there, broadcasting on-the-scene accounts of the event. In the months of January and February KOY originated special, local-interest broadcasts more than once in every two days — such as the Governor's inaugural; tour of a captured Japanese submarine; RAF rugby game; welcome to Mexican lend-lease workers. Any worthwhile endeavor — Red Cross, OCD, Cattle Growers Association or whatever — always finds KOY ready and willing to cooperate. These are the things that affect every individual in Phoenix . . . and Arizona.

These are the things that affect radio listening in Arizona, too! KOY, because it serves local interests by coverage of local events, has the listeners, a loyal and enthusiastic audience. And such listener loyalty predicates advertising results.
Twenty-one cities and their suburban trading areas comprise the cream of New England buying power.

Twenty-one stations — each with the friendly influence of a corner grocer or druggist — provide a perfect sales pattern for the complete coverage of these markets.

Here is local, neighborly acceptance plus the carry-over interest and audience holding strength of network programs.

Buy New England as one piece with The Yankee Network’s 21 home-town stations.
No Sir, By Gad... Jones is no longer with us!

The rascal has opened his own agency...

But then, you too, can learn the secret of success. Simply put your accounts on KFAB.

You see, KFAB serves the farm and small town markets of Nebraska and her neighboring states. These areas are now spending the largest farm income in their history. And the effectiveness of this income is doubled by the cycle in which it is spent—from farmer to merchant to druggist to doctor to grocer to wholesaler to farmer and around again.

The people who do all this spending listen to KFAB... act on KFAB's suggestions... buy what KFAB recommends! You, therefore, need this station to do a complete selling job for your accounts.

KFAB
LINCOLN, NEBR
FOR THE OMAHA AUDIENCE, USE KOIL
This is a dress rehearsal... for death.

The sirens wail in the night... the shaded lights go out one by one... activity ceases. This is an air raid drill.

Millions of hands reach for the radio and flick on the switch. For the official Army instructions are:

"Keep your radio on."

What a tribute it is to the broadcasters of America, that in our country's crisis—radio is depended upon to serve so vitally. What a confirmation this is of radio's splendid cooperation, its patriotism, and its trusted and respected position in the minds of all Americans.

RCA is proud to have played a part in the growth of the free American way of broadcasting. We have always placed our entire facilities, skill, and resources, at the command of radio, to aid in its swift progress and development.

Today, RCA is engaged in serving the greatest cause of all—the cause of Victory. Today, our goal is to provide more and more radio equipment for our armed forces.

That is why our service to you may not be as thorough as it has always been. But whatever we can do to aid the broadcasters in their important work—we intend to do to the best of our ability.

If we can be of service to you on technical problems which you are encountering, don't hesitate to call on us. The tasks that free American broadcasting is carrying on today—must continue.

And we are anxious to help you—to see that they do!
SOUTHERN farmers like WLAC, because this Nashville radio station provides them with diversified entertainment of the type they like to hear.

In addition to the programs listed here, WLAC’s schedule is geared to the listening tastes of the people of the vast TVA-rea.

WLAC’S BIG SIX FOR RURAL LISTENING

6:00 A.M. NEWS
6:15 A.M. "TEXAS DAISY"
6:30 A.M. FARM FRONT
6:45 A.M. FAIRFIELD FOUR
7:00 A.M. CHUCK WAGON GANG
7:15 A.M. RENFRO VALLEY

THESE PROGRAMS BROUGHT 18,000 LETTERS IN 3 MONTHS

Farmers wrote from all but 63 of the 921 counties in 12 Southeastern states! More than 1,000 letters came from each of 7 states . . . Tennessee, Kentucky, Arkansas, Louisiana, Mississippi, Alabama, and Georgia.

This is proof that they’re listenin’ . . . to WLAC.

For Availabilities, Call

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

THE STATION OF THE RICH TENNESSEE VALLEY
There's some Careful Buying going on these days...

and in radio it is the spot time buyers who give each market and radio station its closest scrutiny.

In Chicago these buyers of spot time have their choice of many stations—five of them with 50,000 watts.

It is significant that WGN holds a substantial lead over all other major Chicago stations in volume of local and national spot advertising.

Even more significant is the fact that the retail stores which keep an over-the-counter check on direct results place more business on WGN than any other major Chicago station.

A Clear Channel Station
50,000 Watts 720 Kilocycles
Robert G. Soule
Vice President, WFBL, Syracuse

Here, gentlemen, is one of the most unusual situations in radio. Twelve years ago Bob Soule was a big time consumer-goods sales manager. Then he became fascinated with merchandising by radio—and bought a large interest in a good radio station, to really ride the hobby!...So-o-o—today Bob—one of the principal owners and officers of WFBL—spends his full time merchandising and promoting for its lucky advertisers. As a result, WFBL is generally considered the best test station in the East!

Yes, here at F&P, we're "merchandising minded" too. Believe it or not, we are actually aware of the fact that the usual purpose of your advertising effort is to sell stuff. So, knowing that, we also realize that we won’t be able to sell you very much of our stuff unless our stuff is so carefully and thoughtfully selected that it will really help you to sell your stuff!

Elementary? Yes—just as elementary as most of the rules that account for most of the successes in any line of business—including our own, thanks to all the agencies and advertisers we are privileged to serve, here in this pioneer group of radio-station representatives.
Recorders Invite Petrillo to Conference

Impasse May Lead To Appeal to WLB

REOPENING of negotiations for settlement of the seven-month-old recording strike was sought last Friday by the transcription and recording industry in an invitation to AFM President James C. Petrillo to meet with its representatives in New York Wednesday (March 24). The action came after the AFM International Board had flatly rejected previous proposals for immediate lifting of the ban.

In a telegram to the AFM head, the group denied the charge that the recorders had not acted "in good faith" in proposing lifting of the ban pending consideration of the propriety of the AFM "fixed fee" proposal by responsible Governmental agencies. The telegram, unanimously approved by the industry group read:

"Always Ready to Bargain

"In your reply of March 17 to our letter of Feb. 28, you complained that we have failed to measure up to the test of good faith collective bargaining. That complaint is unjustified since it was you who terminated all prior arrangements without previous complaints or demands. Individualistically and collectively, we have always been and continue to be ready to confer and bargain with you on the question of wages, hours and working conditions which, under both the National Labor Relations Act and universal practice, are the appropriate subjects for collective bargaining, and to enter into a written agreement for a definite term which will provide for the immediate resumption of recording. As tangible evidence of our good faith, we now invite you to meet with us for such purpose at the Hotel Ambassador, in New York City, on Wednesday, March 24, at 2:30 p.m. Please reply by telegram to Mr. Lawrence Morris, care of RCA Victor, Camden, N. J."

Those signing the telegram were: Associated Music Publishers Inc.; Columbia Recording Corp.; Decca Records Inc.; Empire Broadcasting Corp.; Lang-Worth Feature Programs Inc.; Muzak Corp.; RCA Victor Division, RCA; Radio Recording Division, NBC; Soundies Distributing Corp.; and Soundies Distribution Corp. of America Inc., World Broadcasting System.

Those attending the conference were: M. Finn, president, AMP and Muzak Corp.; John R. Andrus, vice-president, AMP; Gerald Kelleher, president, Empire Broadcasting Corp.; C. O. Langlois, president, Lang-Worth Feature Program Inc.; A. Walter Sokolow, Lang-Worth attorney; C. Lloyd Egner, vice-president, NBC Radio Recording Division; R. P. Myers Jr., NBC Legal Department; A. J. Kendrick, vice-president, World Broadcasting System; Ralph Colin, counsel for Columbia Recording Corp.; Judge Lawrence A. Morris, attorney for RCA Victor; Milton Diamond, counsel for Decca Records Inc.

Milton Blink, partner of Stardard Radio, approved the message by phone, with approval also secured from Soundies Distributing Corp. C. P. MacGregor, remaining signatory to the recording industry letter of Feb. 29, could not be reached.

As BROADCASTING went to press Friday, no word had been received regarding the acceptance or rejection of the invitation. It was expected, however, in the light of his previous comments, that negotiations promptly would be reopened.

Immediately following the International Board's rebuff, there was talk in recording circles of a prompt appeal to the War Labor Board as a possible means of breaking the impasse. The AFM action, after a three-day meeting, left the situation right where it was on Aug. 1.

Because both the Federal District Court in Chicago and the Supreme Court have now held that the AFM ban constitutes a "labor dispute", industry attorneys have urged an appeal to WLB. The fact that the ban, which forced cessation of all recordings last Aug. 1, has seriously interfered with the war effort, based on statements by important figures in public life, makes WLB intercession practically a mandatory course, it was held. In fact it is felt industry and labor are "obligated" to follow this course.

Chairman D. Worth Clark (D-Ill.), of the Senate Interstate Commerce subcommittee authorized investigating the recording industry strike, last Friday prior to his departure for a previously planned trip to Florida, that he would await developments during the week before deciding upon reopening the hearings.

Hearings were interrupted last January after the AFM president had flatly rejected a proposal, which resulted in the "fixed fee" plan of Feb. 15, whereby manufacturers and distributors of transcribed and recorded music would pay royalties into a union fund designed to reduce unemployment. This proposal was turned down by the transcribers and record companies Feb. 28, on the ground that it embraced "a startling new kind of social philosophy" which would require Congressional and other Governmental action.

Conditions More Critical

Senator Clark said he would call his six-man subcommittee together on his return, to appraise the situation and decide whether a direct appeal to President Roosevelt should be made to use his wartime powers to break the impasse. Following the testimony of Petrillo before his Committee, the Senator said that as a last resort he would be disposed to carry the issue directly to the White House.

Conditions for both transcription companies and record manufacturers are becoming increasingly critical. In the radio field, a substantial amount of business is reported to have shifted from national spot to the networks, because of the unavailability of musicians for recording. Network and station staffs are not affected, but AFM members are barred from accepting engagements for transcription or phonograph record recording.

Mr. Petrillo, following the three-day session of his board in Chicago, told BROADCASTING last Thursday that AFM was "willing to listen to counter-proposals." He added, "we don't feel that the negotiations should bog down, but the flat re-
Whitman Named Blue Music Chief
Orchestra Leader to Finish Contract for Lever Bros.
PAUL WHITEMAN, internationally-known conductor, has been named director of music of the BLUE, Mark Woods, network president, announced last week. Immediately following his appointment, Mr. Whitman left New York for the BLUE studios in Hollywood, where he will headquarter until June. On the West Coast he will conduct concerts with the Los Angeles Symphony Orchestra and will complete his current engagement on the CBS Burns & Allen program, sponsored by Lever Bros. for Swap sob. Returning to New York in June, Mr. Whitman will be placed in charge of all musical programs on the BLUE, acting in a supervisory capacity, planning musical programs, cooperating in the production of new programs and serving as consultant on musical portions of current commercial broadcasts. To the BLUE Whitman will bring his music library, considered one of the most comprehensive of its kind.

Helped Others to Fame
In announcing Mr. Whitman’s appointment, Mr. Woods said, “For a quarter of a century he has represented modern American music at its best; he has introduced the finest of contemporary compositions; he has introduced to the American public such outstanding conductors and composers as George Gershwin, Ferde Grofe and Johnny Mercer.”

In addition to his current participation in the Burns & Allen program for Lever Bros., Mr. Whitman has appeared on network programs for General Motors, P. Lorrillard Co., Sherwin-Williams Paint Co., Kraft Cheese Co., and others.

Lt. Com. Butcher of Gen. Eisenhower’s Staff Pays His Family Surprise Visit
AFTER a nine-month sojourn in England and North Africa as Naval aide to Lt. Gen. Dwight D. Eisenhower, Lt. Com. Harry C. Butcher, former CBS Washington correspondent, returned to Washington last Wednesday on official business. He had no comment to make about the purpose of his visit to this country.

The former network official, one of the best-known and best-liked figures in the industry, surprised his wife and younger son in Beverly, with an unheralded early morning arrival. His family lives at a Washington hotel with Gen. Eisenhower’s wife.

In excellent health, except for a slight throat irritation acquired since his return, Com. Butcher was confined to his home Wednesday and Thursday, but reported to both Army and Navy headquarters on official missions the remainder of the week. He had been in North Africa since the campaign got underway, and prior to that was in London with Gen. Eisenhower. His position as Naval aide to the Army’s Commanding General, a friend of long standing, is unique in military annals.

Com. Butcher renewed acquaintance with his many friends in public life and in radio around Washington. Prior to his return to his post, he plans to visit friends and former associates in New York.

TENTATIVE NAB PROGRAM
Palmer House, Chicago, April 27-29

TENTATIVE agenda for the NAB Radio War Conference at the Palmer House in Chicago April 27-29 was released last week by NAB Washington headquarters. Names of speakers were not given, pending confirmation, but will be released shortly.

The conference, being held in lieu of the NAB’s 21st annual convention because of wartime operations and restrictions on travel, will be compressed into 2 1/2 days, beginning on Tuesday and winding up at luncheon Thursday, April 29. Monday, April 26, will be given over to advance registration and to meetings of various NAB committees, with the conference itself getting underway Tuesday morning.

Following is the tentative agenda:

MONDAY, APRIL 26
9 a.m. Registration
10:00 a.m. Program Directors’ Committee
10:30 a.m. Sales Managers’ Committee
11:00 a.m. NAB Bureau of Programming
2 p.m. Public Relations Committee
3 p.m. Research Committee
4 p.m. Engineering and Insurance Committee
5 p.m. Code Committee
6 p.m. Autumnal Equinox
7 p.m. BMI Board
7 p.m. Accounting Committee
7 p.m. Labor and Wage and Hour Committee
7 p.m. NAB Board of Directors Dinner

TUESDAY, APRIL 27
War Manpower and War Materials
2:30 p.m. Registration
10:30 a.m. Program Directors
1. Needs of the Army
2. Needs of Industry

Group on Material Appointed by BWC
Equipment for Overseas Radio Studied; Corderman Boosted CREATION of the International Broadcasting Coordinating Committee by the Board of War Communications and promotion of Roy C. Chamberlain, CBS chief of the facilities division of the Office of War Information, to the position of assistant chief of the OWI Bureau of Communications Facilities, were announced last week.

Mr. Corderman, composed entirely of Government representatives, is headed by FCC Commissioner T. A. M. Craven. It will advise the BWC on international broadcasting problems.

To Make Material Available
Serving with Commissioner Craven are Brig. Gen. Frank E. Stoner, chief of the Army Signal Corps; Capt. Services; Lt. Com. A. B. Chamberlain, former CBS chief engineer, of the Navy’s Bureau of Ships Radio Division; Mr. Corderman, who also will represent the Coordinator of Inter-American Affairs as well as the OWI; Frank H. McIntosh, assistant to the director of the War Production Board Radio Division, and Philip P. Sillings, FCC International Division chief, will serve as committee secretary and FCC alternate for Commissioner Craven.

The new committee will study methods of making available necessary material to provide adequate international broadcast service for psychological warfare overseas. Many members of new shortwave equipment as compared with diverted required equipment from other sources and services will be studied by the new group, which will hold military requirements as a primary consideration.

Mr. Corderman, widely-known engineer, is on leave from the AT&T for the duration. He first was loaned to the CIAA Dec. 1, 1941, and six months later he went to the OWI as chief of the facilities division.

Before Dec. 7, 1941, when amateur stations were ordered off the air, Mr. Corderman operated W3ZD at Chevy Chase, Md., a Washington suburb. He entered radio with KDKA, Pittsburgh, as an engineer. For several years he was coordinator of the Emergency Network of American Radio Patrol League in the Middle Atlantic and Southeastern areas.

On the floor of the House last Wednesday Rep. Cell (D-New York) deputized to the work of the OWI, particularly the Overseas Branch, in combating Axis propaganda. He took issue with Rep. Taber (R-N.Y.), who criticized some of the functions of OWI.
Selective Service Cool Towards Radio

Handicap to Operations
Is Held No Factor
In Deferment

LOCAL DRAFT boards are not required to defer key men merely because their drafting would handicap a particular broadcast station, National Selective Service officials asserted last week in a new interpretation of that policy. This statement was based on Selective Service's policy that essential services must be maintained, but no particular unit of an essential service necessarily receives the deferment. The interpretation was first revealed in a letter to a station in the New York metropolitan area that had protested the reclassification of a key employee guaranteed to Maj. G. Tinsley Garnett, Selective Service wrote that local boards classify men on the basis of conditions under which they are known to exist in the area.

Not All Deferrable

"Local Boards fully realize that radio commercials are being certified to be essential to the war effort," he wrote. "This does not mean that every radio station is essential to the war effort," the letter continued.

"Consequently not all employees of all radio stations would necessarily be placed in a deferred classification because they occupied a position as defined in Occupational Bulletin No. 27," he explained.

Officials at Selective Service headquarters confirmed this stand, pointing out that no unit of an essential industry is placed in deferment from local boards. They said National headquarters certifies an industry as essential but that local boards must decide each case on its merits.

Although this would seem to indicate that draft boards conceivably could decide which station in a community of duplicating broadcast facilities would be excused, said K. Jett, FCC chief engineer and chairman of the BWC Coordinating Committee, said that BWC is the only agency authorized to decide whether a facility is essential.

Within the fortnight FCC had ruled that all broadcast stations should continue operations, and had imposed obstacles in the path of those which would suspend.

24 Now Use NBC
All-Station Hookup

Average Up 49 to 70 Stations
Daytime, 76 to 99 at Night

SINCE the inauguration of NBC’s full network plan in August, 24 advertisers sponsoring 38 programs have taken advantage of the plan and are using the total list of 125 NBC stations. Computed on the basis of additional network coverage created by the plan, statistics show that operation of the plan has added 922 station hours a week since its inception.

In a comparison of figures compiled as of March 1, 1942, and March 1, 1943, the average NBC network increased during the year’s period from 49 to 70 stations during the daytime hours and from 76 to 99 stations for programs broadcast between 6 and 11 p.m.

According to NBC, many top-ranking network features previously unavailable to station audiences in numerous localities are now being enjoyed in the nation’s less populated areas as a result of the plan. While sponsors, at a slight added cost, have materially increased their coverage through effective facilities supplied by the added outlets.

Sponsors benefiting from NBC’s full network plan and their programs are:


Porter Twice for Ford

WITH SPRING and the planting season hard by, Earl Godwin, BLUE commentator and general farmer, originally heard seven times weekly on Watch the World Go By, has reduced his broadcasts to five times weekly. He broadcasts through Friday. Roy Porter, BLUE commentator, who took over one of the broadcast slots daily after Mr. Godwin’s show was held, is now heard Saturdays. Ford Motor Co. sponsors the entire series. Agency is Maxon Inc., Detroit.

BROADCASTING • Broadcast Advertising  
March 22, 1943  
Page 11
FOREIGN LANGUAGE RULE IS REVISED

CENSORSHIP regulations providing that management of foreign language stations make English translations of programs in other tongues are dropped, effective today (March 29), on order of J. H. Ryan, Assistant Director of Censorship in charge of broadcasting.

“We have been studying foreign language broadcasting in the U. S. intensively for six months,” said Mr. Ryan. “Our study has shown that the original factors which prompted us to suggest that English translations be required no longer exist.”

