"IOWA GROCERS PREFER RADIO—AND W-H-O!"

Last November the Iowa Retail Grocers and Meat Dealers Assn. wrote to approximately 6,000 Iowa grocers, as follows:

"What state-wide advertising medium helps sell most goods for you? Please check (X) only one:

- [ ] Large Daily Newspapers
  Which one?
- [ ] Radio Stations
  Which one?
- [ ] Outdoor Billboards
  Which company?
- [ ] Farm Papers
  Which one?

Here’s how the dealers who replied voted for their preferred media:

- Radio Stations: 68.3%
- Daily Newspapers: 20.5%
- Billboards: 9.5%
- Farm Papers: 1.7%

Radio won with 115.5% more votes than all other media combined!

The most popular radio station got 71.2% of all "radio" votes cast—more than seven times as many as its next competitor!

Needless to say, "the most popular station" was WHO! . . . May we send you the complete report?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Snow hides the dormant field and veils the roadside farm. Neighbors stopped, all friends shut out, the farmers, snugly housed from wind and weather, sit around the kitchen stove and family fireplace.

“All friends shut out” — except for Radio. Winter and summer, remotest farm and village are as close to friends as their radio. There’s a friendly song, cheerful music and chatty banter. But there’s more: there’s the farmer’s business — market news, production aids and other Service for Agriculture.

These things Radio brings ... and in the Midwest, it is WLS that brings them. For 19 years, in winter snow or April rain, in March’s wind or August’s heat, WLS has served the farmer’s needs in Midwest America. We have earned his confidence ... his loyalty ... and translated into business terms, it means that WLS Gets Results.
THE SEAL OF ACCEPTANCE

Accepted by 875 commercial radio stations in the U. S.
Accepted by every national and regional network.
Accepted by all transcription and phonograph companies.
Accepted by over 100 of America's finest music publishers.
Accepted by all American advertising agencies.

THE BEST MUSIC

IN AMERICA

Write for your copy
of the Big Green 1943
SESAC Music Guide
today.

113 West 42nd St.
New York, N. Y.
The Strawberry Capital
-AT HAMMOND, LOUISIANA-
IS IN WWL-LAND
and so are 10,000,000 customers from five different states

CENTER of what is probably the most productive strawberry section in the world, Hammond, La., represents but a very small part of the prosperous Deep South, dominated by WWL.

NO OTHER station can compete for Deep South supremacy against WWL's clear channel, 50,000 watt signal, unrivalled within a radius of hundreds of miles. To sell the Deep South, buy—

WWW
NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

KOIL is the most economical buy in OMAHA
For Outstate Nebraska—KFAB is a must!
WE CAN'T ESCAPE IT. The South is growing so rapidly, prospering so quickly, changing so completely that the post-war South will, we believe, change our entire economic thinking. Things are happening.

From 1930 to 1940, 42.8% of America's population increase was in the South. In the past half-century the value of southern manufactured products increased 797%. In the past two years southern shipbuilders have increased their number of employees from 7,481 to 150,000! Since 1935 the South has shown the largest volume gain in drug sales in the United States...over 30%.

What does this mean in terms of advertising? It means that right now is the time to lay the ground work for a post-war campaign in what is destined to be the hub of America's industrial wealth.

WSM, "The Air Castle of the South", is the dominant radio station in this steady growing area of opportunity.

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

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
There's not another like it!

Probably the most novel and representative insignia in all the armed forces is this design of the Twenty-seventh Division, formerly the National Guard of New York. Worked into the pattern are the seven stars of the constellation Orion . . . a unique method of honoring Major General John F. O'Ryan, who was the only National Guard Officer of his rank to go to France. In the six months that the division was under fire, it achieved an enviable record during combat in Northern France and Belgium. But Victory in 1918, as it must today, required a price, and two thousand of the Twenty-seventh’s courageous men now “sleep where poppies bloom.” The love of Liberty, for which two thousand men laid down their lives a generation ago, is no less strong in the hearts of the young Americans who, today, fight under the proud emblem of the Twenty-seventh. Let us hope that their courage and devotion will this time bring a just and lasting peace for all mankind.

* * *

The respect and friendliness with which the people of Southern New England turn to WTIC, and the unusually high radio ownership which exists here are your guarantee of an audience for your sales message. The per family income figures for this area are your guarantee that, having heard your message, they possess the means to do something about it. That’s why we 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
WHEN the enemy struck at our country, American industrialists and business men, not content with their achievements of converting from peacetime to war production, turned the full power of their advertising, not only radio but publication advertising as well, to the gigantic task of bringing the war and its meaning to the American people.

Closely cooperating with the Government, they devoted, with characteristic energy and loyalty, time, money and great talent to the task of crystallizing the nation’s thinking, to dispelling confusion and to clarifying the wartime duties of the individual.

Advertising agencies, too, have utilized all their skill and experience in bringing about the fullest understanding of all the problems of war in a manner which has done much to unite the American people.