All foreign language broadcasters have been mailed copies of the revision, affecting Section III of the Code of Wartime Practices for American Broadcasters, effective Feb. 14, 1943 [Broadcasting, Feb. 15]. Edward H. Bronson, chief of the Radio Division foreign language section, will leave Tuesday for Texas, Arizona, New Mexico and Southern California to confer with foreign language broadcasters.

Weekly Radio Salary Up Again

In 1942, Average Now Is $52.32

MAINTAINING its level as one of the highest-paid—if not the highest—industries, the average weekly compensation for the broadcasting industry in 1942 was $52.32, an increase of approximately 7% over 1941.

Functional employee data released last Friday by the FCC, covering the typical work week which began Oct. 11, showed an aggregate of 22,954 employees for the 1942 week, as against 23,666 for the corresponding week (Oct. 12) of 1941. The 1942 figures, however, covered only 791 stations and nine networks (national and regional), whereas those of the preceding year were for 817 stations, three major network and five regional networks.

The average weekly payroll for 1942 was $1,200,864, as against $1,185,249. The per capita increase, therefore, was found to be 6.86%.

Of the total number of station and network employees last year, 2,258 were listed as executives of all departments. The average weekly compensation was $100.09. The average for general managerial posts was $140.32, while commercial managers drew an average of $104.77.

Station Average

For individual stations, the average general manager's pay was $133.11, and that of commercial managers $100.94. Chief engineers averaged $65.55, program managers $62.50, and publicity directors $72.50. The average pay of the network executive was $337.73, but only 30 such general managers were tabulated.

Of the total of 29,954 executives and employees for networks and stations, 8,890 were employed by the 791 standard broadcast stations. The average pay was $50.16. A year ago station employees drew an average of $45.15.

District Data

By districts, the FCC breakdown revealed that in the northern district of the country 12,383 employees drew an average wage of $63.28 weekly. Of the total, 1,456 executives averaged $105.56. In the southern district 3,855 employees averaged $40.11 weekly. Of this total, 697 executives averaged $74.14. In the western district there were 2,652 employees averaging $50.17 weekly. The executives averaged $96.16 weekly.

Summary of data for full-time employees of 9 networks and 791 standard broadcast stations as reported to the FCC for the week beginning Oct. 11, 1942 follows:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Total 9 Networks and 791 Stations</th>
<th>Total 9 Networks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General management</td>
<td>965 $131,201 $140.82</td>
<td>90 $10,792 $119.77</td>
<td>1055 $142,523 $135.11</td>
</tr>
<tr>
<td>Technical</td>
<td>925 34,762 66.56</td>
<td>71 1,900 141.07</td>
<td>1096 36,662 60.54</td>
</tr>
<tr>
<td>Program</td>
<td>497 32,065 65.67</td>
<td>18 3,148 174.94</td>
<td>515 35,213 66.50</td>
</tr>
<tr>
<td>Commercial</td>
<td>417 26,669 104.77</td>
<td>17 2,813 164.82</td>
<td>434 29,482 109.94</td>
</tr>
<tr>
<td>Publicity</td>
<td>109 8,219 75.40</td>
<td>18 1,431 110.08</td>
<td>120 9,650 80.42</td>
</tr>
<tr>
<td>Other</td>
<td>127,785 60.52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total, executives</td>
<td>2,635 268,725 100.09</td>
<td>95 20,708 219.29</td>
<td>2,729 291,439 96.50</td>
</tr>
<tr>
<td>Employees (Other than executive)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical</td>
<td>105 7,201 68.58</td>
<td>44 3,792 84.99</td>
<td>149 10,993 74.66</td>
</tr>
<tr>
<td>Operating</td>
<td>4,184 205,969 49.23</td>
<td>546 85,206 48.48</td>
<td>4,730 291,175 49.64</td>
</tr>
<tr>
<td>Other</td>
<td>296 9,121 30.92</td>
<td>18 501 50.40</td>
<td>314 9,622 30.79</td>
</tr>
<tr>
<td>Total</td>
<td>2,859 313,017 100.09</td>
<td>650 101,010 160.15</td>
<td>3,509 314,027 94.40</td>
</tr>
<tr>
<td>Number of employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program</td>
<td>958 47,854 50.21</td>
<td>272 17,543 64.50</td>
<td>1,230 65,397 52.82</td>
</tr>
<tr>
<td>Writers</td>
<td>6,105 25,833 42.88</td>
<td>1 3,555 106.00</td>
<td>6,106 29,391 48.21</td>
</tr>
<tr>
<td>Announcers</td>
<td>6,842 32,013 48.58</td>
<td>1 3,555 106.00</td>
<td>6,843 32,014 48.21</td>
</tr>
<tr>
<td>Staff musicians</td>
<td>2,058 139,744 67.90</td>
<td>305 40,497 131.34</td>
<td>2,363 180,241 76.25</td>
</tr>
<tr>
<td>Other Artist</td>
<td>545 77,999 45.52</td>
<td>628 27,425 43.85</td>
<td>1,173 105,424 58.32</td>
</tr>
<tr>
<td>Other</td>
<td>1,083 42,800 40.95</td>
<td>402 18,170 45.20</td>
<td>1,485 61,039 40.84</td>
</tr>
<tr>
<td>Total</td>
<td>4,778 280,393 100.09</td>
<td>1,023 58,662 101.23</td>
<td>5,801 338,957 93.32</td>
</tr>
<tr>
<td>Number of employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial: Outside women</td>
<td>1,417 97,163 68.07</td>
<td>104 12,198 117.29</td>
<td>1,521 109,361 65.41</td>
</tr>
<tr>
<td>Promotion and merchandising</td>
<td>522 26,058 50.08</td>
<td>291 15,982 41.75</td>
<td>813 41,640 44.01</td>
</tr>
<tr>
<td>Other</td>
<td>1,419 897,499 48.49</td>
<td>236 9,792 41.36</td>
<td>1,655 9,794 58.29</td>
</tr>
<tr>
<td>General and administrative: Accounting</td>
<td>818 29,182 36.67</td>
<td>174 7,319 42.06</td>
<td>992 36,501 36.42</td>
</tr>
<tr>
<td>Clerical</td>
<td>1,106 28,083 25.81</td>
<td>106 2,886 26.82</td>
<td>1,212 30,969 25.25</td>
</tr>
<tr>
<td>Stenographic</td>
<td>1,106 28,083 25.81</td>
<td>106 2,886 26.82</td>
<td>1,212 30,969 25.25</td>
</tr>
<tr>
<td>Other</td>
<td>1,031 79,976 26.13</td>
<td>631 15,491 24.17</td>
<td>1,662 95,467 28.98</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>456 19,232 25.26</td>
<td>39 1,862 47.74</td>
<td>495 21,094 42.43</td>
</tr>
<tr>
<td>Total, employees</td>
<td>20,319 927,189 45.12</td>
<td>3,969 232,624 58.61</td>
<td>24,288 1,160,813 45.00</td>
</tr>
<tr>
<td>Total, executive and employees</td>
<td>22,964 $1,290,886 $52.32</td>
<td>4,964 $255,862 $32.64</td>
<td>27,928 $1,546,748 $56.16</td>
</tr>
</tbody>
</table>
This is the last advertisement of a series describing the Plusses that Station WHO offers advertisers. Naturally it deals with the final purpose for which every advertiser spends his money—results.

WHO produces better results for advertisers than any other station in Iowa. There are many reasons for this. They begin with the fact that WHO is 50,000 watts—also include the facts that WHO has greatest primary coverage, greatest secondary coverage, best program service, largest staff, greatest popularity. But perhaps all reasons are most easily summed up in this one statement:

WHO takes in more money for time and talent than all other stations in Iowa combined!

That’s plus No. 6 for WHO. You want most results per radio dollar in Iowa. You get them with WHO, and only WHO! . . . Write for complete details, proof. Or ask Free & Peters!

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

BROADCASTING • Broadcast Advertising  March 22, 1943 • Page 13
Watch Firm Sets Contest by Radio

Nationwide Schedule Planned In War Essay Competition

KEY STATIONS throughout the country will be a major means of promotion for the "Time For Victory" contest which Helbro's Watch Co., New York, plans to conduct from April 1 through Oct. 30, as an intensive campaign to sell War Savings Stamps totaling $5,000,000 through retail jewelers.

The contest, based on the question, "What is the most important industry?" will be open to anyone purchasing a War Stamp and submitting the official entry blank obtainable through retail jewelers. At the end of the contest, Helbro's will present $2,500 in War Bonds to the person answering that question best in 25 words or less, together with the closest estimate of the day, hour, and minute of victory.

Helbro's watches, retailing at $57.50, also will be awarded to the 101 persons with the next most successful answers. The campaign has not ended by Oct. 30 of this year, the company plans to close the contest anyway, awarding the prizes on the basis of the best reasoning shown in the 25-word statements.

According to Ray-Hirsch Adv. Agency, New York, handling the account, the station list will not be announced until the end of March. The campaign will consist of spot announcements and two-minute transcriptions available to local jewelers as attention-getters for the contest, as well as several five-minute recordings explaining the patriotic objectives behind the campaign's theme slogan "Give Your Time to Victory."

Huge Television Volume After War Is Foreseen

PREDICTING that television will be one of the most important of all post-war industries, reaching a volume of a billion dollars a year, Harry Beighley, 45, a Pennsylvania State College audience last week that addition of sight to sound in radio is more significant than the effect sound had on sight in the moving picture industry.

Television adds sight to sound — it adds the motion picture to the radio voice and certainly that is a far more vital contribution to radio than the addition of sound was to the motion picture," Mr. Brown said. He added that soon after the war ends and before television will be set up with relays 40 to 50 miles apart.

Kellogg on 'Breakfast'

KELLOGG Co., Battle Creek, Mich., (Pep), on a 52-week contract starting April 5 will sponsor a daily quarter-hour participation in Breakfast at Sarat's on 135 BLUE stations, Monday through Friday: 11-11:15 a.m. (Eastern). Placement is through Kenyon & Eckhardt, New York.

OKLA. STORE CHAIN USING 21 STATIONS

AS THE RESULT of a plan worked out by the Oklahoma Network for "a network of radio stations for network retail department stores," the Anthony Co., department store chain with headquarters in Oklahoma City, has signed a daily and weekly contract with the Oklahoma System, plus five independent outlets in the state and nine stations in Texas and Kansas.

The Oklahoma Network stations provide the basic coverage pattern, supplemented by the five independent outlets to complete the primary coverage of all Anthony store trade territories in the state. Stations in market areas outside the state are KGNC KRGV KELWB KFWO KIUL KD PN KDWB KBBW. Supplementary Oklahoma stations include KXO WBBZ KBGB KASA.

Contract for the package deal is on a total of 21 stations for 52 weeks.

WKNY Changes

STAFF CHANGES at WKNY, Kingston, N. Y., include appointment of George McGinley and Martin Weldon, program director. Mr. McGinley was previously WTTM, Trenton, and during the last nine years had been with WBAB and WPGA in New York City. Mr. Weldon had been with WINS, New York, as continuity director and member of the announcing staff.

Lt. J. L. Carroll Jr.

Lt. James L. Carroll Jr., 24, former sports and special events announcer of WSCC, Charleston, S. C., was killed March 12 when his Army plane was being piloted crashed at Orlando, Fla.

Lt. J. L. Carroll Jr.

J. L. Carroll entered the service in July and was a part-time announcer at WCCN during his college days at the College of Charleston. Following his graduation he joined the station's staff as full-time announcer, specializing in sports. In January 1942 he enlisted in the Army Air Corps.

Although announcing was his business, music was Lt. Carroll's hobby and at one time he composed a Mass. He was active in Charleston's Municipal Stadium leading roles in two Dock Street Theatre productions.

Lt. Carroll is the son of Mr. and Mrs. Carroll, of Charleston, S. C., Mr. and Mrs. Carroll are parents of a daughter and a son, and a sister, Mrs. Kennedy, of Charleston.

Fred D. Fleming

Fred D. Fleming, 47, news editor of KLZ, Denver, died suddenly March 10 following a heart attack. Death came at the home of John H. Hopkins Jr., member of the KLZ news staff, with whom Mr. and Mrs. Fleming were having dinner.

A veteran of the United States World War in which he served in the Navy, Mr. Fleming was for several years a well-known newspaperman in the West. He once served as city editor of a Denver newspaper and as bureau chief of the Associated Press, Denver.

In 1935 he joined KLZ, organizing what has become one of the country's outstanding radio newsrooms. Mr. Fleming enjoys one of the widest acquaintances of any newsman in the Rocky Mountain area, not only in radio and newspaper circles but with public officials and the general public. He was prominently identified with sports and figured in many of the fish and game stories adopted by the State of Colorado.

A native of Imperial, Neb., Mr. Fleming had spent the major part of his life in the Rocky Mountain region. He is survived by his wife and a son, Fred Jr., student at the U. of Colorado.

POT-O' GOLD WORKS

WPRA Broadcast Aids Labor-Wage Adjustments

FACED with the job of locating thousands of transient Puerto Rican laborers who were entitled to wages totaling about $800,000, the U. S. Dept. of Labor Wage & Hour Administration in the Central area found a solution by adopting the "Pot O' Gold" formula.

Literally hundreds of workers responded to the efforts of WPRA, Mayaguez, listing names of workers entitled to back wage restitutions totaling $10,000 to $20,000, according to Russell Sturgis, Wage & Hour Administration territorial representative.

GAG WRITER RULE PROBED BY ARMY

REPORTS from the West Coast last week that the Army had issued a directive permitting freelance writers to carry legal radio recordings, on their own time, to a denial from the War Dept., Washington, that any such move had been taken. It was learned from the Army Public Relations Bureau that the incident in which one former radio writer was given permission by his commanding officer to do a commercial script during his "off duty" hours was unusual.

Although the War Dept. declined comment pending a complete inquiry, sources pointed out that policy has forbidden soldiers to participate in outside business, once they put on the uniform. A directive prohibiting such extra activities was issued by the Adjutant General's Office last year after announcement had been made that Sgt. Ezra Stone, former star of the Henry Aldrich program, had signed a contract to continue his radio work after he entered the Army.

With many of radio's top gag and dramatic scriptwriters in the service, workloads on the 130 West Coast independent stations have been faced with the problem of finding new talent. It was reported that many of the former writers in the various radio industries were given permission by the Adjutant General's Office, now that they were in the Army, to continue their writing work, a field in which they had been studying for many years.

Spanish Discs

TRANSCRIPTIONS of the three weekly quarter-hour Spanish lessons which the radio programs department of General Foods Co., has been conducting on WQXR, New York, since January, are available to stations on a sustaining or local sponsor basis. The lessons have been heard by more than 300,000 people already signed—KARM, Fresno, Calif.; KTSA and KMAC, San Antonio; KMOM and KVKE, Dallas; KXNO, KMOX, St. Louis. Series, titled Let's Learn Spanish, runs for a 39-week period, and is transcribed by General Sound Studios, New York.
We are 21 miles from the nearest movie theatre and 50 miles from nearest town (San Bernardino) where we may hear real classical programs and see artists in person, or attend lectures, etc. Thus radio is doubly precious to us, and we are most thankful to the National Broadcasting Company and all the artists and fine announcers and commentators.

Question: How does one assay the many, many such letters received by the National Broadcasting Company in appreciation of its programs of public service?

Answer: As the pure gold of friendship. Of value to this country at war. Of value in creating cultural unity for a brighter future. Of value, also, in establishing network audiences for the 60 advertisers now using NBC as their advertising medium.

These services are among the benefits of the American system of free radio...
Big War Bond Drive Planned in April

Treasury to Mobilize All Stations for Campaign

AROUND-THE-CLOCK War Bond programs on all four major networks, with similar programs scheduled on hundreds of independent stations, will open the Treasury's Bond Drive April 12, Secretary Morgenthau announced last week. The Treasury mobilized radio behind its greatest financing effort through combined planning of the OWI, the NAB, the networks. All promotional activities in connection with the drive are under Stuart Peabody, advertising director of the Borden Co., on leave for the campaign [BROADCASTING, March 15].

Morgenthau's Wire

First indication of the Treasury's plan to make an all-out radio appeal occurred when Secretary Morgenthau telegraphed all station managers that the networks had already promised an entire day of Bond selling April 12 on all sustaining and commercial programs. He pointed out that individual stations in the past have cooperated, and asked the aid of both network affiliates and independents.

600 Already

Other messages were sent the stations by OWI Chief Elmer Dundy, FCC Chairman James L. Fly, and NAB President Neville Miller. As BROADCASTING went to press, the Treasury reported almost 600 stations had telegraphed their intention to cooperate with Radio Day.

Altogether the radio drive for the Second War Loan will run approximately 18 hours, the Treasury said, but plans for programming following the opening day are not complete. On the day preceding the drive, Sunday, April 11, however, the Treasury plans a special live show. During the remainder of the drive, special events, including film stars, special Treasury Star Parade transcriptions and announcements will be offered. Mr. Morgenthau asked stations to submit plans and suggestions.

The radio drive will be directly under Vincent F. Callahan, Treasury Dept. Director of Radio, Press and Advertising, with details in the hands of Marjorie L. Spriggs, Treasury radio chief.

Miss Spriggs said the networks and cooperating stations will blanket their day with Bond programs, and that one or two stars will spearhead the drive on each network.

In addition, all stations will receive live copy to be substituted in the OWI Announcement Plan package in place of other OWI messages. Treasury is also distributing a special half-hour Treasury Star Parade transcription.

Other programming ideas will be supplied by NAB, which will issue a special bulletin, an OWI fact sheet, and a special edition of the War Finance Committee News with suggestions for local promotion.

Secretary Morgenthau emphasized that quotas and amounts raised by stations would not be published, as "this is a cooperative not a competitive effort". Regional OWI and Treasury Field Officers will work directly with stations.

The committee planning the campaign includes: Mr. Peabody, Mr. Callahan, Miss Spriggs, C. E. Arney, NAB secretary-treasurer, Art Stringer, NAB director of promotion; Douglas Meservey, OWI Deputy Chief of Radio Bureau; Merrill (Pete) Barnum, deputy chief, OWI New York Radio Bureau; Eugene W. Sloan, executive director, War Savings Staff; Don Stauffer, chief of Radio Bureau, OWI; Nat Wolff, deputy chief, OWI Hollywood Radio Bureau; James Ro'ers, OWI liaison with the Treasury.

TOP OF THE DIAL-SO WTOP, TOO

WSJV Hardest to Remember, So Washington Letters Changed by CBS to "Spell a Word"

A SHIFT in call letters—from WJSV to WTOP—last week was authorized by the FCC for the CBS key station in Washington, effective April 1.

Carl J. Burklund, general manager, announced the change had been sought for listener convenience, since surveys have disclosed that call letters which spell a word are more easily remembered by listeners. The call WTOP also will associate the station with its position on 1500 kc, at the top of the standard broadcast band.

CBS, it is understood, contemplates a rather intensive local advertising campaign to promote the changeover. Efforts to obtain the new call have been under way for some time by Earl H. Gammons, CBS Washington director, and Mr. Burklund. It was first necessary to procure abandonment of the call by the police radio station in Philadelphia, O., which has used it for some time.

Mr. Burklund said that surveys made over several years have indicated that the call WJSV has been "a source of confusion to many listeners, particularly since they no longer had any significance with any slogan or person associated with the station." WJSV was taken over in 1932 from the late James S. Vance, whose initials were used in the call.