It is to these leaders of American industry, to executives, copywriters and artists of American advertising agencies and members of the Advertising Council, that the American people owe a debt of gratitude.

It is their advertising support, their war-effort and entertainment programs, which make possible a broadcasting service without equal in the world—a free radio for a free people.

To these men radio pays tribute—history will write "well done" to their magnificent contributions to the war effort.

THE NATIONAL BROADCASTING COMPANY
A FIRST IN FM!

Hallicrafters are pioneers in FM! Producers of the first general coverage U. H. F. communications receiver to incorporate both FM and AM.

Time and research have added much to the performance capabilities of Hallicrafters FM-AM communications receivers, all of which will be available to you in your peacetime Hallicrafters communications receiver.

hallicrafters

CHICAGO, U.S.A

World's Largest Exclusive Manufacturer of Short Wave Radio Communications Equipment
How many of the different units that make up an Army use the telephone?

All of them do. Somewhere along the line, the telephone is used by engineers and artillerymen, by the Medical Corps, Quartermaster, Armored Divisions and all the rest.

How about the Air Forces? The same is true there. Ask a bombardier or navigator what an "inter-com" is, and he'll tell you it's the intercommunicating telephone system that keeps the crew working together.

And the Navy? American warships have a network of telephone wire to carry the orders and commands that put the crew into action as a trained team.

How about the home front? You know how the great network of telephone wire and cable knits the country together, and helps to speed up the production of weapons, and the movement of men and supplies.

Did you know that the biggest industrial laboratory in the world is right here in this country, and devoted exclusively to telephony? It's the Bell Telephone Laboratories, now working nearly 100% on communications projects for the armed forces. Practically all the other laboratories in the country, industrial and academic, are working the same way. Hitler hasn't anything like this scientific drive to improve the tools of war.

On every front, the telephone is a vastly important part of the war. In fact, this war could not be fought a single day without it, for all the work could not get done as fast or on as big a scale.

This is a quotation from The Telephone Hour, a regular program heard each Monday night over N.B.C. For many years, the Bell Telephone Laboratories and the radio industry have been working together toward a common goal—to improve the quality of broadcast sound as it reaches the homes of the nation.
"Fore," please—here comes

JONES SCOVERN!

Yes, friends, alas and alas. Despite his cherubic face the character depicted above is both a gin rummy hound and an amateur golf champion. Also, we hasten to add, he has had seventeen years of successful advertising experience (including four years of top-notch work in local and regional sales at KSD) and is really one of the crackerjack radio time salesmen in the U.S.A. Gentlemen, we proudly introduce Jones Scovem! We predict he is going to be one of your most valuable F&P "colonels"!

Yes, we mean "your most valuable", as stated! Here at F&P, Jones Scovem and all the rest of us have some rather original conceptions of radio-station representation—which include the idea that we represent your interests to the same extent as those of the radio stations we serve. Because we are convinced that if we "sell" you the right stations, and if those stations fully understand your needs—then you and the stations, and F&P will all be more successful, and enjoy life a lot more while we're doing it!

Too good to be true, you think? Well, give us a ring and see if we can't show you, here in this pioneer group of radio-station representatives.
FCC Reorganization Seems Certain

Strong Committee In the Senate Appointed

REORGANIZATION of the FCC at this session of Congress through far-reaching amendment of the Communications Act of 1934 is regarded as a legislative certainty in the light of the three-pronged drive against the present FCC order under way in both House and Senate.

What competent observers view as the thrust compelling all doubt about Congressional sentiment came last week with the appointment by Chairman Wheeler (D-Mont.) of an exceptionally strong five-man subcommittee of the Senate Interstate Commerce Committee to consider radio legislation. Senator Wheeler, until quite recently, has been lukewarm to proposals that the FCC be reorganized and that new legislation clearly defining and limiting its functions be enacted.

Two Autonomous Divisions

The new Senate committee, which parallels one in the making in the House, has before it the White-Wheeler Bill (S-814) to divide the Commission into two separate, autonomous divisions—one for broadcasting and related services, and the other for common carriers, with the chairman stripped of his present broad powers. Fairly prompt hearings are predicted, though they are not expected to consume any appreciable time since a voluminous record on a practically identical measure, the Sanders Bill, was obtained by the House committee last session.

The Cox Select Committee to investigate FCC personnel and their stewardship shortly is expected to begin its formal inquiry. Considerable preliminary data already has been accumulated by the committee staff, headed by Eugene L. Garey, well-known New York attorney. Appointment of this committee, approved by the House last January, was for the avowed purpose of breaking the hold of FCC Chairman Fly on the Commission with its dominant industries. House approval was virtually unanimous after Rep. Cox (D-Ga.) had described the Commission as "the nastiest nest of rats in the entire business" and had branded Chairman Fly as "the worst bureaucrat in Washington"

Mr. Garey and members of his staff were away from Washington last week presumably following leads regarding FCC activities. Meanwhile, members of the FCC itself were busy drafting answers to questionnaires, tapping intimate phases of Commission operations and inquiring into individual working habits of commissioners, dispatched by Chief Counsel Garey March 31. Considerable other data from FCC files also have been subpoenaed by the committee.