BATTERIES AWAIT WBZ ZINC STUDY

WPB ACTION to eliminate the shortage of farm radio batteries is expected shortly, with at least two agencies ready to advise the powerful Requirements Committee that immediate production is necessary and possible.

The Office of Civilian Supply last week completed a program designed to put rural radio on a basis of reasonable operating efficiency. At the same time, Consumer's Durable Goods Division, which must authorize minerals and materials necessary for production, is surveying commodities competing for the nation's limited zinc supply.

It is understood that zinc allocations in the past, with vastly curtailed civilians use of the metal, has met military schedules and there is an indication that sufficient zinc may soon be available to allow replenishment of dry cell battery stocks.

MONEY, MONEY, MONEY! The Oklahoma Publishing Co., owner of WKY, Oklahoma City, offered prizes to employees who turned in winning ideas on saving vital materials, bettering working conditions and economy of operation without loss of quality throughout the organization. First week of the contest found WKY's George M. Hamaker and Daryl McAllister among the winners. Gazers at money are (1 to r): Engineer Jack Lovell, WKY's representative on the suggestion committee; Hamaker; Gayle V. Grubb, WKY manager, and McAllister.

Hurd on WNAC

Mr. Hurd

VOLNEY HURD, radio editor of The Christian Science Monitor, and well known commentator on international broadcasting, has joined WNAC, a thrice-weekly 15-minute news period based in Boston. Mr. Hurd, since the war has shortwave allied missions in the European underground. He has served WNAC in various capacities, including that of city editor, and has been the directive force behind the paper's radio pattern.

House Group Asks Grade Label Study

Committee Reports Favorably On Halleck Resolution

AN INVESTIGATION of grade labeling and other standardization programs of war agencies was approved by the House Rules Committee Thursday, which voted to report the resolution introduced by Rep. Halleck (R-Ind.).

The resolution, as approved by the committee, also provides for an investigation of any Government plans to curtail production of newspapers. As introduced, the resolution is intended to determine whether labeling programs "which upset our normal competitive economy" are necessary to win the war [BROADCASTING, Feb. 8, March 1]. Thus far this year a 10% reduction in newspaper and magazine consumption had been effected.

Within War Effort?

Much of the momentum behind the measure resulted from attacks on OPA's order for grade labeling of the 1943 fruit and vegetable pack. The Halleck Resolution would have the House Interstate Commerce Committee determine whether standardization comes within the war effort. OPA Chief Prentiss Brown said last month that the grade labeling order would be enforced.

Addition of the newprint investigation to the Halleck measure is expected to solidify support for a strong measure, and Mr. Hurd commented that newprint reduction and standardization of brands, leaving "nothing for anybody to advertise, would be a terrible blow to the newspapers."

In the face of Congressional attacks, OPA has stated that the labeling requirement was adopted as a long-range mechanism, and that it will not have any effect on advertising, since brand names are retained, with labels merely stating what the Dept. of Agriculture grades of food are within.

Rep. Halleck said, however, that he understands there are proposals to grade some commodities, "to take off the brand names and put on some grade or victory name."
This little budget went to WORL, Boston
Harvard U. To Conduct Survey
Of Radio as Retailer Medium

Prof. C. H. Sandage, Who Directed Broadcasting
Census of Dept. of Commerce, to Head Study

A DETAILED study of radio as an advertising medium for retailers, service establishments and manufacturers with local distribution has been authorized by Harvard U.'s Graduate School of Business Administration, with Prof. C. H. Sandage, of Miami U., Oxford, Ohio, retained as visiting professor of business research.

Prof. Sandage, while with the Department of Commerce in 1935-37, conducted the original special census of broadcasting for the Bureau of Foreign & Domestic Commerce. This became the forerunner of the FCC's annual analysis of broadcast station and network operations. He plans to undertake the Harvard study for a year.

In a letter accompanying questionnaires sent to retail establishments and to broadcast stations, Prof. Sandage said the purpose was in line with the school's effort toward increasing efficiency of various business tools and practices. The retail advertising study is to analyze use of the medium in the hope that the results will be helpful "as a guide to present and future users of radio."

Will Publish Result

The firm questionnaire was sent to retail establishments which have used radio. Results of the study will be made available to the entire retail field and to the broadcasting industry. The questionnaires are confidential.

Cooperating firms are asked to supply data covering the length of their use of radio advertising, over-all expenditures for advertising of all types, percentage spent for radio, and percentage of current advertising budgets earmarked for radio.

With respect to 1942, stores are asked the specific purpose of the radio campaign—whether it was for goodwill, to promote a particular department, or to sell specific merchandise or service.

Types of radio time used (spot announcements, programs of ten minutes or more, or other) are sought in a breakdown, along with the percentage of the budget so spent. Also sought is the type of program material used and the appeals used in the commercials, such as style, service, price, etc.

Organization Studied

Stores are asked to specify the economic group they reach (low, medium or high). Opinions are sought on whether the results were successful and the degree of success. The manner in which programs were organized and prepared (advertising departments, station personnel, agency, or combination) is asked. Final questions cover sales volume in 1942, stations used, type of business, statistical evidence of results.

The station questionnaire elicits information on total number of accounts, number of local accounts, volume of local business, percentage of local revenue from various types of accounts, rate differentials between national and local, percentage of local business through advertising agencies, and related data.

New Enso Series

J. C. ENO (U. S.) Ltd., Bloomfield, N. J., on April 15 will start a campaign for its "effervescent sparkling saline" on WJZ, New York, using a half-hour recorded program titled "Radio Theatre. Aired Thursday, 10:30-11 p.m., the series will present well-known stars in dramatizations of stories by Mary Roberts Rinehart, Damon Runyon and other writers. Music will be provided by a 27-piece orchestra conducted by Mahlon Merrick. Radio advertising will be confined to WJZ for the present. Etherton & Currier, New York, is the agency.

In Room 102

FOR A WEEK WGL, Fort Wayne, had been announcing Room 102, Court House, as the place to send entries in the Allen County Salvage Slogan Contest—but all of a sudden it was changed. It was learned that Room 102 was the ladies' rest room. The correct number is Room 100!

Dif Cleaners

STARTING OFF just as housewives are beginning to plan their spring cleaning, Dif Corp., Garwood, N. J., begins a schedule of participations on women's programs around the first of April for Household Cleaner and Hand Cleaner. Dif will use Market Basket on WGY, Schenectady, Ruth Well's program on KYW, Philadelphia, and Mary Margaret McBride's five-weekly series on WEF, New York. Contracts are for 52 weeks. Grey Adv., New York, handles the account.

Agency-WOR Billings

FOR THE second successive year, Ruthrauff & Ryan and Young & Rubicam hold first and second place, respectively, in the list of 10 advertising agencies placing the most business on WOR, New York, during 1942. According to the WOR list, the remaining eight agencies in order are: Erwin, Wasey & Co.; Neff-Rogow; J. Walter Thompson Co.; BBDO; Newell - Emmett Co.; Compton Adv.; Franklin Bruck Adv. Agency, and Arthur Rosenberg Co.

Post-War Planning

Is Urged by Hooper

‘Father’ of Navy Radio Retires

After Brilliant Career

POST-WAR planning in electronics must be given serious consideration now or there will be chaos in the industry when the armistice finally comes.

With that warning, Rear Adm. C. H. Hooper, USN, retired last Monday from active duty after completing a distinguished career in the Navy, which had included leading posts in radio and communications. His last post was General Consultant for Radio, Radar and Underwater Sound Equipment in the Office of Inspector of Naval Material, New York.

In World War I Admiral Hooper directed and built radio communications for the Navy from an infant industry. Long known as the “father” of Navy radio, the admiral had served as Director of Naval Communications, chief of radio liaison for the Chief of Naval Operations and chief of the radio division of the Bureau of Engineering. His career began in 1907, upon his commission at graduation from the Naval Academy at Annapolis.

Radio Achievements

In his retirement statement Admiral Hooper declared: "The electronics industry as a whole and the individuals contributing in a thousand ways to the improvement and production of electronics for the armed services are earning the right to great pride for their war record. American ingenuity in new developments, as well as our superior mass production, is already having a telling effect on our enemies. We lead the world in this branch. Such ingenuity will give more and more the edge necessary for war and peace."

Although cautioning that it "would be dangerous to the present war effort to think too much about the post-war situation in the electronics field", he asserted "we must be planning nevertheless. "As the industry has done so much for the Navy and for me personally," he said, "I plan to devote the immediate future to assisting it in every way possible, not only in the present war effort, but in preparing for post-war conditions."

Lit Bros. on WFIL

LIT BROS., Philadelphia department store, has started a 10-minute nightly series on WFIL, Philadelphia, called "Spot on the Map," explaining cities and countries involved in the war. Program is promoted in newspaper, poster and other media. It is written by Jane Richter of the store staff, and handled by Edward Fielding, free-lance announcer.

REPORTERS OF GROAN and grunt have taken the count themselves—in the interests of blood donation to the Red Cross. It happened in connection with a mass contribution by these members of the Sports Broadcasters Assn. (1 to r): Ted Husing, Nurse H. Schutt, Red Barber (holding a Mutual mike as the event was broadcast), Tom Slater, and on the table, Dave Driscoll. Broadcast encouraged radio listeners to give a pint of blood to save the life of a soldier, who is wounded in action.
This simple monogram of the letters "YD" is a poignant symbol to the people of New England for it is the emblem of the Yankee Division—their own group of fighting men—which won fame and glory on the battlefields of France in 1918. The Yankee Division took part in many important engagements, foremost among which were the Chemin-des-Dames action; the Marne counter-offensive; the attack which succeeded in pushing in the west side of the St. Mihiel salient; and the routing of the Germans in the Argonne. For their bravery, daring and devotion to duty, 239 members of this famous unit were honored with the Distinguished Service Cross. And today, the young men of New England are capably upholding the glorious traditions which their fathers in the Yankee Division established twenty-five years ago.

* * *

For more than eighteen years, the letters WTIC have been a symbol of service and integrity. That is why the people of Southern New England turn to WTIC when they desire entertainment or information of a high standard. That is why national advertisers have found it profitable to use WTIC to cover this lucrative market. And that is why we can proudly say

There's Not Another LIKE IT!

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
INASMUCH as Verl Bratton’s communication in the March 15 issue of Broadcasting concerns itself chiefly with the quality of BMI music, for which I am primarily responsible, I am undertaking an answer which I hope may justify your editorial consideration. We are indebted to Mr. Bratton for giving to BMI’s problems objective, critical thought, and with him we urge that all station and program managers should give thought to our mutual problems.

The major point of Mr. Bratton’s article concerned itself with the quality of much of the material which is being shipped to stations, as an example of which he sets forth the lyric of a composition entitled “Sweat Shop Blues.” This is not published by BMI, but by an affiliate.

Mr. Bratton truthfully says, “Many of the broadcast directors of BMI did musical directors have need of such large waste baskets.” I personally share Mr. Bratton’s adverse opinion of the song to which he refers. This song is among a number of compositions which are more un-suitable than much of the music published by ASCAP publishers. One of the differences between ASCAP and BMI, as licensees, is that BMI distributes music exclusively to its licensees while ASCAP does not. No music distributed by BMI, other than that bearing the BMI imprint, is furnished to the broadcaster or BMI one cent.

Gratis Distribution

We have established the policy of sending out, on behalf of BMI affiliated publishers, any music which is published at their expense, and of which these affiliates are willing to furnish free copies provided only that the music is not, in our opinion, a copyright infringement or indecent in character. For us to do otherwise would be to assume the role of a censor of taste. We feel that we should not presume to direct what an affiliated publisher shall offer for broadcast so long as it may be performed without risk of law suit.

Therefore, included in every bundle of music that broadcasters receive from BMI is a sample of music which is excellent in quality, some of which is border-line, and some of which is bad. Occasionally a song which might to us seem quite useless for broadcast purposes, will fill the needs of some stations. In some cases, indeed, a song which many program directors would consider useless achieves hit proportions. It is not possible that some program directors would not have recognized, from an initial review of the manuscript, that the “Hut But Long” was destined to be a hit.

In any event, any music which the program director decides to discard can be tossed into that “waste basket” without any more expense than the time consumed in glanced at it. I doubt if it would be wise for us to refuse to send out music in which some affiliated publisher has enough confidence to invest money in its publication and to send out free copies.

Best Sellers in England

What we must not lose sight of is that in the bundle which contains the useless composition are also contained a good quantity of hit tunes. The very bundle which contained “Sweat Shop Blues” also contained several compositions which have reached hit proportions. I am personally aware of the fact that some songs which are not the inherent merit of the music, involved in winning a place on these “sheets”. However, within the last few weeks the following compositions, exclusively licensed by BMI, have appeared conspicuously and regularly on the charts—“Brazil”, “I Don’t Believe in Rumors”, “When the Lights Go On Again”, “I Wish, I Wish, I Wish”, “There’s an F.D.R. in Freedom”, “Canteen Bounce”, “It Started All Over Again”, “I Heard You Cried Last Night”, “That Soldier of Mine”, “Do I Know What I’m Doing”, and “Don’t Cry”. For a better proof of quality, may I call Mr. Bratton’s attention to the fact that during the last few weeks five numbers licensed by BMI, including one published by BMI, have appeared at the top of the list of best sellers among music publishers.

With one statement that Mr. Bratton makes I must differ sharply. Mr. Bratton writes: “The fact remains that as a source of new music, BMI is, in my opinion, a complete washout.”

Fortunately, we have factual information with respect to the extent to which BMI music is used. This is because of our very complete and accurate logging of the performances of our affiliated stations. Mr. Bratton’s station, for instance, logged its programs for the month of December 1941 and December 1942. His logs reveal an increased use of BMI music. In December 1941 30% of the musical performances on WREN were of BMI material. In December 1942, 55% of these performances were of BMI material. A more conclusive example may be drawn from the statistics of the entire industry.

BMI Shows Increase

BMI’s highest quarter in number of performances was that which ended Sept. 30, 1941. During this quarter air and BMI had a virtual monopoly. This quarter, therefore, shows the maximum possible number of BMI performances, the fullest use made of BMI music during a time when broadcasters had no other major reservoir of music available to them. Our checks are now going out to affiliated publishers and to composers for the quarter ending Dec. 31, 1942, a period when ASCAP music had been back on the air for more than one year. The number of performances in this period for stations and networks combined is 40% as great as during our highest quarter when ASCAP music was unavailable.

This percentage, moreover, excludes the works which BMI has under the blanket type of license which does not require logging and returns. During this period more than 30% of the catalogues of E. B. Marks, G. Ricordi, E. C. Schirmer, M. M. Cole and Jewish Society. While we are far from satisfied with this ratio, we feel that if someone had told a broadcaster before BMI was formed that stations would still be relying on BMI for more than 40% of their performances after ASCAP was back on the air, he would have been called over-optimistic.

It is true that this use results not only from the currently published numbers but from BMI’s larger backlog. I assume that all of our licensees are aware of the fact that BMI has sharply curtailed the output of music published by it (as distinguished from that merely licensed by it) since the return of ASCAP to the air. During 1941 BMI published an average of 75 popular titles per month in both sheet music and orchestration form. We have now reduced our own output to the normal basis maintained by other publishers. Our more than 450 affiliated publishers have always maintained a normal schedule of production. Our backlog of standard, salon and classical music has been steadily increased. Our first index, published in 1941, contained approximately 35,000, and the index now in the process of printing which will be distributed in April, contains approximately 100,000 titles.

No Relaxation

Having answered the points in Mr. Bratton’s letter on what I feel that he is misinformed, I now want to come to the portions of his communication that seem to me to be thoroughly constructive. First, however, I would like to clear up one additional misconception. No one at BMI is self satisfied or has relaxed his efforts. We all feel that the industry has engaged in no dissatisfaction with BMI’s accomplishments and continually to strive for the betterment of BMI’s all-over service to its licensees. We are constantly studying, planning and working to that end. We all desire that BMI’s music be improved in quality, and we have already obtained the approval of our Board to plans for expansion which will, we think, definitely improve the output of our material.

We have instituted program managers’ meetings which have been mutually profitable to broadcasters and which will be continued. We have engaged Mr. Roy Harlow, a man thoroughly experienced in program building, to bring to the attention of our licensees the music of good quality distributed by BMI, and to maintain constant and direct contact with program
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE

NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$221,768,000 $33,256,000

CASH INCOME AND GOVERNMENT PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY

NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$1,420,600 (MILLIONS) $530,5 (MILLIONS)

VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives
GREAT LIFE, THIS ARMY

It's Tough, But Fun, Writes Joseph R. Spadea;
—He's Slated for OCS

REMEMBER him? He's Pfc. Joseph R. Spadea, who as a station representative has pounded pavements in New York, Detroit and points East and West for Edward Petry & Co. and Joseph H. McGillivra. Because he became incensed over Axis tactics, Joe tossed over the 15% business some months ago to take a fjing at Army life. He is stationed at Truxx Field, Madison, Wisconsin, and is engaged in technical training for the Army Air Forces, preparatory to O.C.S. training.

"Little Rough"

Want to know a little about Army life for a radio man? Here's what Joe has to say:

"Have been transferred up here to radio school for a little mechanical training. The work is a little rough but I am enjoying it very much.

"For instance, we have to fall out of bed every a.m. at 5, do our barracks chores, eat and be ready for the first class at 7 a.m. We go to school until 2 p.m., with an hour break for 'chow' at 10 a.m.

"Right after school we hit the dusty roads and snowy pastures for 1½ to 2 hours of calisthenics. This job is a rough one for many of us, especially for older men — but again it's fun. Have lost my second front and 25 pounds to boot. Feel like 21 all over again.

Hopes to Pass

"We don't have much time to fool around. We study very much after calisthenics up until 9 p.m.—at 9:30 lights are out and we're in bed at that time. They insist on all students getting at least 7 hours' sleep. Next Tuesday we start on the swing shift from 11 p.m. to 6 a.m. and they (former students) say it's a tough racket.

"So far have shown up my work and expect to pass with good grades.

"We get one day a week off and spend that time at the A. F. Wiscon-sin library trying to keep ahead of our instructor. The old Army game of outfoxing the teacher.

"After my 12 weeks, I'll be shipped back to Patterson Field, Dayton, O., where I'll appear before the board for my O.C.S. training in the Air Forces."

"This Army life isn't as bad as some people think. It's really fun if one makes up his mind to like it and to get whatever good he can out of it. Had I known the Army was so much fun before, I would have been in it long before this.

"You know, there are a lot of friends I'd like to write in the broadcasting business, but time does not permit me to do so. Your publication is the only way I could possibly say hello to them and to let them know what I'm doing. If you have a few inches of space, would appreciate your looking over the enclosed item for a possible release."
As simple as Push-Button Control...

SPOT BROADCASTING
GIVES YOU WHAT YOU NEED!
...exactly When and Where you need it!

Spot Broadcasting gives you all the power of radio on a sensible market-by-market basis. Instead of a pre-determined group, you pick each market by size, by condition or by location to fit your selling needs...and you get the best station everywhere because you select each one regardless of network affiliation. And you pick the broadcast time to reach ready-made audiences of your kind of customers with announcements or programs of any type. That way budgets are fitted to sales volume or potential in this flexible market-wise advertising!

Should you know more about Spot Radio...more about what it can do for the efficiency and effectiveness of your advertising now, whatever your budget? Then talk to your John Blair man about it. He has plenty of marketing and merchandising facts...plenty of facts on many of the nation's leading radio stations that you can most profitably use.

An interesting, informative booklet, "Spot Broadcasting," will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.
AIR MAGAZINE
A MAGAZINE of the air, Highlights For Today, is broadcast on Sunday evenings by the Canadian Broadcasting Corp. over its national commercial network for the National War Finance Committee. Programs are by well-known names in Canadian writing and entertainment fields. Gordon Sinclair, feature writer, is handling interviews which tie in with current events. John Collingwood Reade, news commentator, conducts the programs and serves as editor.

News Angles
COMBINING spot news, features and editorials, a morning quarter-hour program started on WIBG, Philadelphia, March 1 by Erlanger Brewing Co., Philadelphia. Roy Neal handles news and commercials; Esther Morris does spot features, women’s and rationing news, and editorials are read by Douglas Arthur. Program was placed through J. M. Korn Agency, Philadelphia.

Nostalgia
ENTERTAINMENT by recalling “the old days” through tunes and questions which suggest memories is the aim of Remember When. A new series in WCKY, Cincinnati, written by Elmer Tesfahan and produced by Al Bland.

NEW TYPE OF MAP
A MAIL MAP based on an analysis of 120,000 pieces of audience mail has been published by WOW, Omaha, as “the first standard mail map ever issued.”

Mystery for Williams
J. B. WILLIAMS Co., Glastonbury, Conn., which currently sponsors True or False on the BLUE Network for its shaving cream, on April 7 will start a half-hour mystery drama on five stations of the New England regional network, the series to be fed from an NBC studio in New York. The company has not announced the detective story it will sponsor, but it is understood that Nero Wolfe or Perry Mason stories are both under consideration. Agency is J. Walter Thompson Co., New York.
GET THE FULL MEASURE

From Your Advertising Dollar!

There are new riches in the Northwestern Ohio and Southern Michigan area. Everyday, more and more workers are added to the payrolls of this industrial center. The rising buying power of these new workers assures you the full measure from your advertising dollar when you use WSPD —The FIRST STATION in this vital market.

Just Ask Katz

WSPD
TOLEDO, OHIO

5000 Watts  Basic NBC

A FORT INDUSTRY STATION
YOU CAN BANK ON IT
WBAL DEDICATES SUNDAY, OCT. 29
TO
"WOMEN AT WAR"

WBAL Dedicates Saturday, December 12th
to the
UNITED STATES ARMY

Our Railway Men Stand upon the alert,
To the signal of the Nation.

WBAL Dedicates Saturday, March 13th, to
CIVILIAN DEFENSE

WBAL Dedicates Saturday, January 23rd
to the
AMERICAN RED CROSS

WBAL Dedicates Saturday, November 14th
to the
UNITED STATES NAVY

WBAL Dedicates Saturday, February 18th
INDUSTRY AT WORK
SPOTLIGHTING EACH PHASE OF THE WAR EFFORT

“I am a woman. Two of my brothers are in the service. I want to help the war effort in every way possible. What fields of activity are open to me?”

“How about the Red Cross? Is there any work I can do to help the Red Cross in its wonderful war work?”

“My boy is in the Navy. What kind of a life is he leading?”

Perhaps I should take a job in a war industry. But is there any place for my particular skills? And how do I go about getting a job?”

“I expect to be in the service soon. What is army life like?”

“Is there an opportunity for me to serve in Civilian Defense? What should I do?”

WBAL has set out to answer these questions and to give listeners the facts about every phase of the War Effort by frequently dedicating an ENTIRE DAY to some specific war activity.

These “days” are publicized in full page ads in the Baltimore News-Post.

We, of WBAL, know that the people in our area want to do everything possible to bring about victory, and we are using all our facilities enthusiastically to help them participate fully.
Barrel Bottom

NEXT MONTH—April 27-29—the industry gathers in Chicago for its first War Conference, under NAB auspices. Nearly a year ago, the NAB held its last annual conference, after the nation had been in this global war six months.

At that meeting uncertainty and confusion were rampant. Radio had undergone a tectonic, elecute task as a war arm. It was breaking ground daily, almost hourly. The job was being done, haphazardly perhaps in the eyes of broadcasters, but it won the acclaim of Government and public alike.

In the months that have elapsed, many elecute groupings of doubt have been resolved. But there are others still with us that will remain until the war is won. A year ago, business was uncertain. There were the early war problems of censorship, Government programming, the equipment shortage, manpower, Interceptor Command (now Fighter Command) differences over “radio silence”, along with the perennial peace-time headaches of radio.

In retrospection, remarkable things have been accomplished. Censorship has been bowed under a voluntary code, with a ripple of controversy; OWI has done a respectable job of channelling Government programs, though through some rough spots; the equipmen shortage, which threatened closure of many stations, has been alleviated through the highly efficient work of WPB and its radio heads, Ray P. Ellis and Frank H. McIntosh. And the threatened business upheaval, thanks to judicious industry management, failed to materialize.

The problem that looms largest now is manpower. Despite classification of broadcasting as an essential industry, the drain on personnel has continued more or less unabated. Daily, key men are being pulled from important posts on stations and networks. Replacements are well-nigh impossible all down the line. The larger operations, by virtue of more attractive “big-league” positions, find it possible to wean away members of smaller station staffs. And the little fellows, in no few instances, are operating with less than skeleton staffs and with makeshift organizations.

There can be no question of radio’s status as an essential industry. But there is serious question about the ability of all elements in the industry continuing their efficient peak mankind operation without adequate personnel. It isn’t a problem peculiar to radio—practically all of the 30-odd industries classified as essential are experiencing similar difficulties.

At the Chicago War Conference, the keynote will be radio’s wartime functions. Government officials have been asked to attend and counsel with industry spokesmen on measures of improving radio’s war effort contribution and of coping with the myriad questions constantly arising in a war economy. Nonessential projects—those that could not do wartime operations—have no place at this important session, which is justified only because the broadcasting industry is geared so closely to the war, as a sort of deputy of Government maintaining swift, intimate and human contact with the people.

Everything possible is being done in Washington by industry spokesmen to cope with the manpower problem. Radio, with an over-all personnel of only some 20,000, is but an infinitesimal factor in the quest for an armed force of 12,000,000. There is no disposition to claim that radio’s present personnel roster constitutes an indispensable minimum. But at the pace men are being withdrawn, not only for armed services but for civilian Government work, the bottom of the barrel soon will be reached.

Manpower, we think, is the No. 1 problem at the War Conference.

Without Malice

JUST A MONTH ago the Cox Select Committee to investigate the FCC announced the appointment of Eugene L. Garey, New York attorney of excellent background and standing, as its chief counsel. The appointment came after the House overwhelmingly had voted for the inquiry and after harsh words had been uttered on the House floor against the FCC’s stewardship and particularly its chairman, James Lawrence Fly.

The investigation then had all the earmarks of becoming a knock-down-drag-out fight, largely because two men—Chairman Cox and E. E. Cox (D-Ga.) of the Committee and Mr. Fly. Charges of “gestapo” tactics and of Communism and draft-dodging were hurled by the Georgian against the Commission and its personnel. There were counter-allegations of an impropriety by Judge Cox of representation of a Georgia station before the FCC, with Mr. Fly seeking Dept. of Justice to intervene.

Since Mr. Garey’s appointment, the deluge of charges and counter-charges has stopped. The Committee counsel hasn’t indulged in name-calling. Data is being collected by the Committee without publicity or headline hunting. It is evident that he and his staff, thus far in any event, propose to conduct a thoroughly businesslike, lawyer-like and proper inquiry into the FCC, its personnel and its policies, as the House resolution provides.

There is reason for gratification over the manner in which the FCC has, through his chief aide, Fred L. Walker, of Detroit, has pursued the preliminary study. The broadcasting industry, of course, is vitally interested in the outcome because upon it will depend the type of regulation to which it will be subjected. An investigation which would result only in muddling the already confusing situation would be born with chaos. One aimed toward ferreting out the facts with a view toward remedial legislation will clarify the position both of the FCC and the industries affected.

We hope the Cox Committee continues its indicated course toward a fact-finding study looking to equitable regulation of communications within the bounds of Congressional intent. There no longer can be any doubt that the present FCC majority has gone far afield.

Reformer Grenius

A NEW pass at curtailment of advertising, as a war economy measure, is being undertaken on the Washington war front by so-called consumer reform groups. Since the war’s advent, these anti-advertising groups have attempted to use a number of devices to force elimination of brand name advertising and now, with civilian supplies of goods diminishing gradually, they apparently are trying for another all-out effort.

In informed Washington circles it is reported that the new campaign, to urge cutting down on, or the complete abandonment of, advertising for the duration, already has been launched by groups following the Consumers Union pattern. The contention is that advertising should be trimmed to the point where companies will limit space and time purchases to just enough to move goods available for sale. It is argued that current advertising is being done largely as a means of tax avoidance.

These reform groups aren’t likely to get very far with their new effort. Price Administrator Prentiss Brown, in weeding out OPA, appears to have eliminated a substantial portion of the radical fringe element. Before he took over the OPA helm, grade-labeling of certain commodities had been introduced, but even that now is being rescinded, with the permission to be sold as “price-reduced goods.”

Advertising already has performed outstanding service in the war interest. The job being done, at practically no government expense for time or space (none whatever for radio time) on bond sales, salvage campaigns, blood plasma, point rationing education and service enlistments, has been such as to head off any summertime deluge in responsible quarters. The cost is being absorbed by the advertisers and the media. The Advertising Council, representing all private groups, has cooperated ably down the line.

While it appears, at this writing, that the reformers are being kept at bay, these sporadic forays into the field of advertising are a constant state of alert on the Washington regulatory front by the entire advertising fraternity.
JOURNALISM lost a great editorial cartoonist but radio gained a greater promotionist when James Millar LeGate finally gave up an ambition to become an artist to enter the advertising promotion field.

As a result of his change of heart, brought about by disappointments as an editorial cartoonist and layout man, plus the fact that his job folded up beneath him, Jim LeGate today is general manager of WIOD, Miami, and doing a bang-up job for radio.

For 15 years, by his own admission, Jim had the usual trouble in grammar and high school in Elkton, Ill., where he was born Dec. 11, 1901. He felt studying wasn't necessary but somehow managed two years of high school before moving with his parents to South Bend, Ind. in 1916. An auto accident and sickness delayed his studies for five years but he finally was graduated from the South Bend high school.

Displaying some talent for art, Jim decided against college and entered the Chicago Academy of Fine Arts. Finances wouldn't permit a second year so he found a job at Sears, Roebuck & Co., Chicago, and studied art with Myer-Both at night. A year later he returned to South Bend and talked himself into a job as layout man and editorial cartoonist on the News-Times.

After three years in that job he was transferred to the advertising department as salesman, at his own request. Five years later the paper changed hands and that's when Jim's job folded up. He connected with the Indianapolis News as promotion manager. He recalls that the heavy schedule of trade journal advertising scared the "daylights" out of him but a cooperative boss with a kind understanding helped him to do a job and gain a world of experience.

Two years later Jim LeGate's boss joined the Dayton (O.) Daily News as advertising director and took Jim along as promotion manager. When ex-Gov. James M. Cox, owner and publisher of the News, the Springfield (O.) News & Sun and the Miami Daily News, bought a radio station and moved it to Dayton as WHIO in 1935, Jim LeGate was assigned to handle the station promotion.

For a while he divided his time between the Cox newspapers and radio. In 1938 Jim went to Miami to direct promotion for the Daily News and WIOD, which Mr. Cox had acquired. Late in 1940, when Mr. Cox purchased the Atlanta Journal and WSB, J. Leonard Reinsch was transferred as manager of WHIO to manage WSB. Jim LeGate was sent back to Dayton to take over WHIO.

Three years later, almost to the day, Mr. LeGate returned to Miami as manager of WIOD. He has promoted everything from Bible contests to water carnivals. His greatest compliment for promotion work, he considers, came from his boss after a dismal failure of one stunt. Said the boss, "Jim, even in a flop, you're colossal." Mr. LeGate still keeps keen interest in all station promotion and he manages to keep a finger in it from time to time.

He is married and has a 10-year-old son. He has been appointed to virtually every civic committee in town. When time permits he enjoys tennis and swimming and (off-the-record) he still likes to dabble in art. Once he took up boxing but quit because he "got tired of leaning with my snorkle all the time".

SCHUYLER ENSELL, formerly with BBDO, and the Spot Sales Division of CBS, has joined the sales staff of John Blair & Co., station representative.

GEORGE L. MOSKOVICS, sales promotion manager of CBS western division, addressed the Seattle Adv. and Sales Club March 2 on the conditions in advertising. Ed Buc- kelley, station relations manager for CBS Columbia Pacific Network, and H. J. Guillian, general manager of KIRO, Seattle, were also present.

CAPT. PAUL H. HEITMEYER, former manager of KJO, Ogden, Utah, is stationed at Fort Francis E. Warren, Cheyenne, Wyo., in the Quartermaster Replacement Training Center. He is in the Administration teaching Quartermaster Organization.

RALPH G. TUCHMAN, of the Broadcasting editorial staff, was inducted into the Army March 15 at Washington and ordered to report to Camp Lee, Va. He was named acting corporal.

KAY MacEwen, salesman of WSRF, Stamford, Conn., has been seriously ill with influenza. George Backus, former salesman, expects to enter the service shortly.

SOCS VRATIS, sales manager of KGTO, Missouri, Mont., is a member of the newly-formed Better Governing Council of Missoula. James Alden Barber, assistant manager, has been appointed to the Community Music Council.

KARL SUTPHIN, former associate editor of Goldlom magazine, has joined the promotion staff of WLS, Chicago.

MARSHALL S. NEAL, general manager of KWWK, Paducah, Ky., is taking a three-week course to qualify for civil service at Fort Leavenworth, Kan.

D. MARSHALL WALKER, account executive of KPAS, Paducah, Ky., has joined the Marines.

RALPH BLOCK has resigned as assistant regional director of the Office of Price Administration in Des Moines. Mr. Reinsch was appointed to the OWI as deputy chief of operations in a foreign field.

Ben McGlashan, owner of KGJF, Mobile, Ala., has again purchased the Coastal Patrol is stationed in San Benito, Tex.

Lee Winnie, continuing as Los Angeles' student manager for Warner Bros, has been appointed commercial manager.

WENDELL B. CAMPBELL, general sales manager, has been named assistant station manager and director of operations of KMOX, St. Louis.

CHARLES C. PALMER, at one time local director of Lavin Co., has joined the BLUE sales staff.

JESS JONES, sales manager of KKNK, Santa Barbara, Calif., has been inducted into the Army.

JOHN McDONALD, NBC vice-president in charge of finances, has returned from New York for Hollywood conferences with Sidney X. Stroms, western division vice-president.

JULES STEIN, president of Music Publishers of America, Beverly Hills, Calif., talent service, has recovered from injuries received in an auto accident.

DAN CARR has been appointed manager of WIVK, Knoxville, Tenn., being promoted from production manager.

LLOYD MOFFAT, general manager of CKYI, Prince Albert, Sask., is the father of a baby boy.

KMAC License Assigned
To Howard W. Davis
VOLUNTARY assignment of li-
ence of KMAC, San Antonio, from W. W. McAllister and How-
ward W. Davis, doing business as The Walmac Co., to Howard W. Davis, trading as The Walmac Co., was authorized March 16 by the FCC. Total consideration is $35,000. Mr. Davis, who has been general manager of KMAC since 1933, purchased 50% of The Walmac Co. in December, 1942, from Mr. McAllister.

In 1938 Mr. Davis purchased 33 1/3% of KPAB, Laredo, Tex., and became its president. Mr. McAllister was also associated with KPAB as part owner and secretary-treasurer. Mr. Davis owns the Starkist Co., San Antonio, manufacturers of Starkist toothpaste.

Stephen Vincent Benet Dies of Heart Attack
STEPHEN VINCENT BENET, 44, noted American author and poet, who had been devoting much of his time lately to writing ma-
terial for radio programs, died sud-
denly March 15 in his home in New York after a heart attack. Among broadcasts for which he provided scripts, was the "Your Army" portion of This Is War, Dear Adolf, and others.

Mr. Benet became ill prior to a scheduled appearance March 7 on NBC's Lands of the Free series, and died before he could finish an address which he was to make. He is survived by his wife, three children, a brother and a sister.

Owens Heads WDRO
ARTHUR OWENS, chief an-
nouncer of WCSS, Portland, Me., has become manager of WDRO, Augusta, replacing Jack Atwood who was commissioned a first lieutenant in the Marine Corps. Mr. Owen since 1940 had been with WCSS, operated by the same management as WDRO. Al-

KHUB Changes
ROGER R. HUNT, formerly of Koin, Portland, Ore., KROY, Sac-
ramento, and the McClatchy Broad-
casting Co., has been named manager of KHUB, Waterville, Calif., after a staff reorganization. John Oliveira, formerly with BCAC in Solvay, Cal., is chief engineer and Rex S. Bowen of KFBR, Sacra-
mento, program director.

CHARLES DANT, musical director of NBC Hollywood, has been signed for the Producers' Seminar Corp. film "Submarine Base".

LINCOLN SIMonds of the New York sales staff of CBS, and Co.
ata;

EDGAR KOBK, executive vice-
tary of ABC, has resigned, report-
ing at his home from the grippe. He expects to be back at his desk this week.
Any food-broker handling a cereal account, knows what competition means. But the intensity of that competition makes sales-gains doubly pleasing.

So Kelsie D. Stone, head of the Des Moines office of Hagen-Stone, has reason to be pleased with the advertising of Miller Cereal Mills on Station KSO. Reports Mr. Stone:

"Miller gave radio a stiff test in the Des Moines area. Using radio advertising only, Miller started a campaign to increase sales of Corn Flakes in mid-winter.

"The success of this campaign, and similar success with Miller Wheat Flakes later on, certainly proves the selling pull of KSO."

KSO

BASIC BLUE
AND MUTUAL
5000 WATTS

BASIC COLUMBUS
5000 WATTS

The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune
Represented by The Katz Agency
What to do when your radio department shrinks

When your radio department keeps losing more and more of its best people—writers, engineers, musicians, producers—you can do one of two things:

You can worry along with less manpower, work longer hours, put a part of the burden on other staff members not too familiar with radio problems, avoid seeking new business and do your best to keep present clients satisfied—

Or, you can draw on the experience of one of the most complete, most capable radio staffs in the country: NBC Radio-Recording Division.

Is it dramatic programs you need? Or is it a woman commentator, a musical show, a mystery thriller, a “personality” program? They’re all available here—suited to your needs in length, frequency, subject, and cost.

And you have no worries about the time, skill, or talent for their production. The shows are complete—ready for you to broadcast! Or, if you require a “tailor-made” job all the way, our complete facilities are at your disposal, from creating the program idea to recording it perfectly—Orthacoustic.

If your radio department is shrinking these days—you can still expand your service and business—with one of the services of NBC Radio-Recording Division!

WE’VE DONE IT FOR THEM... WE CAN DO IT FOR YOU!

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

WE’VE DONE IT FOR THEM... WE CAN DO IT FOR YOU!

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

WE’VE DONE IT FOR THEM... WE CAN DO IT FOR YOU!