In appointing the new committee, Senator Wheeler apparently yielded to predominant sentiment in the upper chamber that something be done about the Commission. Heretofore, practically all radio legislation has originated in the Senate, but Wheeler this session got off to a flying start.

The Montana himself will serve as committee chairman. Other members are Hill (D-Ala.), majority whip; Clark (D-Idaho), who has an active interest in radio and is chairman of the subcommittee to investigate APM and Jimmy Petrillo; White (R-Md.), author with Senator Wheeler of the bill and the best-informed man in Congress on radio legislation, and Austin (R-Vt.), a leading proponent for reform in administrative agencies. All five committee members are attorneys.

Await Court Ruling

Chairman Wheeler told BROADCASTING last week the committee plans would not be arranged until he had an opportunity to get the membership together. It was presumed, however, that hearings would be held shortly—but probably not until after the Supreme Court acts in the network monopoly cases, now awaiting decision.

The White-Wheeler Bill in many respects parallels the pending Holmes Bill (HR-1490) in the House, though it goes considerably beyond it. It would divide the FCC into two three-member units—one to handle broadcasting and related functions and the other common carrier activities. Each unit would be autonomous, with the chairman sitting as executive officer but without a vote on either division.

More Severe Hiring Control Predicted

Business Awaits McNutt Move Following FDR Order

MORE stringent government control of hiring and wage policies of businesses, with resulting advantages to the 37 so-called "essential activities," including broadcasting, were predicted in Washington last week-end as a result of President Roosevelt's order to administration chiefs to "hold the line against inflation."

Little Steel Formula

Although the press in general stressed the price control aspects of the order, Mr. Roosevelt told his news conference Friday that the fight against inflation involves four legs, like the legs of a stool. One of these legs, he said, is "holding the line of wages."

In his executive order, and the accompanying statement, the President had said that "transfers must be to "aid in the prosecution of the war." Whether or not he interpreted that phrase to mean that men are more or less frozen in their jobs in essential industries, will depend on instruction yet to be issued.

At the news conference Friday, Mr. Roosevelt and his Economic Stabilization Director, James F. Byrnes, who has assumed vast new power under the order, asserted that they are merely confirming and strengthening authority already held by Mr. McNutt to control hiring and recruiting. The original order creating the WMC, April 18, 1942, gave, its director the right to regulate these activities, but this right has been exercised only to a limited degree.

Recently, however, Mr. McNutt has taken increasing hold over hiring in 36 critical labor shortage areas has authorized his regional directors to permit hiring only (Continued on page 45)
ASCAP Claims Extra Royalties; NAB Advises Stations on Rights

No Basis for Demands Under Per-Program Contracts Involving Participations, Says Neville Miller

CLAIMS BY ASCAP field auditors for additional royalty payments from broadcasters of licenses issued under per-program contracts with the Society resulted last week in the issuance of a special bulletin to NAB members by President Neville Miller, advising stations of their rights and of the consent decree and contract provisions.

Mr. Miller said within the last 16 weeks auditors made by ASCAP field representatives have resulted in claims for additional royalty payments and a number of inquiries have been received from stations as to their contractual rights.

Involves Participations

ASCAP’s auditors, it was pointed out, have claimed compensations with respect to programs using ASCAP music which follow spot announcements not occurring at station breaks. The consent decree, he said, and its “no basis for asking for compensation” provision, is clear on that point, and require ASCAP to offer broadcasters a sustaining program license covering all such programs of which ASCAP compositions are performed and as to commercial programs, a license requiring only the payment of a percentage of the revenue derived by the station for the use of its facilities in connection with a commercial using ASCAP music.

Negotiating the issue, Mr. Miller stated, “no basis for asking for compensation with respect to contiguous programs which do not use ASCAP music.”

Thereafter, he was asked about the effects of a program which does not use ASCAP music, or adds to it. He said, “if a station presents a five-minute newscast, followed by a one-minute commercial, followed by a sustaining program, ASCAP marketable contact is only to the sustaining fee on the ASCAP musical program. If the one-minute spot uses ASCAP music, then the Society is entitled to payment of the commercial rate on the amount collected for that one-minute spot.

Questions also have been raised with respect to the applicability of the 8% rate rather than the 2% royalty rate where themes, jingles and the like are used. The ASCAP per-program contract provides that the 2% royalty rate applies to commercial Republicans which use compositions licensed by ASCAP only incidentally as background music, themes or signature arrangements of newscasts, public service announcements or incidental to the broadcast of a public or sports events, said the NAB bulletin.

Mr. Miller pointed out that consent decrees prior to a program to program contract, it will not be considered theme music and the full 8% rate must be paid.