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For a Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year’s series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.
R. C. Ganter appointed WFBL’s Program Chief

GEORGE PERKINS, program director of WFBL, single mother, has been succeeded by Raymond C. Ganter, according to announcement made by Samuel Woodworth, general manager. Mr. Perkins has joined the radio department of the American Legion, success to theStatusBar & Belding agency, successors to Lord & Thomas.

Mr. Ganter joined the WFBL staff early in 1941 as musical director. A native of Syracuse, he was graduated from Syracuse U., served for a time as a graduate assistant in the English department and is a member of Phi Beta Kappa.

Also a graduate of Syracuse U., Mr. Perkins joined WFBL as an announcer in 1933. He has been active in civic affairs for several years.

BILL HIGHTOWER, newscaster, has started a daily five-minute news period on WEAF, New York.

DAVID F. TITUS, producer of KGK, San Diego, Cal., has been shifted to KJH, Hollywood.

JOHN (Bud) HESTAND has been given the announcing assignment of the weekly NBC Westward Program. He succeeds Bill Penelli who has entered war work.

LT. J. M. MAGNIN, formerly known as Peter Grant, WLW, Cincinnati, announcer-newscaster, has been assigned by the Army to public speaking in behalf of the war effort. He speaks for blood donors in the Red Cross drive before 14,000 shipbuilders at Vancouver, Wash., several days ago. He was induced into the Army, was formerly known as KGKO, a station in the Pacific Coast.

BILL SALSBURY, formerly of KWPT, Twin Falls, Idaho, and Frank McIntyre, former head of the WKY, Oklahoma City, news department, have joined the news staff of KITA, Salt Lake City.

LINWOOD T. HUTCHINSON has returned to his announcer assignment on WCSI, Portland, Me., after serving on the editorial staff of the Portland Press Herald for two years.

PILOT OFF. CALVIN PEPPERS, formerly of the staff of CKY, Winnow, is on duty with the Royal Canadian Air Force in North Africa.

FLIGHT LT. R. R. COATS, former public relations director of CKY, Winnipeg, and CKX, Brandon, Man., before joining the RAF, was promoted from the rank of Flying Officer and is stationed at No. 2 Command Recruiting Center, Winnipeg.

PARKER SUTTON, announcer of KYC, Prescott, Ariz., has left to join KTAZ, Phoenix.

JACK WORMSER, soundman and producer of NBC Hollywood, is now a second lieutenant and stationed at Astoria, N.Y.

FRANK D. LITTLE, traffic manager of KFMB, Phoenix, has joined the Army. Hollywood, Ralph Lampel, night news editor of that station, has been inducted into the Army.

ROYAL FOSTER, Hollywood writer, has been signed for the week before the ABC one-hour quiz program, ‘Stop and Go,’ sponsored by Greyson’s Shops, on TBS’ Pacific Coast stations. Ken Murray is in charge.

PVT. TRENT CHRISTIAN, guest reporter for NBC Hollywood, before joining the Army, married Garret Harrington, of Los Angeles, in that city. Mr. Christian is a veteran of the War.

DICK FISCHER, former sports editor of WHN, New York, has been promoted to captain in the Marines.

RADIO GAL makes good in the WAAC as Aux. Martha M. Smith, former control room operator and publicity director of WSCW, Charleston, S.C., wins admission to the Administrative Specialist School at Des Moines. Aux. Smith was the first woman control room operator at WSCW, and was working toward her operator’s license when she enlisted in the WAAC Dec. 11.

NOAH TYLER, senior announcer of WBOI, Miami, Fla., has been inducted into the Army. Harvey J. Fritsch and John H. Ellsworth, announcers formerly at WUSO, West Palm Beach and Miami Beach, Fla., respectively, have joined WBOI.

WILLIAM LEWIS, writer-announcer in the English section of NBC’s international division, has entered the armed forces.

FRANK MILLS, chief announcer of WBAP-RKO, Fort Worth, is the father of a (0-pound girl.

ELIMINATING Mr. Ben Kaplan’s son, the person who actually should have been credited with serving in the Army, March 8. Following March 8, it appears that Mr. Kaplan, radio columnist is the father of Lynn Murray, “CBS musical director now in the Army.” Actually the item should have been: Mr. Kaplan, who is now in the Army, was formerly assistant to Lynn Murray, CBS musical director.”

TEAPEST TEMPOT Correspondent’s ‘Fluff’ Draws —London Laugh

LARRY Lesueur, former CBS correspondent in Russia, doesn’t think his colleagues will ever stop ribbing him about a “fluff” he made on a recent CBS news program while discussing Admiral Standley’s statement about lend-lease materials sent to Russia.

Lesueur said the statement had created “a teapotest tempot that went far beyond the importance of his utterances.” Latest salute to Larry’s slip came from Edward Murrow, chief of the CBS London office, in a cable to Paul White, CBS director of public affairs: “Please purchase suitably inscribed, old-fashioned, enamel, single-handled teapotest tempot and present to Lesueur on behalf of his admirers in the CBS London office.”

Page 32 • March 22, 1943

The Voice Of Baltimore

NOW 5,000 WATTS DAY & NIGHT 600 KC

The Only Columbia Station in Maryland

* Paul H. Raymer Co.
National Sales Representation
New York • Chicago • San Francisco • Los Angeles
WHKY's increased power and lower frequency enables advertisers to reach all Western North Carolina, at one surprisingly low cost. What's more, WHKY knows its audience. Programming is carefully keyed to local tastes and interests, to insure maximum listener response for your sales message—in both primary and secondary areas. Extensive newspaper advertising, in over 20 county papers, builds listener loyalty for WHKY and sales for our advertisers.

Write for complete information. When you get the facts, we believe you'll agree WHKY is the station you need to get low-cost, single-coverage of this rich Carolina market.

6000 WATTS DAY
1000 WATTS NIGHT
1290 KILOCYCLES-BLUE NETWORK

WHKY
HICKORY, NORTH CAROLINA

BROADCASTING • Broadcast Advertising

March 22, 1943 • Page 33
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

ap—studio programs
se—news programs
i—transcriptions
ia—spot announcements

WLS, Chicago
Spiegel Inc., Chicago (mail order house) 50 e, 5 w, thru J. L. Stewart Agency, Chicago.
Chick Bed Co., Cedar Rapids, la. (chicken house flooring) 6 w, 2 w thru W. D. Loyan Co., Cedar Rapids.
Bosin Corp., Monticello, Ill. (cattle remedies) 3 w, 3 w thru Rorer & Smith, Chicago.
Good & Reese, Springfield, 0. (nursery) 3 w, 3 w thru Louroue Agency, Three Rivers, Mich.
Dr. Salsbury's Labs., Charles City, la. (petty remedies) 1 w, 13 w thru N. A. Winter Agency, Des Moines, Iowa.

KXL, Oakland, Cal.
Campbell's Foods, Des Moines, (vitamin products) 2 w thru Menenge Ad Agency, Des Moines.
William Wase & Co., New York (Knitting Guide and Modern Home Physician) 12 w, 3 w thru Ruber House & Sons, N. Y.
Movie Concessions Co., Inc., (hair cutters) 6 w thru Sterling & Smoot, Chicago.
Old Fashioned Revival Hour, Los Angeles (weekly) 1 w thru R. H. Alber Co., Los Angeles.
Tidewater-Associated Oil Co., San Francisco (gasoline, motor oil) 5 w thru W. Foote, Cone & Belting, San Francisco.

KJJ, Hollywood
Western Store Co., Culver City, Cal. 5 w, 5 w thru Mays & Bennett, Los Angeles.
Noexma Chemical Co., Baltimore (Noxema) weekly, 4 w thru Ruder & Ryan, N. Y.
Swift & Co., Chicago (Allsweet) 5 w thru W. Foote, Culver City, Cal.
Scudder Food Products, Monterey Park, Calif. (food), 5 w thru Brusche, Davis & Van Norden, Los Angeles.

CHEX, Peterborough, Ont.
Canada Bread Co., Toronto (chahn bakers), 2 w, thru James Fisher Co., Toronto.

KBCF, San Francisco
New Century Distributor, Co., San Francisco (Pepsi-Cola and Belfast Sparkling Water) 26 w and 1 w thru Rutherfurd & Ryan, San Francisco.
Charm Kurti Co., Chicago (curlers) 2 w and 1 w thru Diamond, Chicago.
Associated Dental Supply Co., San Francisco (toothpaste) 2 w thru McCann-Erickson, San Francisco.
Seaboard Finance Co., Los Angeles, series of 10 w, thru Smith & Hulff, Los Angeles.

KFI, Los Angeles
Morton Salt Co., Los Angeles 60 w, thru J. Walter Thompson Co., Chicago.
Interest Bakers Corp., Los Angeles, 10 w thru 13 w thru Dan R. Mine Co., Los Angeles.
Wilco Co., Los Angeles (Clearic) 2 w thru Wilco Co., Los Angeles.

KECA, Los Angeles
Western Store Co., Culver City, Cal. 5 w, thru Mays & Bennett, Los Angeles.
Good Year Service Stores, Los Angeles (syncro) 6 w thru W. Foote, Culver City, Cal.
Wilco Co., Los Angeles (Clearic) 4 w thru Wilco Co., Los Angeles.
Omega Telephone Co., Los Angeles, thru 15 w thru John H. Rodman Co., Los Angeles.

CKWS, Kingston, Ont.
Canada Bread Co., Toronto (chahn bakers), 26 w thru James Fisher Co., Toronto.

WFRH, Wisconsin Rapids
Mid-Continental Petroleum Co., Omaha, 7 w thru 1 w thru H. J. Pott-Cahoon & Holden, Kansas City.
Pittsburgh Paint Co., Chicago (paints), thru First United Broadcasters, Chicago.

WABC, New York
Crown Baking Co., Detroit (Silver Cup) 6 w thru C. Miller Co., N. Y.
R-4 Theatre, New York City (The Young Mr. Pit) 2 w thru Raito-Spier Co., Chicago.

WOR, New York

WHN, New York
Charm Kurti Co., Chicago (Charm-Kurti Permanent Wave Set), thru thru H. M. Pressel Assn., Chicago.

WEAF, New York
Dif Corp., Garwood, N. J. (Household Gasoline, 6 w thru thru Gray Adv., N. Y.

GF to Perpetuate Names of Brands

"Because ours is a consumer goods business, a priceless asset in the public recognition of the General Foods brands, what to do about advertising in a war economy becomes a vital question," says the annual report of General Foods Corp. for 1942, a 32-page booklet that explains in simple language, charts and photographs the operations of the company.

Pointing out that some of its products are still relatively free from restrictions, some are partially restricted and others are off the market completely, the company's current advertising policy is described as follows: "We have no prohibitive restrictions, we will advertise aggressively, because the public wants to buy good brands of foods which are available. On the restricted products—while the restriction itself tends to create abnormal demand—we are advertising at a reduced level, but sufficiently to protect the brand acceptance for the future.

"Even on the one product which we have had to withdraw from the market—Baker's Southern Style Coconut—we intend to keep the name in the minds of consumers by inexpensive advertising in packages of our products which the consumer normally buys.

"This, we think, is a desirable protection of brand names which, after the war, again will represent wanted and available merchandise. From an operating point of view, a primary requirement in advertising in today's market is flexibility. Our plans conform to such that we can make revisions on short notice.

"To establish General Foods' brands, trade-mark and customer relationships has taken time, money and an enormous expenditure of human effort. To protect them during the present crisis is far easier than to rebuild after the war."
An Interlude of Sparkling Song Including the:

SCANDINAVIAN
RUSSIAN
SPANISH
ITALIAN
POLISH
GERMAN
GREEK
LITHUANIAN
UKRAINIAN
FRENCH
ORIENTAL
CUBAN
SOUTH AMERICAN
HAWAIIAN

A tingling tune-tour of many lands ... a melange of mellifluous melody with an international flavour ... garnished with zesty comment (in English) ... presented, fittingly, by WHOM—the foremost station catering to the seven million internationally minded radio listeners in our metropolitan melting pot.

PRAISE-A-POPPIN!

"Champagne Music is tops ... I listen regularly." Mr. G. J., Brooklyn.

"Enjoyed the Russian number tonight ... would love to hear Hungarian music, too." Mrs. D., Bayonne, N. J.

"Find your Champagne Music most enjoyable. Like the Scandinavian numbers." Mr. H. S., New Dorp, S. I.

"Our visiting French sailors enjoyed your program immensely. It takes us back to our beloved Paris. Merci!" M. M., N. Y.

"Champagne Music is sparkling ... a refreshing change from the eternal noisy jitterbug stuff." A. M., Brooklyn.

( and many many more!)

AGENCIES: Investigate this ideal program for reaching your vast international audience of New York — in English.

$119 weekly buys a ½ hr. strip across the board — Mon. thru Fri. $42.50 buys 5 announcements across the board — Mon thru Fri.

WRITE OR PHONE: WHOM — N. Y. Studios & Office 29 W. 57 St. — Plaza 3-4204 — Joseph Lang, Gen. Manager
M. J. Roche Appointed Lever's Radio Manager

A NEW ROLE in Lever Brothers' executive structure has been announced by Graffon B. Perkins, vice-president and advertising manager, in appointment of M. J. Roche as manager of radio.

According to the Lever statement Mr. Roche's duties "will comprise the general coordination of all Lever radio activities, with special reference to time buying and the development of new shows."

Mr. Roche's new position is "an added recognition of one who was already a member of the advertising management group of the organization. He will continue with headquarters at Cambridge, Mass.

CAMPANA SALES Co. (Campana Sales), impelled by a shortage of glycerine, with broadcast of April 3 discontinues the weekly NBC CAMPANA network.

F. K. TUTTLE, sales manager of Akron Typingset Co., has joined the advertising department of Seiberling Co. Akron. Douglas M. Muehler has been placed in charge of public relations and advertising. G. F. Weisenbech is advertising manager.

FIREFONE STORE of Columbus, Miss., is sponsoring local wrestling matches at 9 p.m., Saturdays, on WCHI, Columbus; Bob McGroarty and Lawrence Watson share microphone duties.

HORSE SEASON of Russian ballet, opening in New York April 1, will use seven-minute announcements on WNYC's news program on WEAF, 12:12-12:55 a.m., during March. Three announcements daily are to be made on WQXR, Pioneers, New York, handled.

GRAHAM CO., New York (Red Bird food products), are awarding scholarships for musical study to winners of amateur contests presented each week on WOR, New York. This weekly half-hour program is in addition to five quarter-hour programs of women's interest on the same station. Elaine-Thompson, New York, handles the account.

Financial Statement on Air

INSURANCE GUILD of Philadelphia, CTO Local 22, held a half-hour on WPEN, Philadelphia, March 13 to answer charges that labor unions withhold information about their financial condition. Members were invited to listen in and submit their dues were spent. Part of the time was devoted to the Red Cross war loan drive.

SALES to Spare...

W. W. LEE & Co., Watervliet, N. Y. (cold remedy), is sponsoring a news review by Jim Hasley, Sunday, 4:30 p.m. on WTRY, Troy, N. Y., WSNY, Schenectady, N. Y., WBTG, Hartford, Conn. Agency is Leighton & Nelson, Schenectady, N. Y.

SARATOGA VICHY SPRING Co., Saratoga Springs, N. Y. (spring water), is sponsoring The Week in Review, with Jim Hasley, 2:30-3:00, Sunday afternoon over a special network of New York stations in Buffalo, Rochester, Syracuse, Utica and Schenectady. Leighton & Nelson is agency.

ED ZERN, former writer and contact man with N. W. Ayer & Son, has joined the advertising staff of Warner Bros. Pictures, New York. Mr. Zern will work directly under Gilbert Golden in the preparation of radio and other copy.

WM. WRIGHT Jr. Ltd., Toronto (chewing gum), March 19 started Treasure Trail, studio quiz show half-hour weekly on CKWW, Vancouver. Account was placed by Tandy Adv. Agency, Toronto.

HOWARD CHEWEN, advertising director of Lockheed Aircraft Corp., and Jack Mesler, executive of Foote, Cone & Belding, Los Angeles, have returned to Hollywood after New York and Washington script conferences on CBS, Gillette Entertainment, sponsored by Lockheed & Vega Aircraft Corp.

ARIZONA FEDERATION of Labor, Phoenix, has started sponsoring a five-weekly half-hour morning newscast on two Arizona Network stations (KOY KTUC), Monday through Friday, 9:00-9:30 a.m. (MST). Contract is for 12 weeks. Edwin M. Clough, network news editor and commentator, handles the broadcasts. Wernell Noble has the announce assignment. Tenor's Union also sponsors a weekly half-hour dramatic morale program, Take It From Joe, on the stations.

JOHN C. WILLIAMS, vice-president and secretary of L. Bamberger & Co., New York department store, named by the same company as WOR, New York, has been named acting president of the store during the absence of J. Richard Weil Jr., president, who has been commissioned a colonel in the Office of Strategic Services. Mr. Williams has been in charge of public relations, sales promotion.

BALLARD ANIMAL FOODS, Toronto (dog food), starts on April 5, a half-hour weekly program, Saturday 11:15 a.m., on CFRN, Edmonton, Alberta. Account was placed by R. S. Smith & Son, Toronto.

NABOB FOOD PRODUCTS, Vancouver (tea and coffee), has started Party Time, weekly quiz show, on a number of Canadian stations. Account was placed by Stewart-Lovett, Vancouver.

JANE F. RICHTER, former editor of Arts in Philadelphia magazine, has joined the new business department of Lit Brothers, Philadelphia department stores as radio director in charge of all the store's radio programs.

FOOT FORM Shoe Shops, New York, specializing in practical walking shoes and women's shoes last week entered radio for the first time for Indian Walk shoes, with a test campaign on WJZ, New York, using participation on Nancy Booth Craig's weekly women's program. The shoes are sold in 18 Foot Form shops in the New York metropolitan area. Agency is Walter W. Wilsey Adv., New York.
Al Rinker has left the program director staff of the BLUE, to join Wn. Esty & Co., New York, to direct Bob Hawkes' Thanks to the Yanks show sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, N.C.

Al Durandy, formerly of the press department of WOW, New York, has joined J. Walter Thompson Co., New York, as assistant to Wickell Shearer, manager of the publicity department.

Ken Smith placed in the Spanish division of NBC's international division has been detailed to become radio director of the Mexico City office of Grant Adv. agency specializing in Mexican advertising in addition to its American accounts.

Art Trask, radio commentator for Ruthrauff & Ryan, Chicago, has been commissioned a first lieutenant in the Marine Corps and is awaiting orders.

Robert Farnham Jr., director of the copy staff of Al Paul Letton Co., Philadelphia, has been commissioned an ensign in the Naval Reserve.

Norman H. Hewitt has rejoined the McGee Organization, Philadelphia agency, as contact man.

Jerry Gagnon, manager of the Thomas A. Lauburn Agency, Philadelphia, has been appointed drama and radio editor of the Philadelphia Daily News succeeding Sidney Gathrid, resigned.

Henry Rich has left Blackett-Sample-Hummert, New York, to join Lawrence Feigel & Co., N.Y., in an executive capacity.

Vaughn C. Hannington, from Rose-Martin Inc., New York, has been named copy chief of A. W. Lewin & Co., Newark.

H. B. Lequatte, president of H. B. Lequatte Inc., New York, has received an E certificate from the Salvation Army for "excellence of performance as chairman of the organization's 1943 fund-raising committee.