“This claim is unjustified,” said NAB. “The reason for the word ‘signature’ and the word ‘theme’ was to distinguish that from the very valuable signature and the varying theme. So long as the composition is used as theme music, the 2% rate is applicable.”

ASCAP field men also have raised questions regarding compositions originally licensed directly to broadcasters by individual ASCAP representatives and acquired by ASCAP publishers. It is clear, NAB said, that the licenses originally issued with respect to such compositions remain in full force and effect until cancelled. Moreover, it was stated that compositions originally licensed by small publishers through BMI are consensually acquired by ASCAP firms. Performing rights in such compositions “remain available to broadcasters under their BMI licenses until such time as BMI notifies stations to the contrary,” NAB stated.

ASCAP also has questioned the title of BMI affiliates in certain compositions licensed through BMI. Consipuous among these is “Song of the Islands,” published by Edward B. Marks Music Corp. “This composition is licensed to broadcasters by BMI and may be performed under the BMI license,” NAB flatly stated. It pointed out that the Marks Corp. has indemnified BMI against any claims which may be made by ASCAP and that BMI has similarly indemnified all broadcasting stations. BMI has requested that if any claims are made with respect to compositions licensed through it, they should be referred to BMI for attention.

Consent Decree Claims

Claims have been made by ASCAP field men with respect to consent decree licenses issued directly to broadcasting stations, the bulletin continued. The consent decree signed by ASCAP specifies that any ASCAP member may license works on a nonexclusive basis directly to broadcasting stations. The Department of Justice has clearly stated that these consent decree licenses may be issued either with or without the payment of consideration.

NAB attached to the bulletin a list of consent decree licenses issued to stations which have been brought to the attention of the NAB. Copies will be mailed covering 51 compositions. All of these licenses, NAB held, were issued in a form approved by the Government and broadcasters are entitled to rely upon these grants.

It added that certain of the consent decree licenses have been cancelled subsequent to their issuance. Broadcasters are not entitled to perform these works under consent decree license subsequent to the date on which they received notice that the license has been withdrawn. Prior uses, however, are protected by the same considerations as on which ASCAP is entitled to claim compensation.

‘Broadcasters who desire advice with respect to these or similar claims are invited to communicate with the NAB for additional advice and information,” said the NAB.

Squibb and Colgate Plan Summer Network Shows

E. R. SQUIBB & SONS, New York, currently sponsoring Keep Working, Keep Singing, America on CBS three-weekly at 6:30 p.m., has purchased the Sunday 8:30 p.m. period on CBS for a summer show, details of which have not yet been released. It is known only that the program will retain the morale-building theme which Squibb is promoting on its present series. Agency is Geyer, Cornell & Newell, New York.

Another weekend hour-long series pending last week with no details available will be sponsored by Colgate-Palmolive-Peet Co., Jersey City, on NBC Saturdays at 10 p.m. Period is now partly filled with Bill Stern’s Sports Newsreel of the Air for Colgate shaving cream, which will probably be moved by Colgate to an earlier quarter-hour on NBC the same evening. The 10:15-10:30 p.m. Saturdays on NBC are the responsibility of the Campana Sales Co. Program was titled Campana Serenade. Agency and product for the new half-hour Colgate series have not been announced.

Babbit’s New Plans

B. T. BABBITT Co., New York, sponsor of David Harum on CBS and NBC, will discontinue the CBS program with the May 14 broad- cast, and has purchased the 10-10:15 a.m. period on NBC, for a Monday through Friday serial, as yet unnamed. Firm will continue the NBC NBC David Harum, and will thus have two serials as of May 30 when the new series gets under way. Agency is Duane Jones Co., New York.

Navy Materiel Post To George B. Storer

Fort President Reports Soon To 9th Naval District

GEORGE B. STORER, president of the Fort Industry Co., operating six broadcast stations, and president of the Standard Tube Co. of Detroit, has been commissioned a lieutenant commander in the Navy and reports shortly for duty in the Ninth Naval District in Chicago in connection with inspection of Naval material.

Com. Storer’s steel fabricating concern has been engaged 100% in war production, but to date he has only been able to find a limited outlet for his steel, principally in manufacture of shell casings. It is understood that because of his knowledge of steel production and manufacturing, he was selected for the Chicago post.

Active in War Production

Prominent in broadcasting circles for more than a decade, Com. Storer has devoted most of his time to war production during the last two years. The six stations are: WGN, Chicago; WJZ, To-ledo; WMWN, Fairmont; WLOK, Lima O.; WAGA, Atlanta, and WHIZ, Zanesville.

J. Harold Ryan, vice-president and treasurer of the Fort Industry Co., the brother-in-law of Com. Storer, is on duty in Washington as Assistant Director of Censor- ship, in charge of radio. Since this call to Washington in December 1941, Mr. Storer has been supervising the operations of the Fort Industry Co. in addition to those of the steel fabricating concern.