HeLEN Whitmore, former continuity chief of WLAC, Nashville, has joined the copy staff of Franklin Druck Adv., New York.

Oren Tovrov, writer of the Daytime series Ma Perkins, will go into the service early in April. Henry Seigner, who was supervisor of daytime radio at Blackett-Sample-Hummert, Chicago, and radio director of Sherman & Marguerite, Chicago before becoming a freelance producer and writer, will succeed Mr. Tovrov, beginning with the April 10 script.

Tom Reverb, radio director of Ted Bates Inc., has returned to New York headquarters after two weeks in Hollywood.

John T. W. Martin, former NBC writer and director, has joined the talent division of Young & Rubicam, New York.

Ken Smith

Russell Clevenger

Clevenger to Ayer

Russell Clevenger, since last September director of information of the FCC, resigned last week to join the public relations department of N. W. Ayer & Son, New York. The FCC has designated Edgar M. Jones, assistant to Mr. Clevenger, as acting director. Before joining the FCC, Mr. Clevenger had served as director of public relations of Broadcast Music Inc.

Knight Stays at Biow

Vick Knight, executive producer of the Biow Co., has turned down a bid from Columbia Pictures Corp., Hollywood, to join that organization in a similar capacity. Continuing to handle the weekly NBC Ginny Simms Show sponsored by Philip Morris & Co. (cigarettes, tobacco), he currently is also auditioning two more programs for accounts serviced by that agency.

Good Neighbor Guest on Dinner in Havana (5:15 p.m., Monday, Wednesday, Friday) on WHO, Des Moines, was Sr. Guillermo Naranjo (c), former announcer of HOQ, Panama. Of Jack Kerrigan (l), WHO production manager who conducts the program, S. Naranjo said: "He is contributing in no small manner to the neighborliness of this great country and our own countries in Latin America. As a visitor I might add that this is one significant aspect of the 'Good Neighbor' policy inauguraged by your eminent President Roosevelt." Harold Fair (r), WHO program director, heartily concurred with Sr. Naranjo's views.

If you are among those who are having to make last-minute shifts in advertising plans and schedules, we are glad to announce that WSIX, offering a thorough coverage of the Nashville market, is still in a position to accept your advertising and provide you satisfactory service.

For complete information, contact either the station or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System

Broadcasting • Broadcast Advertising

March 22, 1943 • Page 37
A CONCURRENT resolution urging Congress to lift WPB priority restrictions on the manufacture of dry cell batteries for farm radios and telephones was adopted unanimously by the Iowa State Legislature March 13 and copies were sent to high Government officials.

At the same time, the Iowa Assn. of Broadcasters, meeting for the first time since 1937, adopted a petition asking the FCC, WPB and Dept. of Agriculture chiefs to expedite production and distribution of dry cells.

Both resolutions pointed out that radios and telephones are practical necessities on the farm in securing information for farm production, marketing, community affairs and prosecution of the war. They both said Government restrictions on production of dry cells “have resulted in great inconveniences to the farms and residents of rural communities.”

The Legislature’s resolution was addressed to the President of the Senate and the Speaker of the House. Copies were also sent to WPB Chairman Donald Nelson and the Iowa representatives in both Houses of Congress. The Iowa Assn. of Broadcasters addressed its petition to FCC Chairman James L. Fly, WPB Chairman Donald Nelson and Secretary of Agriculture Claude Wickard.

Text of the Iowa Legislature’s resolution (H Con Res-25) follows:

A concurrent resolution memorializing the Congress of the United States to lift the priorities and restrictions on dry cell batteries. Whereas, Telephones and radios in rural and farm communities are of great convenience and of practical necessity in securing information relative to farm work, livestock marketing and community affairs necessary in the effort of preserving rubber; and,

Whereas, The restrictions and restrictions placed on these commodities by the Federal Government have resulted in great inconvenience to farmers and residents of rural communities, thereby retarding the war effort; Now, therefore,

Be it Resolved by the House of Representatives of the State of Iowa, the Senate Concurring:

Section 1. That we respectfully urge and memorialize Congress to lift the priorities and restrictions on batteries used for farm telephones, radios and electric fences to the end that a sufficient supply of such commodities may be made available to rural residents.

Section 2. That copies of this resolution be transmitted to the President of the Senate and the Speaker of the House of Representatives, the War Production Board, and to the Iowa members of the Senate and House of Representatives in Congress.

Howard Placing

HOWARD CLOTHES, New York, extensive user of radio in the New York area, has started sponsorship of the quarter-hour transmitted series Soldiers of the Press, on WOR, New York, and WHN, New York. Produced by United Press, the weekly program presents eyewitness accounts of front line battles. Howard is also interested in placing the series on stations in towns where it has branch stores, according to Redfield-Johnstone, New York, agency in charge.

GE Dri-Film

GENERAL ELECTRIC has developed a new water-proofing called Dri-Film, an invisible “raincoat” which can be formed on cloth, paper and other materials. One of its more important uses, according to GE’s marketing department, is treatment of ceramic insulators for radio insulators being about nine times more effective than wax currently used.

Iowa Legislature, Broadcasters Petition Government to Lift Dry Cell Priorities

GE Dri-Film

GENERAL ELECTRIC has developed a new water-proofing called Dri-Film, an invisible “raincoat” which can be formed on cloth, paper and other materials. One of its more important uses, according to GE’s marketing department, is treatment of ceramic insulators for radio insulators being about nine times more effective than wax currently used.

MAPPING PLANS for advertising and promotion to celebrate the 41st anniversary of WLIR, Brooklyn, effective May 13, 1943, Elias Gofsky, station general manager (right), and his advertising and promotion manager, Louis Berne, WLIR sales promotion manager. After seven months on the air, Mr. Gofsky reported that WLIR’s programs of classical music blended with popular tunes and news had pulled 125,000 pieces of mail, and that 16,000 persons requested its Master Program Booklet listing music heard in November, 1942.

Finney’s 41 Years

FRANK FINNEY, founder with Julian Street of the New York advertising agency, Street & Finney, last week celebrated 41 years as head of his own advertising business—somewhat of a record in a field which changes considerably from year to year. Mr. Street left the agency soon after its inception to devote his time to writing, but Mr. Finney has continued working with the company and has become well-known in the industry for several series of advertisements he has written for the agency’s drug and cosmetic accounts. Among the Street & Finney accounts using radio are E. Fougera & Co., Foster-Milburn Co.,Raladam Co., and United Drug Co.

RCA Purchase Plan

RCA VICTOR Div. of the Radio Corp. of America has announced a “purchase priority plan” to meet the post-war demand for theatre and sound projection equipment which gives exhibitors the opportunity to apply now for post-war deliveries of RCA sound and other equipment. The plan provides a prefered position for a theatre owner on the “priority purchase” list and a method of building up an interest-bearing cash reserve to apply against post-war purchases.

Page 38 • March 22, 1943
English Musicians Endorse AFM Ban

Union Members Won’t Make Records for Export to U. S.

ENDORSEMENT of the stand against recordings taken by the American Federation of Musicians and a promise of cooperation are expressed by the English Musicians’ Union in a letter written Dec. 29, 1942, by the general secretary of that organization to James C. Petrillo, AFM president, which is reproduced in this March issue of the AFM official journal, International Musician.

After pointing out that the matter is of interest to the musician in Great Britain who is also “faced with many difficulties relating to recording and rerecording,” the letter states: “Since the decision of the Federal Court in your case (dismissal of the Government’s first anti-trust suit against the AFM by Federal Judge Barnes in Chicago) [BROADCASTING, Oct. 19] has been made known in this country, inquiries have been made as to whether certain well-known combinations of British musicians would accept recording engagements with a view to the records being exported to America.

“So far the musicians concerned have refused. They feel that if they had accepted they would have been “blacklegging” their fellow musicians in the States. My executive will be asked to instruct all members of the Musicians’ Union to refuse to give the written consent required by the Dramatic and Musical Performers’ Protection Act 1925, unless such consent specifies that any such records will not be used for export to America. We hope thereby to assist you.”

Radio Day at Club

WITH John B. Hughes, Mutual commentator, as guest speaker, Los Angeles Advertising Club staged its annual Radio Day on March 16. Topic of his talk was titled “How Far Are We Going?”. Kay Kyser, star of the weekly NBC College of Musical Knowledge, and a radio consultant of the OWI, was second speaker, and urged greater cooperation in the war efforts. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, Hollywood, was chairman, with Fred J. Tabery, club president, present.

Fire Insurance Test

MILLERS MUTUAL Fire Insurance Assn. of Alton, Ill., to test radio for fire insurance sales, has scheduled a series of programs for six months on WOS, Springfield, Ill., and WSOY, Decatur, Ill. Mace Adv. Agency, Peoria, handles the account.
been considered a violation of any law.

"There is ample justification in the practices of business itself for the union proposal. Business men customarily set aside funds for depreciation of machinery and equipment, depletion of natural resources, and for obsolescence. All these funds are considered legal charges against the cost of production. Especially applicable is the obsolescence fund which compensates the business for the untimely displacement of machinery or equipment, as a result of the introduction of new methods, new machinery and new equipment. The philosophy behind insuring the worker against industrial hazards by funds that would be charged against the cost of production is by no means novel. Under the old judicial precepts of 'assumption of risk', 'fellow servant' and 'contributory negligence', the worker used to bear the full cost of industrial accidents. These harsh rules were replaced by more humane doctrines, and now workers are insured against industrial accidents by workmen's compensation funds which are added to the cost of production and thus spread among all who benefit from the production.

"The same principle lies behind our Social Security laws in both the funds for payment of unemployment compensation and old age benefits.

"Your suggestion that the American Federation of Musicians permit its members to return to work immediately and produce phonograph records and transcriptions, particularly in view of your failure to make or contribute a single constructive suggestion towards a settlement of this dispute, is an arbitrary as it is audacious. If any of your concerns engaged in this industry was producing a product that was slowly but surely putting you out of business, you would not continue to produce that product; and actuated by the same motives the members of the American Federation of Musicians will not continue under present conditions to make a product that is slowly and surely putting them out of jobs.

"There is nothing further we can present until you are prepared to submit in good faith constructive proposals for the solution of this tragic problem."

Recorders Invite
(Continued from page 9)

Rejection of our proposals by the transcription industry didn't add anything to the solution of our problem.

The AFM head revealed that the annual convention of the organization, scheduled for a full week in Columbus, starting June 14, had been "canceled as a patriotic duty."

Others in Sympathy
He declined to comment on a reported wire sent him by War Manpower Chief Paul V. McNutt, stating that musicians soon will be listed as a non-essential occupation [Broadcasting, March 8]. "As far as we know," he said, "we haven't been classified as either essential or non-essential."

Commenting on the letter received from the British musicians' union informing AFM of British cooperation in prohibiting the recording by union musicians for export to the United States, Mr. Petrillo said he recently had received similar letters from Latin-American musicians' International covering all Latin-American countries including Mexico.

"Your suggestion," the letter concluded, "that the American Federation of Musicians permit its members to return to work immediately and produce phonograph records and transcriptions, particularly in view of your failure to make or contribute a single constructive suggestion towards a settlement of this dispute, is as arbitrary as it is audacious. * * * The members of the American Federation of Musicians will not continue under present conditions to make a product that is slowly and surely putting them out of jobs."

Meanwhile, the second Dept. of Justice anti-trust suit against AFM, alleging injury to the war effort and impending silencing of many broadcast stations because of the absence of recorded material, awaits the filing of reply briefs by AFM due March 29. In the original proceeding, Federal Judge John P. Barnes dismissed the Government suit on the grounds that it involved a labor dispute. With the filing of the subsequent suit, however, he entertained jurisdiction. The second bill of complaint was dismissed and a revised one filed.

WAPI non-stop record completes 62nd month

Each and every month since January, 1938, national advertisers have purchased more than twice as much spot time on WAPI as on the two other Birmingham stations combined!

During February, 1943, (the 62nd consecutive month) national spot quarter-hours in Birmingham were distributed like this:

<table>
<thead>
<tr>
<th>Station</th>
<th>WAPI</th>
<th>71.3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station B</td>
<td>14.8%</td>
<td></td>
</tr>
<tr>
<td>Station C</td>
<td>13.9%</td>
<td></td>
</tr>
</tbody>
</table>

Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

WAPI • BIRMINGHAM
CBS NETWORK. Represented nationally by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte
NEW CAMEL SERIES STARTS MARCH 26
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), sponsor of the Abbott & Costello Thursday evening show on NBC, last week announced that a variety program starring Garry Moore which the company was preparing for April airing would start March 25 in the comedy team's current NBC spot.

Because of the illness of Lou Costello, Abbott prefers not to continue their show, so the Garry Moore program will continue until Lou is able to return to the air. Jimmy Durante, Xavier Cugat's orchestra, Vocalist Georgia Gibbs, and Announcer Howard Petrie will aid Moore.

The CBS Camel Comedy Caravan moves March 25 from New York to Hollywood. New m.c. will be Jack Carson. Connie Haines, singer, the Freddie Rich Orchestra, and Ken Niles, all "regulars" on the NBC Abbott & Costello show, will join the Camel Comedy Caravan, and Comedian Herb Shiner will continue with the show on the West Coast. Guest stars will be presented. First star, scheduled for March 26, is Joan Davis of the Rudy Vallee Program. Agency handling the R. J. Reynolds account is Wm. Esty & Co., New York.

Coast Radio Silenced
SOUTHERN CALIFORNIA area stations, in the first radio silence in six months, went off the air at 6:31 p.m. (PWT), March 15 for four minutes. Silence was ordered by Los Angeles Air Defense Wing of the IV Fighter Command, when an unidentified target was reported approaching. When identified as friendly, all clear signal was given.

Avery Heads WLNH
MARTIN AVERY, associated with WLNH, Laconia, N. H., for nine years, has been named manager, succeeding Earle Clement, who goes to Fitchburg, Mass., as manager of WEIM.

WANTED
Ace Newscaster
Large clear channel station in midwest with outstanding news facilities seeks top flight newscaster. Must be man with newspaper or press association background who can write and edit copy from full wire reports and broadcast it in fast and pleasing manner. Not interested in commentators, announcers who read news or those who paste, clip or tear news from teleprinters. Liberal salary and fine opportunity for right man. All applications confidential. Give complete details in first letter. Describe news and air experience fully. Also give references, age, military status, etc.

BOX 433, BROADCASTING

Reallocations of Shares In WKBV Sale Petition
WKBV, Richmond, Ind., which last February 8 filed an application with the FCC for transfer of its license from Knox Radio Corp. to Central Broadcasting Corp. for $30,000, on March 17 filed an application amending the section on stockholders and percentages held by transferees. Josephine Mason, not named in the original application, now holds 200 shares, or 20%

Richards Wins
G. A. RICHARDS owner of WJR, Detroit, WGAN, Cleveland, and EMPC, Beverly Hills, was the highest bidder in a War Bond auction for Capt. Eddie Rickenbacker's water-soaked identification card. Mr. Richards' bid was $100,000 in War Bonds. Auction was opened following the March 6 broadcast of Bill Stern's Sports Newsreel on NBC.

FCC Deferments
REPRESENTATIVES of the FCC have been summoned to explain the Commission's policy on deferment of draft age men to the House Military Affairs subcommittee Wednesday. A report on FCC deferments has already been sent to the subcommittee, which is headed by Rep. Costello (D-Cal.).

WCBI Shifts Frequency; Joins Mutual On April 1
WCBI, Columbus, Miss., recently was granted permission by the FCC to change frequency from 1400 kc. to 1340 kc. The change, which will be effected as soon as engineering problems can be worked out, according to Bob McRaney, general manager, is expected to result in a clearer signal in the northeast Mississippi district served by the station. Maxell Williams, chief engineer, is handling the technical phase of the change.

The station, owned by Birney Imes Jr., publisher of the Columbus (Miss.) Commercial Dispatch, will join Mutual on April 1. It has no present network affiliation.

WCBI went on the air Oct. 1, 1940, operating on 250 watts, 1370 kc., with Mr. Imes as manager. Studio and transmitter are housed in the Glider Hotel.

THE STATE OF THE NATION

EIGHT of the TWENTY-EIGHT metropolitan counties in the ENTIRE United States listed by the Census Bureau as having the most rapid wartime growth and the best postwar prospects of retaining their growth* are in Texas!

All eight of these important centers—AUSTIN, BEAUMONT-PORT ARTHUR, CORPUS CHRISTI, DALLAS, FORT WORTH, GALVESTON, HOUSTON and SAN ANTONIO—are within the primary coverage area of the Texas Quality Network, day and night!

Look to Texas for postwar growth . . . Sell America's livestock market today . . .

Use the first choice of the most listeners!


THE TEXAS QUALITY NETWORK
WOAI WFAQ-WBAP KPRC
San Antonio Dallas Ft. Worth Houston
Represented Nationally by EDWARD PETRY & CO.

BROADCASTING • Broadcast Advertising  March 22, 1943 • Page 41
FOUR SOUTH TEXAS STATIONS IN TIEUP
SOUTH TEXAS Radio Package, consisting of four fulltime 250-watt stations in the South Texas diamond market, has been organized to give advertisers a package rate in the South Texas area. Stations include KMAC, San Antonio; KPAB, Laredo; KEYS, Corpus Christi, and KGBS, Harlingen, each about 150 miles apart.

KMAC is owned by Howard W. Davis, who also is president of the Laredo Broadcasting Co., which owns and operates KPAB. KEYS is a partnership headed by Bill Hughes of Corpus Christi. KGBS is owned by MclHenry Tichenor and managed by Ingham S. Roberts 3rd.

Inquiries and advertising are being handled by Mr. Davis, National Bank of Commerce building, San Antonio. Package rates are being quoted for both period time and announcements for all four stations. Simultaneous clearance will be made and transcription accounts will be carried with a rotation of transcription from station to station at the same time of day, according to Mr. Davis.

A national and regional advertising campaign is being used to promote the South Texas Radio Package.

Studio Buys Time
TO PROMOTE the film, "The More the Merrier," Columbia Pictures Corp. has completed negotiations to sponsor six radio programs in key cities throughout the country. Programs have been selected on basis of popularity and established audience, with sponsorship to cover an eight-week period. News commentaries as well as other types of programs are on the selected list, it was said. The film, believed by Columbia to be its greatest production, will be released nationally on May 15. Radio campaign will start six weeks prior to that date and continue for two weeks following film release.

FRANKLIN M. DOOLITTLE of WDBC, Hartford, has been appointed a member of the news executive council, representing the state's radio stations, by Gov. Raymond E. Baldwin, Samuel Meek, of Greenwich, Conn., a vice-president of the J. Walter Thompson Co., was also named to the council.

Long-Line Revision
Now in Operation
Revised Tariffs Are Filed
By 22 Bell Companies

WITH THE FILING of revised tariff schedules by the 22 Bell telephone companies associated and affiliated with AT&T, the FCC last week completed its long-line rate revision program, and the reduced charges went into effect March 15.

The new schedules of the subsidiary firms were virtually identical with that of the AT&T Long Lines conference. The reduced rates went into effect after being approved by the Federal Communications Commission.

Under the revised arrangement, the nation's stations may derive savings of approximately $2,145,000.

Sid to Small Stations

The reduced long-lines charges have also been heralded in some quarters as an essential aid for small stations. Along this line, the national networks have under consideration plans for adding small stations in outlying areas, with a portion of the costs absorbed by the rate change.

In addition to reducing costs of the program channel, the rate reduction provides savings for over-time long distance phone calls, and private telephone and telegraph circuits.

CBS BOARD OF NINE
MEETS MARCH 25-26
FIRST MEETING of the newly organized Columbia Affiliates Advisory Board [BROADCASTING, March 8] will be held March 25 and 26 at CBS headquarters in New York. Acceptances have been received from all nine board members. The appointment of a member to represent the geographical district in which his station is located was also decided.

No agenda has been prepared for this first meeting, which will consist of a general discussion among the board members and between them and network officials of the overall problems of network-station relationships. Discussion of specific problems is expected to be postponed until the board's second meeting, which will probably be held in Chicago either before, during or immediately after the NAB Convention, April 27-29.

Members of the board, listed by districts, are:

MERRILL DENISON, author of NBC's daytime serial A Woman of Affairs, sponsored by Procter & Gamble Co., has a book coming out in March 24 called Robards Mike, an alternate title of the book has been chosen by the Canadian Book of the Month Club. Publisher is William Morrow & Co., New York.
Macfadden Cereal In Spot Campaign

Nationwide Schedule Planned Following Test on WNBH

As meat rationing goes into effect April 1, Bernarr Macfadden's Cereal Co., New York, will start advertising for Mealeen, a new meat-stretcher which can also be used as a cereal and as a baking ingredient.

The company will test spot announcements on various stations, starting in New York with Phil Cook's program on WINS. Schedule will be expanded to various regions throughout the country as dealer distribution plans are completed. A group of from 10 to 15 midwestern stations is now being lined up.

Test Successful

Decision to use spot announcements was the result of a successful test started several weeks ago on WNBH, New Bedford, Mass., by a local health store handling Mealeen. Six cases of the product were sold after one week of announcements, stressing the point that those cases could be doubled; that the cereal required only three minutes preparation; that there were a dozen different uses for the product; and that it was a favorite health food with Mr. Macfadden.

Ingredients of Mealeen are soybeans, whole wheat, wheat germ, rye, oats and corn. Jasper, Lynch & Fiehle, New York, handles accounts for the cereal company, organized last December.

Twelve stations have been added to the list of subscribers to NBC's Thesaurus library, and 44 renewals have been received since Jan. 1. New subscribers are: KODL WMOH WORD WRJC WLEU W411 NY W511 WAGA WACS KOBY WGGG KROC.

WDBJ for Southwest Virginia
5000 WATTS, DAY AND NIGHT
ROANOKE • CBS

ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

March 22, 1943 • Page 43

WAGA Atlanta
5,000 WATTS DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

...very pleased with the program content and listener response." KGKB

If you are on an ASCAP-licensed station you are entitled, without cost, to local program network ASCAP Radio Program Service. Almost five hundred stations are using these programs to help turn music costs into music profits. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

AprilShortage Series

BISCIGLIA BROS., Philadelphia, distributor of Greystone Wines in Pennsylvania, has begun a new radio series on two stations to explain the wine shortage. Started March 16 for 52 weeks, the 15-minute news series weekly with Norman Twigger are scheduled on WCAE, Pittsburgh, and three five-minute periods of news analysis by Taylor Grant on WCAU, Philadelphia. Commercial copy emphasizes that 30% of the California grape crop has been converted to raisins for use by the armed forces and asks the public to be patient if unable to procure favorite wines. J. M. Korn Agency, Philadelphia, has the account.

KOCA Loans Recordings

ROY G. TERRY, manager of KOCA, Kilgore, Texas, is using Treasury Star Parade recordings to bring closer cooperation between the station and local business leaders, according to Vincent Callahan, Treasury War Savings Staff director of Radio, Press and Advertising. KOCA loans equipment and Star Parade transcriptions for use at civic club luncheons, providing entertainment, and building good-will with community leaders, Mr. Callahan says.

Frances Muir Back

FRANCES MUIR, NBC correspondent in India for the last three months, has returned to this country. Between broadcasts from India, Miss Muir journeyed over the entire country from the Khyber Pass to Cape Camorin, talking with political leaders, residents of the native states, rajahs, Moslems and others. She covered the Cripps conference and the recent internal crisis, returning to America via army air transport.

Serve on CBS

NETWORK selected by Serve Inc., New York, for its Saturday morning institutional series is CBS, not NBC as reported for Broadcasting March 16. Program will start April 3 on a total of 68 stations and will feature Billie Burke giving tips on Fashions to that meat dish Saturday 11:30 a.m. Agency is BBDO, New York.

Cass Daley, vocalist on the NBC Chase & Sanborn Show sponsored by Standard Brands, has been signed for the leading feminine role in the Republic film, "Song of Texas."
Iowa Stations Ask Battery Production

State Broadcasters Discuss Manpower, Other Problems

IOWA broadcasters met at Des Moines March 13 to discuss problems and to reorganize the Iowa Assn. of Broadcasters which had not met since 1937. J. O. Maland, WHO, Des Moines, was elected president and Earl Peak, KFJF, Marshalltown, secretary-treasurer.

Most of the day was devoted to the manpower problem and Selective Service regulations. A board was elected to cooperate with the Selective Service State Hqrs. in determining "necessary men" required by each station to insure continued operation of all stations in the State.

Other committees selected were: Retail Promotion, D. Dirks, KTRI, Sioux City, chairman; Legislative, Ed Breen, KVFD, Fort Dodge, chairman; Sports Broadcasting Committee, Mr. Peak, chairman.

Resolutions urging immediate relaxation in restrictions on manufacture and distribution of dry batteries for farm radio sets were adopted and sent to Chairman Fly of the FCC, WBP Chief Donald M. Nelson and Secretary of Agriculture Claude Wickard.

Iowa broadcasters in attendance were:

G. B. McDermott, KHKU, Burlington;
W. B. Quarton, WMY, Cedar Rapids;
Douglas B. Grant, WABC, Fort Dodge;
Harley Lottidge, WOC, Davenport; Craig Lawrence, KRO-KRNT, Des Moines;
J. O. Maland, WHO, Des Moines; Paul Loyt,
WGN, Des Moines; Earl Peak, Fort Dodge, WBO, Des Moines; Ralph Evans, WHO, Des Moines; Woody Woods, WHO, Des Moines; Kirby Smith, KHKU, Burlington; K. S. Gixton, KDFH, Dubuque; Edward Breen, KVFD, Fort Dodge; E. N. Peas, KFJF, Marshalltown; J. C. Rapis, KMA, Shenendoah; E. T. Fishbey, KGJ, Sioux City; L. E. Frank, B. Hallahan, Iowa Selective Service Hqrs.; Phil Hoffman, WNAX, Yankton, S. D.

WCHS

CHARLESTON, W. VA.

The Nation's First SYNTHETIC RUBBER PLANT
will soon start production in Charleston.

REACH THE WOMEN OF THE OHIO VALLEY WITH....

50,000 WATTS

WCKY

THE J. B. Wilson Station

KSTP

50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Perry Co.

WHO

WITH USUAL STETSON in the usual place, William B. Way, general manager of KVOO, Tulsa, watches pen glide across bottom of a new contract. Signer is D. C. Sperry, of Oklahoma Tire & Supply Co., Tulsa, who yielded to the final oratory of Commercial Manager Willard D. Egolf (r), before Mr. Egolf left for NAB headquarters. Mr. Egolf signed Mr. Sperry to a similar contract 10 years ago as his first achievement in radio salesmanship. Sperry now is using two daily KVOO news periods. Watching is Gustav Brandborg, new KVOO commercial manager.

WMC Tests Radio For Womanpower

Campaign Tried in Baltimore May Be Expanded to Nation

AN ACID test for radio as a medium in which to encourage women to take essential wartime jobs is being conducted this week in Baltimore by the War Manpower Commission, in cooperation with the Office of War Information.

Baltimore was chosen as the test city because of its proximity to Washington, permitting WMC and other Government officials to make periodical inspection trips to check on the drive. Although newspapers are carrying a few stories about the campaign, the burden of creating interest among women to encourage them to take essential jobs has fallen in the main on radio, according to William Spire, chief of the OWI Radio Bureau Allocation Division, who was in Baltimore last week with Lawrence Hammond, WMC radio chief.

The campaign has a three-fold purpose: (1) To encourage women to think about taking essential jobs; (2) To encourage them to take training courses so that when the time comes they will be prepared to step into jobs, relieving men for war duty; (3) To let all women know that they are needed and that they have definite tasks to perform in the drive to victory.

Big-name talent from all parts of the country will be in Baltimore this week to participate in special programs on the five stations there, WBAL, WCAO, WCBM, WFBF, WBAL. Kate Smith opened the campaign last Friday night with a special program on WBAL.
NEW HIGH of 35.1% of radio families listened to evening programs during March, according to C. E. Hooper Inc., New York, which stated that this level had never previously been attained in the eight-year continuous period reported by Hooper. The average evening program rating stands at 12.0, compared with 11.3 for the corresponding report last year, the March 16 Hooper evening ratings report reveals, adding that although this figure of 12.0 was surpassed three times in the entire year of 1943, the 1943 index has stood at 12.0 or above in the five Hooper releases thus far.

Commenting on the ratings of the "first 15," C. E. Hooper said: "Bob Hope, who has been in first place in each report except one since November, relinquished his position as a result of being opposite the broadcast of Mme. Chiang Kai-Shek's Madison Square Garden address. Hope dropped from first to second place, from a rating of 37.4 in the last Hooper report to 36.4 on the current release." Despite Jack Benny's illness, his program received a rating of 24.2, up 1.2 points from the previous report. Mr. Hooper stated, adding that Burns and Allen substituted for Benny on the program measured. The March 16 report also shows Red Skelton in the lead for programs broadcast after 10:30 p.m. (ET), which are not measured in the Eastern Time Zone.

The list of "first 15" programs in order follows: Fibber McGee & Molly, Bob Hope, Charlie McCarthy, the Aldrich Family, Walter Winchell, Frank Morgan-Fanny Brice, Mr. District Attorney, Jack Benny, Lux Radio Theatre, Rudy Vallee, Kay Kyser, Leave It, Abbott & Costello, Eddie Cantor and Bing Crosby.

Drohlic Bros. Seeking Sale of KDRO, Sedalia

ROBERT A. DROHLICH and Albert S. Drohlich, doing business as Drohlic Bros., Sedalia, Mo., owners of KDRO, applied on March 1 to the FCC for voluntary assignment of their license to Milton J. Hinlein, of Elkins Park, Pa. Both brothers, in their application, stated they were giving up KDRO to enter military service at an early date.

Mr. Hinlein, who would assume active management of KDRO, has been in the real estate business in Philadelphia. The transaction calls for $27,500 in a single payment, or $36,500 if payments are made in installments.

KDRO was authorized April 3, 1939, for 100 w. night, 250 w. day. KDRO was transferred to a new owner, Mr. Hinlein, in 1942. KDRO is station of the Aldrich Family, Wal-ter F. Aldrich, doing business as Drohlic, Sedalia.

Every Day is Lady's Day at WJJ, Detroit, where Gwen Firmin (left) reads commercials and E. Hooper evening commercials and E. Hooper morning commercials. Gwen reads the news. Both handle regular assignments. Miss Harris has a series, 'Harris Reports,' in which she reports on activities of women in the war.

WTSP, St. Petersburg, Sold to Times Pub. Co.

NELSON P. POYNTER in an application filed with the FCC on March 16 seeks transfer of control of WTSP, St. Petersburg, Fla., to the Times Publishing Co., publishers of the St. Petersburg (Fla.) Times. Number of shares involved is 25%, for which Times Publishing Co. would pay $17,898.01, with $1,000 in cash and the balance to be carried as credit on the books payable on demand. Mr. Poynter stated in his application that he plans to go into Government service.

The Times, of which Mr. Poynter is editor and part owner, is controlled by his father, and the company holds 22% shares. WTSP went on the air in November, 1939, operating on 1370 kc., 100 w. night, 250 w. day.

CBS Appoints Langham As Douglas Coulter Aide

ROY S. LANGHAM, head of the CBS New York production division, has been appointed assistant to Douglas Coulter, the network's director of broadcasts, succeeding Gerald F. Maulsby, who resigned to join the Office of War Informa-tion Overseas Branch.

Mr. Langham left R. H. Macy & Co., New York department store, in 1934 to join CBS. Previously he had been in the production department of Petaco Inc., theatrical producers. Replacing Mr. Langham as chief of the production division is Horace G. Guillette, a production supervisor who became affiliated with CBS in 1933 as remote operator. Mr. Maulsby is expected to be assigned to the London office of OWI.

Ernest Coler

ERNEST COLE, publicity director of the Detroit office of Ruthe-rauff & Ryan, died March 7 at his home in Farmington, Mich., following several months of failing health. Mr. Coler first joined R&R in 1932 as publicity director on the Dodge account.
No Drastic Rules

seen for Ad Copy

Trade Department Report

Lauds Retailers' Campaigns

Many retailers are now setting a
pace in advertising that will pre-
cede the necessity of drastic copy
regulations, the Dept. of Commerce
said in its regular bulletin last week.
The article referred to a
trend in copy, urging people to take care
of their purchases to make
them last longer.

Pointing to government regu-
lations used in Australia to "de-
glamorize" advertising in the face of
commodity shortages, the Com-
merce bulletin declared that in the
United States "brand names and
trade-marks are being kept before
the eyes and minds and ears of
the public without Government
restrictions as to 'glamor' copy."

Australians Urge Conservation

"It is safe to say that when
viewer complaints come and securities dis-
appear, these wartime advertisers
will return to their major sales
tools - persuasiveness and emo-
tional appeal," the article predicted.

In Australia, the Dept. of Com-
merce report said, the Government
realizes the necessity of keeping
brands and names alive, but requires advertisers to
deglamorize their copy for the
duration. In addition to "austerity"
messages in commercial copy, Aus-
tralians are taught conservation by
Government-paid ads.

Radio Executives Hear

About Audimeter Tests

EASEL presentation of facts about
the Nielsen Audimeter with run-
ning commentary by James Peck-
ham, executive vice-president of the
A. C. Nielsen Co., was shown
at the March 17 meeting of the Ra-
dio Executives Club of New York.
Mr. Peckham traced the history of
the Audimeter's development since
1933.

Tests showed a trend towards
increased nighttime listening dur-
ing 1942 with a decline in morning
and afternoon listening, he said.
This trend is especially marked
among lower income groups, he
added, probably because of the in-
creased employment among those
families.

Out-of-town guests at the lunch-
eon included Creighton Gatchell,
WGN, Portland, Me.; Lawrence
Heller, WIX, Washington; Wylie
Walker, The Walker Co., Chicago,
and Arthur Croghan, WJBR, De-
troit.

Skelton Tops Coast

RED SKELTON, in the Hooper
Pacific Ratings Report for Feb-
uary, again heads the list of "Top
10" programs, followed by Bob
Hope and Fibber McGee & Molly.
The remaining programs in order of
their rating are: Aldrich Family,
Walter Winchell, Charlie Mc-
Carty, Frank Morgan, Fibber
Brice, Mr. District Attorney, Great
Gildersleeve and March of Time.

502 SEEK WORK

Heavy Reply to WKH-WCLE

Training Program

ANNOUNCEMENT that WKH-
WCLE, Cleveland, was opening a
school to train announcer replace-
ments brought 502 applications
from Cleveland housewives, doc-
tors, machinists, teachers and
others.

Three nights of auditioning, and
a whole Saturday were spent limited
the group to 29, with judges
representing the sales, program
and announcing staffs listening in
an adjoining room. Idea was sug-
gested by Carl Marx, studio man-
ger and "Pinky" Blumberg, program
director. First session was held
March 8.

Zenith Earnings Up

ZENITH RADIO CORP., Chicago,
and subsidiaries, in a nine-month
financial report for the period end-
ing Jan. 31, 1942, announced a net
profit of $1,392,644, after depres-
sion, reserves, Federal income
and excess profits taxes were deducted.
That figure was equal to $2.78 a
share in 492,644 shares of capital
stock. In the corresponding period
ending Jan. 31, 1941, Zenith showed
a net profit of $1,693,345, equal to
$3.20 a share. In keeping with the
company's policy of limiting profits
on war contracts, renegotiations and
refunds aggregating more than 2 1/2
million dollars have been made, ac-

E. M. McDonald, Zenith

president.

Paint Firm Series

CROWN DIAMOND PAINT Co.,
Montreal (Durolave paints), has
started spot announcement cam-
paign, with stress on redecorating
rooms to rent to war workers, on
17 Canadian stations. Account was
placed by McConnell Eastman Co.
Ltd., Montreal.

IN AND OUT of radio service go these two ladies, with Barbara Smith
(1), 24-year-old Skidmore College graduate joining W73PH, FM outlet
of WPRO, and Helen Schuyler leaving WOL, Washington, to enlist in
the newly-organized women's unit of the Marines. Miss Smith, formerly
a dramatic actress with WGY, Schenectady, is now virtually the entire
staff of W73PH, serving as announcer, sound effects technician, news
editor and M.C. Miss Schuyler was assistant continuity editor of WOL

Advertising, Rationing

Discussed by Food Men

LEADING midwestern food manu-
facturers and distributors and
their advertising agencies dis-
cussed advertising as a medium of
educating the public in rationing
of meat, cheese, butter, fats and
oils at a meeting last Tuesday in
Chicago with Government officials.
Methods of combating the black
market in foods through advertis-
ing also were considered.

Speakers included William B
Lewis, assistant director of the
Domestic Branch, Office of War
Information; Morse Salisbury, di-
rector of information, Dept. of
Agriculture; Norman Draper
public relations counsel, American
Meat Institute, and Paul West vice
chairman, Advertising Council. An
advertising guide, Red Stamp
Point Rationing Handbook for Ad-
vertisers, recently prepared by the
Office of Price Administration, was
distributed. A similar meeting was
conducted by the OPA, OWI and
Dept. of Agriculture in New York.

Stovin

and

Wright

RADIO

STATION

REPRESENTA-
TIVES

offices

MONTRAL • WINNIPEG

TORONTO

Page 46 • March 22, 1943

Broadcast Advertising
Farm Group Asks War Time Repeal
House Committee Reported Unfavorable to Change

FARMERS of Wisconsin have joined the ranks of those urging Congress to repeal the Federal War Time Act of Jan. 20, 1942, and return the country to normal time.

At the annual stockholders' meeting of Consolidated Badger Cooperative in Shawano, Wis., a resolution urging "immediate return to standard time" was adopted. Rep. Reid F. Murray (R-Wis.) last week inserted a copy of the resolution in the Congressional Record.

In a letter to Representative Murray, George W. Rupple, manager of Consolidated Badger Cooperative, said "one of the things which has apparently caused considerable dissatisfaction is the daylight saving program as it affects farms and farm labor."

So far, Georgia, Michigan and Ohio are the only states actually to repeal Federal Time, plunging radio and business generally and inhabitants into confusion. Adding to the chaos was the fact that most of the large cities elected to remain on War Time, adhering to pleadings from Government officials that return to normal time would greatly impede the war work.

Other than the resolution from the Wisconsin Cooperative, the time change movement has been given little consideration on Capitol Hill. The last two weeks members of the House Interstate Foreign & Commerce Committee, of which Rep. Lea (D-Cal.) is chairman, are inclined to look favorably on repeal of Federal Time, it was learned.