Preparatory to reporting for duty April 19, Com. Storer met with executives of the Fort Industry Co. in Atlanta last Thursday and Friday. No announcement was made, however, regarding executive direction of these operations during his Naval service. Attending the meeting were Mr. Ryan; L. A. Pixley, assistant to the president; E. Y. Flanagan, WSPD; George W. Smith, WWVA; Charles A. Smith- gall, WAGA; Ralph Elvin, WLOK, and Allen L. Haid, WHIZ.

Coffee Firm Sal e

AMERICAN Home Products Corp., Jersey City, extensive user of ra- dio for its various proprietary products, is negotiating to acquire the G. W. W. Coffee Refining Co., Morris Plains, N. J., it was an- nounced last week by Alvin G. Brush, chairman of American Home Products. The company has acquired the firm this year Ayerst, McKen- nay & Harrison Ltd., Montreal, maker of drugs, foods, cosmetics and household products. According to Mr. Brush, the acquisition of the G. W. W. Coffee Refining Co., president of the coffee firm, plans to retire when the pur- chase becomes effective. Clarence Mark, general manager, would be the active head of the company.
Many Former 3Bs to Be Called Soon

Dependency Removed As Deferment for Two Groups

EARLY induction into military service is forecast for thousands of broadcasting industry employees formerly in Class 3B as a result of a Selective Service order announced today (April 12) abolishing occupational classification and removing dependency as a cause for deferment for men with collateral dependents.

Under the new arrangement, former 3Bs will go into 1A unless they were fathers of children born before Sept. 15, 1942. Fathers of pre-Pearl Harbor children, as Selective Service defines a child born before Sept. 15, 1942, will be put into a new class 3A, where they are to remain until further instructions from the director of Selective Service.

Still a Class 3D

One other alternative which Selective Service has offered for current 3Bs is classification 3D for men who may continue to be deferred if their induction would cause “extreme hardship and privation to a wife, child or parent.” Agricultural workers with dependents are protected by class 3C.

The new Selective Service instruction, which went out in a memorandum to Draft Boards last week-end, is described as a normal step in the prearranged plan of induction. Prior classes of men have now been exhausted, officials explain, so it becomes necessary to take increasing numbers who have enjoyed special classification because of dependents.

Still open to some radio employes will be Class 2A, men necessary to essential civil industry who may be deferred for limited periods until they are replaced. Such deferments are available at the discretion of local draft boards for men holding one of the jobs in the list of essential titles for the industry.

In an NAB Manpower survey, conducted last September, only 190 men of 12,821 employees reported as by 608 stations had been granted such deferment. Officials in Washington predicted that Local Boards would continue to grant 2A rating, and that such rating would require proof that every effort was being made to replace the man.

How many of the 5700 draft age Class 3 men reported in last fall's NAB survey have pre-Pearl Harbor children and will go into 3A instead of 1A is not known. Of 2488 men holding key radio jobs at that time, 1928 had dependent children, while another 553 had no children.

The new arrangement completely eliminates the former Class 3B, the classification granted a man employed in any of the 37 essential industries regardless of his job. In that respect it levels the distinction between essential industries and other activities with the exception of certain fields which were specifically listed as non-essential. Employes of such activities are not entitled to 3A recognition even if they maintain bona fide homes. (See earlier story on p. 16.)

Brown May Scrap Grade Label Rule

House Committee Advises It Is Impractical Now

REPEAL of the OPA regulations requiring grade labeling of the 1943 fruit and vegetable pack became increasingly probable last week when the Agriculture Committee declared that enforcement of the order this year seemed impractical. [BROADCASTING, April 5.]

Maxon in Trouble

Although OPA Director Prentiss Brown has not yet indicated whether he still upholds the regulations, originally ordered by former OPA chief Leon Henderson, observers believed he would accept the advice of the House Committee, pro-grade labeling group, which ruled that the regulation might interfere with food production, and require an extravagant amount of extra labor.

An indication of OPA's decision may be forthcoming early this week when officials of the agency appear before a special House sub-committee investigating regulations of Government agencies.

For more than three weeks, Mr. Brown has been besieged by consumer groups defending the regulations, and canner interests who have begged him to suspend. In a flare-up a week ago, the OPA Labor Advisory committee demanded the resignation of Lou Maxon, OPA's general counsel, and Maxon himself, citing the lost of pro-canner sympathy in the controversy.

Previews Restricted

Mr. Brown appealed the anti-Maxon interests last week by restricting certain powers of review he had granted an industry attorney, permitting him to overrule decisions of OPA Deputy Administrators. The Detroit Chapter of the National Lawyers Guild took up the fight and Maxon yesterday, that Maxon resign “because he shares the view of the National Canners Assn.”

The Agriculture Committee heard a message from AFL President William Green declaring that “a myth has gained wide circulation that grade labeling will displace standard advertising; that Maxon resign ‘because he shares the view of the National Canners Assn.’”

Seeds Names Post

DICK POST, producer, writer, and announcer of CBS, Chicago, has been appointed radio director of Russell M. Seeds Co., Chicago, and will take his new duties May 1. He will also me. Revelli Roundup, sponsored through seeds of NBC by Grave Labs St. Louis (cold remedies and vitamin products) on Monday, Wednesday, Fridays 7:45-8 a.m.

FROM SECRET RADIO room at Allied Headquarters, North Africa, John MacVane, Associated Press war reporter in Algiers, is shown during one of his broadcasts on NBC’s five-weekly News of the World. MacVane was among the first group of newsmen to accompany the Allied Expeditionary Forces to Africa last November.

High Court Hears KOA-WHDH

Arguments; Result Important

Station’s Right to Intervene in FCC Proceedings, Upheld by Lower Court, Involved in Case

A RULING of far-reaching importance to the broadcasting industry, affecting the rights of stations to intervene in FCC proceedings, short of the 30 days required by the Supreme Court as a result of final arguments last Thursday and Friday on the FCC’s appeal from the opinion of the U. S. Court of Appeals for the District of Columbia reversing the Commission in the celebrated KOA-WHDH case.

The lower court, by a 4-2 vote and in five separate opinions, held that a broadcast station, by whatever name it may be called, has a right acquired through its license which prevents the FCC from changing a station’s facilities without full hearing.

Decision by the court in the network monopoly case was expected any decision day Monday.

The lower court had held that the Commission had erred in not giving NBC, licensee of KOA, the opportunity to intervene and present testimony. The Government, however, contended that KOA had been accorded a proper hearing with the meaning of the statute and that the lower court had improperly entertained jurisdiction.

The case was the first involving the breaking down of a clear channel, that the duplicated operation since the Havana Treaty reallocation became effective in 1941. KOA has been the dominant 1-A station on the 850 kc. clear channel, but the FCC permitted WHDH, Salem, as the Boston outlet, to operate fulltime on the frequency, changing its status from 1-A to 1-B. To accomplish this, it amended its rules setting up the logical channels under the Havana Treaty.

In arguing the case for the Government, Paul A. Freund, special assistant to the Attorney General, contended that KOA’s facility remained unchanged, in that it retained the same frequency and the same power. He argued that the interference caused in the restricted secondary service area of KOA was negligible, and that the public interest was served by the grant. Beyond that, he contended the Commission was under no compulsion to allow NBC to intervene in the proceedings.

Philip J. Hennessey, Jr., member of the law firm of Segal, Smith & Hennessey, in his maiden appearance before the highest tribunal, vigorously supported the opinion of the lower court. He argued that KOA had never been accorded a hearing despite specific provisions of the statute and past court precedent.

In reciting the history of the proceeding, he brought out that the Commission not only had substantially changed the facility of KOA without proper hearing but that it also had altered its regulations without notice and hearing.

WHDH is still operating fulltime on the 850 kc. channel despite the pendency in the court below of a petition for a stay order. NBC, however, has not pressed for issuance of the order which would force the Boston station to revert to daytime operation on 850 kc. Also involved is the assignment of WJW, Akron, with 5,000 watts power, on the 850 kc. channel, and with reversion to Cleveland a priority grant, without hearing, followed the WHDH authorization, but further proceedings before the FCC are being withheld pending the Supreme Court’s decision.

With a bare quorum of the court sitting—six judges—arguments were begun last Thursday. Associate Justices Black and Rutledge (Continued on page 10)
Business Builder in Tailor-Made Discs

A YEAR AGO Washington listeners heard a new type of musical transcription for a local advertiser. “It’s Kopy Kat... It’s Kopy Kat,” sang a smart girl trio.

Four months later, using a schedule covering all six Washington stations, Kopy Kat, women’s wear specialty shops, had doubled its retail business.

And at the end of 1942, Kopy Kat’s appropriation, exclusively in radio, was three times greater than the stereotyped live-copy schedule prior to the first transcription in May.

Rang the Bell

This unquestioned success in use of tailor-made transcriptions provoked immediate interest. Tailor-made transcriptions were still a novelty to clients in the Washington area. Formerly transcriptions for local clients consisted of identifying fanfares backed up by announcers with passionately appealing enthusiasm.

Formerly budgets for making transcriptions were held to $35; now a client who measured expenditures by sales results was justifying an appropriation of $350.

Kopy Kat was the first success. Then we rolled up our sleeves and really tackled the transcription opportunities. First problem was that of the Chesapeake & Potomac Telephone Co., embracing Washington D.C., Maryland, Virginia and West Virginia. The company contemplated use of newspapers to urge: “Please do not use your telephone long distance unless the calls are vital!” This was just two weeks before Christmas!

We evolved the idea of dramatized transcriptions as the most effective means of driving home voluntary public cooperation. C & P officials approved. Dramatized transcriptions, placed on 35 stations blanketing four states, explained why the public’s cooperation was essential to the war effort. With simplicity and tact.