Music-Word Story

A NATIONWIDE survey is being carried out by the Canadian Broadcasting Corporation, to ascertain whether there is a demand for programs tailored to meet industrial needs for its increase in efficiency. It contemplates musical broadcasts which factory workers could listen to through public address systems installed in their plants, to be inaugurated in the near future if the demand warrants. Attached to the questionnaire is an article on "Music for Workers" outlining the experiments and results of the British Broadcasting Corp. with music for factory workers.

BROADCASTING

Paid Recitals

OUT-OF-THE-RUN time sale has been made on WQXR, New York, with the purchase of a weekly quarter-hour Sunday radio broadcast by Kolitsch. The program is called "Dusting Off Dr. Berg," and it will continue for 13 weeks in the 5:45 p.m. period. Back in 1939 Kolitsch was voted most popular radio soloist in a national poll conducted by a large newspaper. Account is handled direct.

Largest Iowa Network Carries Food Conference

LARGEST NETWORK in Iowa State radio history was put together March 15 for a broadcast by Herbert C. Hoover, addressing a conference of midwestern governors and their staffs in Des Moines.

Twelve states were represented at the day's conference on nutrition by Gov. Byrke B. Hickenlooper of Iowa. Stations carrying the broadcast, originating at WHO, were KBUR, WMT, KROS, KSO, WOC, RDTH, KYFD, KFJF, KBIZ, KMA, KICD.

Who also originated a round-up to NBC conducted by Richard Harkness, NBC Washington analyst, with the former President and several governors participating.

Berg Charges Libel

SEPARATE suits charging libel and asking for $500,000 damages have been filed by Dr. Louis Berg, neurologist and psychiatrist, against Max Wylie of the radio department of N. W. Ayer & Son, New York, and Printers Ink as a result of an article titled "Dusting Off Dr. Berg," appearing in the Feb. 12 issue of Printers Ink under Mr. Wylie's by-line. The article took issue with two of Dr. Berg's pamphlets on radio. Plaiff seeks $250,000 damages for libel per se against Mr. Wylie in his suit filed in New York Supreme Court and a similar amount against the publication, in action pending in the Federal Court of the Southern District of New York.

Luden's to 52 Weeks

LUDEN'S, Inc., Reading, Pa., which has been conducting its annual winter campaign of spot announcements for Luden's cough drops since last September, using 116 stations, has decided to continue the campaign on a 52-week basis through next fall, according to J. M. Mathes, New York, agency in charge. About 50% of the station list carrying the original 26-week drive will be used late this spring and this summer it was stated.

TIREE radio directors who handle network programs for clients of Young & Rubicam, New York, will oppose a trio of radio stars on the March 28 broadcast of "Peter O'Keefe's Battle of the Sees," sponsored by the Mollie Co., Rahway, N. J., on NBC. Hiram Brown, Bob Novak and Joe Hill are the directors, while feminine team is comprised of Claudia Morgan, Jean Tennyson and Virginia Gilmore. T & R also handles the Mollie account.

In cost-per-response, KGO HOME FORUM HAS OUT-PULLED ALL SAN FRANCISCO STATIONS...year after year, in practically every competitive test. This participation show featuring Ann Holden averages up to 1200 letters a month.

Ask your Blue Spot representative or write direct for details.

BROADCASTING • Broadcast Advertising

March 22, 1943 • Page 47
March 16
KVBS, Rock Springs, Wyo.—Grant transfer control R. B. West to Mrs. Marjorie Lassers McCracken for $3,000, 000 shares issued and outstanding stock.

KMAC, San Antonio, Tex.—Grant vol. assgmt. license W. W. McAllister and Howard W. Davis, Jr. as The Wamsco Co., for $15,000.

WASH, Grand Rapids, Mich.—Grant request control license, delete call sign W9BD.

WB9D, Boston, Mass.—CP in part FM station.

WB9H, Hartford, Conn.—Same.

K4SLA, Los Angeles, Calif.—CP in part, change studio location; dissolved application extend completion date.

W45CM, Columbus, Ohio.—CP in part; dissolved application extend completion date.

K4KLC, Kansas City, Mo.—CP in part.

March 17
KFAC, Los Angeles, Calif.—Dissolves without prejudice application CP.

WOCP, Boston, Mass.—Continue hearing scheduled ADP 13 May 17.

KTEM, Temple, Tex.—Denied without prejudice motion intervene hearing application KDNT mod. license.

Applications...

March 12
WTOC, Savannah, Ga.—Increase power, install DA-N.


That Certain Something

Experienced advertisers know that sometimes they have the ability to do an unbelievable selling job, while other stations never make the grade. Wair is sure of the outstanding money-making stations of America.

That Certain Something

Wair

Winston-Salem, North Carolina

Want more sales in Central New York?

The Pre-Sold Audience of WFLB

Syracuse, New York

Free & Peters, National Representatives

Page 48 • March 22, 1943

BROADCASTING • Broadcast Advertising
Help Wanted

Producer-Announcer—Who excels in both departments. Job primarily production. Salary $100 weekly. Send full story of background and plenty of transcrip-
tion of announcing work to Paul H. Ray-
er Company, Tribune Tower, Chicago.

COMMERCIAL MANAGER WANTED—Midwest local, Salary and commission. Box 417, BROADCASTING.

TIME SALESMAN—Texas station. Sell yourself in application letter. Box 415, BROADCASTING.

ASSISTANT—Wanted: First-year student Class Operator with transmitter experience for new directional 5 kW station. Rapid ad-
ance likely. Write present employer, Iowa.

GENERAL MANAGER WANTED—Three years' experience, expected to start. Box 416, BROADCASTING.

BOOKKEEPER WANTED—Knowledge of calculators and typewriters. Good hands. Box 418, BROADCASTING.

SITUATIONS WANTED

Producer-Announcer—Network called "Producers and Assists from All Over the World." Send short sketch of experience to Box 419, BROADCASTING.

BROADCASTING STATION BOOKKEEP-
ER—Wanted! General bookkeeping, network accounts and books. Box 410, BROADCASTING.

TRAFFIC MANAGER—Experienced. Must be efficient stenographer, and capable of doing supervisory work. Network radio station. Detail previous experience, attach snapshot, and state salary expected. Box 418, BROADCASTING.

COMBINATION—Good commercial an-
ouncer and studio technician for remote studios of a new net station. Experience and draft status. Box 427, BROAD-
CASTING.

ENGINEER—Two, chief and first assistant. Ideal working conditions. Local inde-
pendent. Box 425, BROADCASTING.

ENGINEER—For 5 KW CBS affiliate. Experi-
nence desirable; will consider draft. Box 426, BROADCASTING.

ENGINEER—For midwest 5 kW station. Must hold 2nd class license, or higher. Reply in writing, stating experience, salary and enclose photograph. Box 419, BROADCASTING.

Radio Operator Wanted—With first-class ticket. Prefer experienced, local Southern station, good salary, casual personnel. Box 413, BROADCASTING.

ANNOUNCERS—Wanted two experienced announcers by local network, Midwest station. Will pay $45 weekly for 48 hours, and $35 weekly if you have oper-
a tor's license. Will take good men draft exempt, or in some cases women if experienced. Write fully and give references. No drifters, this is permanent position. Box 409, BROADCASTING.

ANNOUNCER—Capable handling amateur sports events. Must know clock work
program. Illinois. Box 428, BROADCAST-
NING.

ANNOUNCER—Good solid staff man with musical and news background. Modern, well equipped, ready to work. Progressive friendly community. Give complete experience, draft classification, marital status, salary desirable. Write WCLO, Janesville, Wisconsin.

Situations Wanted

ANNOUNCER—Network called "Producers and Assists from All Over the World." Send short sketch of experience to Box 419, BROADCASTING.

Announcing Engineer—Permanent position for draft exempt man who can handle all production work. Experience at $45 for 48 1/2 hour week to start. Future increases. Write full details, references, and whether applicable to be a management position. WOFD, Flint, Michigan.

ANNOUNCERS—Wanted two experienced men, one a good network man, with background. Must take a full load. Box 403, BROADCASTING.

CONTINUITY WRITER—That can pro-
duce volume of good copy. Announcing voice desirable, but not necessary. Box 430, BROADCASTING.

WANTED: First- or Second Class Operator with transmitter experience for new directional 5 kW station. Rapid advance likely. Write present employer, Iowa.

BROADCASTING STATION BOOKKEEP-
ER—Wanted! General bookkeeping, network accounts and books. Box 410, BROADCASTING.

TRAFFIC MANAGER—Experienced. Must be efficient stenographer, and capable of doing supervisory work. Network radio station. Detail previous experience, attach snapshot, and state salary expected. Box 418, BROADCASTING.

COMBINATION—Good commercial an-
ouncer and studio technician for remote studios of a new net station. Experience and draft status. Box 427, BROAD-
CASTING.

ENGINEER—Two, chief and first assistant. Ideal working conditions. Local inde-
pendent. Box 425, BROADCASTING.

ENGINEER—For 5 KW CBS affiliate. Experi-
nence desirable; will consider draft. Box 426, BROADCASTING.

ENGINEER—For midwest 5 kW station. Must hold 2nd class license, or higher. Reply in writing, stating experience, salary and enclose photograph. Box 419, BROADCASTING.

Radio Operator Wanted—With first-class ticket. Prefer experienced, local Southern station, good salary, casual personnel. Box 413, BROADCASTING.

ANNOUNCERS—Wanted two experienced announcers by local network, Midwest station. Will pay $45 weekly for 48 hours, and $35 weekly if you have oper-
a tor's license. Will take good men draft exempt, or in some cases women if experienced. Write fully and give references. No drifters, this is permanent position. Box 409, BROADCASTING.

ANNOUNCER—Capable handling amateur sports events. Must know clock work
program. Illinois. Box 428, BROADCAST-
NING.

ANNOUNCER—Good solid staff man with musical and news background. Modern, well equipped, ready to work. Progressive friendly community. Give complete experience, draft classification, marital status, salary desirable. Write WCLO, Janesville, Wisconsin.
Taft Assails Davis Program; Political Issue Is Foreseen

**OWI Chief Denies He Commandeered Networks In Reply to Charges by Senator from Ohio**

THAT THE new Elmer Davis series of broadcasts on all networks is destined to become a partisan issue was obvious after his initial broadcast March 12, which drew from Senator Robert A. Taft (R-O.) the charge that the OWI chief was "commandeering" all the stations of the country for "propaganda broadcasts." Mr. Davis, former CBS analyst, began the 15-minute commentary on NBC, CBS and BLUE, hooked in tandem, with Mutual carrying it on Saturdays by transcription.

Senator Taft, prominent in Republican circles and often mentioned as a presidential timber, said it was "both an abuse of power and an insult to the intelligence of the American people and to the abilities of our free press and radio workers" for Mr. Davis to "commandeer" the air.

"No Compulsion" Davis

He said he would be interested "in discovering by what authority or pressure Mr. Davis is able to command time on the four radio networks simultaneously and virtually say to the people that they must listen to him or turn off their radios. There was not one word said by Mr. Davis in his first broadcast that he could not have depended on the regular radio newscasters, the commentators and the newspaper writers to explain adequately to the country."

Mr. Davis responded that he had neither commandeered stations nor broadcast propaganda. Moreover, he said there was no compulsion for stations or networks to carry his talks.

The Davis series occasioned considerable conversation in radio and press circles in Washington, but drew no announced criticism other than the Taft statement. Observers generally felt that his comments did not add any "scourge" radio or the press and that he kept within the limits he had set regarding the scope of his commentaries.

At a National Press Club luncheon March 18 at which he was guest of honor, Mr. Davis was asked to comment on Senator Taft's criticism of his broadcasts. He replied in a single word: "Bunk!"

Taft Opposes Hookup

At his news conference last Wednesday Mr. Davis said he had "invited" Mr. Taft to show where he had propaganda on my broadcast but so far he hasn't replied. The OWI chief reported: "My broadcast did not have four networks. We told them it was open to any that wanted it. Mutual carried it the only day.

Queried by Broadcasting, Senator Taft said he did not plan to reply to Mr. Davis, but added:

"Either Mr. Davis' broadcast is propaganda or it is unnecessary. As a whole, the main theme of my statement was that the broadcast is unnecessary." The Senator asserted, however, that he is vigorously opposed to any network hookup except for the President. Mr. Davis disclosed Wednesday that he had issued a memorandum to all OWI staff members, in which he cautioned that the "OWI can no more be concerned with politics than can the Army or the Navy."

The memorandum said, in part: "Lately this Office...has been accused of partisan political activity. For this accusation no evidence has been adduced except one article in one issue of one periodical, intended for distribution only to foreign peoples. However, such attacks may be expected to continue until the election of 1944. He pointed out that the duty of all staff members to continue so to conduct themselves that there shall never be any basis for such criticisms, in the judgment of fair and intelligent observers. Sole function of the OWI the memorandum explained, is to contribute to the winning of the war. We must take care that the utility of this office as an instrument to that end is not impaired.

Kepler With OWI

LOU KEPLINGER, formerly manager of KVOD, Denver, KARM, Fresno, Cal., and KSAN, San Francisco, has been appointed assistant radio director of the OWI domestic branch on the Pacific Coast, covering California, Nevada, Oregon and Arizona. His headquarters will be at 1335 Market St., San Francisco.

**Sherwood Overseas**

TO INSPECT operations of the OWI Overseas Branch, Robert Sherwood, critic and Murray Brophy, director of communications, have been in London and the Allied Africa, Elmer Davis, OWI director, disclosed last Wednesday at his news conference. The OWI already is beaming propaganda to occupied European countries from England and plans for similar service from North Africa are being completed by Mr. Sherwood, his chief said.

**ALLOCATION POST AT OWI TO SPIRE**

IN FURTHER reorganization within the Domestic Branch of the Office of War Information announced last week, William M. Spire, former radio campaign coordinator of the Radio Bureau, was appointed chief of the Allocation Division. He replaces Seymour Morris, who became special assistant to H. Andrew Dudley, chairman of the newly-created Program Coordination Bureau (Broadcasting, March 18).

At the same time it was announced that Charles Harrel, war program director of WGBH, Buffalo, had joined the OWI as assistant to Phil Cohen, chief of Government Liaison, Radio Bureau. Mr. Spire left McCann-Erickson, New York, where he was radio director, two years ago to accept an appointment of Bernard Schoenfeld, chief of the Radio Branch, Office for Emergency Management (Broadcasting, Aug. 17, 1942). Last August he was transferred to the OWI as coordinator of campaigns in the Radio Bureau.

The Labor Problem...

Drawn for Broadcasting by Sid Hix

"Shut Up, You Brats, till Mama Reads Another Newscast!"

**OWI Broadcasts Reach the Enemy**

More Stations Into Service Shortly, Says Elmer Davis

OPERATIONS of the Office of War Information provide "one of the instruments" by which we are winning the war. Mr. Davis, director of OWI and former radio news analyst, told a National Press Club audience last Tuesday in Washington.

While OWI does not constitute a "principal" war implement, it nevertheless may bring the end of the war somewhat sooner, Mr. Davis declared. He emphasized the part radio is playing, particularly in the overseas field. In addition to the shortwave service, Mr. Davis revealed that OWI now is getting in by medium wave, part from London, part from Africa and will soon reach Asia from Australia.

**Reaching Enemy**

He foresaw the day when Japan and Japanese-held possessions will be fed medium wave or standard broadcast service from the United Nations. A number of broadcasting transmitters already have been shipped abroad, and are in service both in England and North Africa and Washington.

Clearcut evidence that our broadcasts are getting into enemy and occupied countries has been received by OWI, according to Mr. Davis. This is reflected in the utterances of Army leaders and in newspaper and radio reports seeking to offset this information.

In the nine months of OWI's operation, Mr. Davis declared, there has developed a great deal of conflict and contradiction in Government information. OWI isn't always able to clear information as speedily as radio and news men want, but he asserted the information is accurate and uncolored.

OWI is not charged with the maintenance of national morale, Mr. Davis asserted. Its job is to get out the news, good or bad, as fast as possible. For reasons of military secrecy, he said, some information is withheld.

**AUDIENCE FOR ELMER**

Friday Night Promotion

Prepared by CBS

SPECIAL FRIDAY NIGHT promotion of CBS programs to build up a listening audience for Elmer Davis' weekly talks, heard on CBS, the BLUE and NBC that evening, has been compiled for CBS affiliates so they "can kill three birds with one stone." The package of promotion material, including suggested announcements, newspaper ads and broadcast material for station use, points out that the Director of the OWI, speaking as the official war "voice," from 10:45 to 11:15 p.m., will follow the Camel Caravan on CBS, and urges affiliates to "promote Friday evening right across the board."
In the face of the manpower shortage, WLW's comprehensive merchandising activities take on greater importance than ever. As always, they encompass long-range plans which cover every phase of distribution, from manufacturer's representative to consumer.

Now, the personal dealer contact in 12 major markets is almost wholly dedicated to the wartime problems of the men who move your merchandise. Dealer calls are supplemented with BUY WAY, our radio merchandising newspaper with a circulation of more than 50,000 twice monthly, and with constant direct mail contact that totals 360,000 mailing pieces annually.

This merchandising program costs advertisers nothing, helps to make your WLW dollar the most effective advertising dollar you can spend.

**LISTENER DOMINANCE.** In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

**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. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

- 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.
No news analyst, no commentator is needed to interpret what this kind of news from KLZ really means:

AUDIENCE—KLZ's is getting bigger and bigger, says Mr. Hooper and Company. KLZ is away out in first place in the morning and never less than second in the afternoon and evening. KLZ’s morning index in the January '43 report was up 6.0% over a year ago, 4.8% up in the afternoon, and 3.2% up in the evening. That's showing audience increases morning, afternoon, and evening!

LOCAL BUSINESS—Colorado's biggest food chain, Safeway, just signed for three-a-week on KLZ. The second big grocery outlet, Miller Super Markets, is already using four quarter-hours a week. Merchants Biscuit has just signed for a KLZ series while National Biscuit is nearing its third straight year on this station. That makes sense to any food advertiser!

The May Company (department store) has three KLZ programs a week . . . Daniels and Fisher (deluxe department store) uses KLZ four times a day . . . Dave Cook is in his third uninterrupted year on KLZ promoting Denver's largest sporting goods store . . . the largest jewelry stores in the state are all regular KLZ advertisers. The biggest local sale in years was when Falsey-Brockman (men's clothing) bought an evening quarter-hour on KLZ across the board. These are just a few of the many, many local advertisers . . . the men who know local radio best . . . who together buy more programs and/or announcements on KLZ than on any other Denver station.

NETWORK BUSINESS—On the upgrade, too! New audience-appealers beginning in March were Crummit and Sanderson for Wesson Oil, Milton Berle for Campbell Soup, Ransom Sherman for Roma, John B. Kennedy for Pabst, “I Love a Mystery” for P & G, and “The Man Behind the Gun” for Elgin Watch. All of which, incidentally, provide more and better announcement availabilities!

LOCAL PRODUCTIONS—KLZ is turning them out . . . and good, too! Two musicals a week are being originated for CBS. Two big half-hour locally sponsored evening shows are now under way in great shape, in addition to which seven evening shows and 35 daytime productions roll off the KLZ line weekly.