Washington Store’s First Campaign Doubled Sales in Four Months

By ROBERT J. ENDERS

Radio Director, KAI Advertising Inc., Washington

KAL is the agency; Washington, D.C., the locale, and women’s wear specialty shops, the client. “It’s Kopy Kat... It’s Kopy Kat” sang a clever girl trio in a smart transcription innovation.

A sweep of all the stations in town—and Mr. Enders learned how custom-prepared platters make friends, and influence profits. He says the idea works for the firm’s other accounts as well.

We were amazed when C & P cancelled its scheduled announcements for Christmas Day, always the time telephone lines are flooded. The softening up job had been thoroughly effective! The public had accepted the message and believed in its sincerity.

Since Christmas we have prepared two additional blocks of C & P transcriptions on consumer co-operation and understanding of their utility.

And then, there’s the Capital Transit Co., one of America’s largest, busiest transportation systems. Their specific difficulty: Men and women to operate cars and buses, to service equipment. Prior to our radio campaign newspapers over the East had been used. Capital Transit’s radio budget was concentrated in the Washington area. Again, dramatized one-minute announcements, with a simple attention-getting opening effect—voice in an echo chamber. For women employees we coined the phrase: This is a woman’s war, too.

A Newspaper Story

When the War Manpower Commission declared transportation an essential war industry we told, by transcription, the company’s story of deferment to employes. Results were excellent. Since the WMC has expressed interest in our techniques employed to impress essential war jobs on persons now engaged in non-essential work.

Our client, Washington Evening Star, owner and operator of the Washington BLUE station WMAL, presents a unique case: The Star does not wish increased circulation (they have the largest Washington circulation), facting decreased advertising lineup. Further, the Star does not wish increased advertising lineup (for years they have ranked at the top in U.S. newspaper lineup).

But the Star does want a specific appeal to many thousands of newcomers who are orienting to Washington conditions. To the surprise of all, the Star’s radio budget was spread over all D.C. stations (not WMAL alone), probably the largest ever spent in a prestige campaign of this kind. Newcomers and oldsters remember, “If you read it in the Star, it’s true.”

The chain of transcription-minded clients is gaining new strength. Following up public utilities, consumer products, newspapers—all with new and larger radio appropriations. Direct sales and satisfied clients for a bit of agency inventiveness.

How has it affected our agency, particularly the radio department? Well, KAI Advertising is now planning its greatest volume of radio business in its long history.

Easy to emulate? Develop well-trained personnel who can produce tailor-made transcriptions. They will, in turn, produce results.

A.M. Ban Forces Rexall To Use Announcements

BECAUSE of the A.M. ban on recordings the semi-annual one-cent sale conducted this spring by United Drug Co., Boston, will consist of one-minute announcements rather than the wired descriptive quarter-hour programs titled Rexall Parade of Stars, which the company used last fall and preceding years for its Rexall product drive.

Scheduling of the announcemennts for more than 500 stations throughout the country, has been divided so that 14 will be run off between April 11 and 17, and the remaining 14 between May 9 and 13. The company had hoped to use the musical programs it featured last November for four days, but the union was adamant in its refusal to allow the recordings to be used a second time. Spot Broadcast-
ing places the campaign for Street & Finney, New York, United Drug agency.

Harvel Watch News

HARVEL WATCH Co., New York, will sponsor John B. Hughes commentary on Memorial Sunday, 10 to 10:15 p.m., starting June 6. The watch firm entered radio for the first time with its test spot campaign titled The Return of Nick Carter. Walter Gibson, detective story writer, and author of many Shadow Magazine stories, is scripting the program.

Gillette Buys South American ‘Shadow’ Rights; Mutual Starts ‘Nick Carter’

GILLETTE SAFETY RAZOR Corp., Boston, has obtained the South American rights to The Shadow, and will start the program on a number of stations in Brazil and Argentina within the next 30 days. Present plan, it is understood, calls for the series to be heard on approximately 70 stations. Network hookups may be used in both countries. The program would be aired for at least 26 weeks, period for which Gillette has purchased the S. A. rights with two-year option.

The Shadow, several years on U.S. stations, both as a live network show and local transcription, was discontinued on Mutual March 31, when Delaware, Lackawanna and Western Coal Co., completed its seasonal sponsorship of the series. Program is now being broadcast in transcribed form on a number of local stations. Show has never been heard in Latin America with the exception of broadcasts on a Panama City station for the benefit of American troops stationed there.

Program is copyrighted by Street & Smith, publishers. Charles Michelson, radio production firm, is radio representative. Gillette agency is Mason Inc.

Mr. Enders

Scripts will be flown to South America via Pan-American Airways, to correspondents of Mason who will have them translated into Portuguese and Spanish and produced on Brazilian and Argentinian stations, it is understood. Series will be promoted in the South American edition of The Shadow magazine and through showings of “The Shadow” films under an arrangement with distributors of Columbia Pictures.

A mystery series, based on the fictional character, Nick Carter, “the master detective” The Shadow in the Sunday 5:30-6 p.m. period on Mutual. The Nick Carter stories, copyrighted by Street & Smith, originated in the New York Weekly in 1886 and have appeared in the form of a magazine and later a series of motion pictures.

The Mutual series, which started April 11, represents the first radio appearance of the character in the New York City edition of the”The Return of Nick Carter.” Walter Gibson, detective story writer, and author of many Shadow Magazine stories, is scripting the program.

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Is TENNESSEE a Part of Your Market?

WSIX OFFERS thorough coverage of the rich Middle Tennessee area—a section now booming as never before with farm production, industry and army camps.

ENGINEERS’ surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station’s 0.1 MV/M signal.

FOR full information, including coverage map, rate card and present availabilities, contact this station or Spot Sales, Inc., National Representatives.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

5000 WATTS

980 KILOCYCLES
McNutt to Warn Draft Boards Against Station Discrimination

**FCC to Continue Alert for Signs of Unfairness, Says Fly, in Discussing Essentiality Problem**

DRAFT BOARDS will be instructed not to differentiate between stations in recognizing radio as an essential activity, Paul V. McNutt, director of the War Manpower Commission, promised last week. He added however that individual requests for deferment would still be handled by local Selective Service Boards.

This explanation of radio's position as an essential industry was made in reply to two letters from FCC Chairman James Lawrence with the question of Selective Service headquarters which asserted that local boards had authority to defer certain units of an essential industry if they determined that personnel and equipment were not needed.

Mr. McNutt said that radio stations are essential to the war effort and that the Manpower Commission is not likely to take action against interstate or international operations.

Mr. Fly declared himself "quite happy" with the McNutt explanation. The BWC-FCC Chairman insisted that radio has not sought assurance that stations will be exempt. He explained that all radio stations are valuable under the Manpower Act and that the essentiality of stations will be determined by boards of review.

**FCC Alert**

The advantage of such a status for radio was underlined last week as Selective Service moved to steer thousands of men toward agriculture and essential industries. By protecting the position Mr. McNutt reaffirms radio's value to the war effort, as well as the present employers who otherwise might be inclined to move their employees to farms or agriculture.

In some quarters, however, there was still fear expressed that in-state boards, now being established, might fail to recognize the essentiality of radio stations.

The McNutt letter warned that the needs of the armed forces would probably require withdrawal of some persons in essential occupations, and that such individuals would therefore fail to obtain occupations. Mr. McNutt said that such failure would not be based on lack of essentiality of the individual station.

As you know, nor the list of Essential Activities nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station in relation to another. "As you know," Mr. McNutt wrote, "in the list of Essential Activities nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station in relation to another.

"Insofar as the character and content of broadcasting services are similar as between individual radio stations and such services are deemed related to the war effort, no distinction can be drawn as between particular stations."

Adding that this interpretation would not allow deferment for persons in essential occupations, the WMC chief promised to ask Selective Service to inform its representatives that no such determinations would be made.

"All We Can Expect"

Mr. Fly said the McNutt letter confirmed the cooperative studies on manpower made by BWC and WMC, and Selective Service. He said he thought WMC correct in its policy of deciding each case involving a station employe on its individual merit. He described the present situation as "all we can expect the WMC to give us.

Meanwhile, Mr. McNutt told a news conference last week that his organization was "moving everybody toward essential activities." He remarked that present war or flight orders were to relieve the dairy farmer crisis, but said as he looked ahead, he admitted, "we might have to use everything we can get our hands on."

Text of the McNutt letter follows:

I have your communications of March 24 and 27, concerning the local determination of particular radio stations as being essential to the war effort.

As you know, neither the List of Essential Activities nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station in relation to another. Insofar as the character and content of broadcasting services are deemed related to the war effort, no distinction can be drawn as between particular stations. You are, of course, that this interpretation does not assure automatic deferment for all persons in essential occupations in broadcasting services.

I have called your communications to the attention of the Bureau of Selective Service and requested that they inform their representatives in the field that no such determination shall be made. Requests for occupational deferment are made by local Selective Service Boards on an individual basis and not on the basis of particular radio stations in which an individual may be employed.

Needs of the armed forces are such as to require withdrawal of some persons in essential occupations, and that such individuals would therefore fail to obtain occupations. Mr. McNutt said that such failure would not be based on lack of essentiality of the individual station.

**PLACE QUESTIONS**

**DRAFT VAGUENESS**

**COMMENTING** it is common knowledge that the induction date for fathers is not far off, Russell C. Place, NAB's general counsel, said last week registrants and employers could plan more easily if they were given reasonable indication when inductees are likely to take place. (On Monday Maj. Gen. Lewis B. Hershey, director of Selective Service, said such inductions were not likely to take place at least until June, 17.)

"If we were given a date," he said, "it would be possible to put into effect some of the plans that have already been made."

Mr. Place said the impact of Selective Service on the people is second only to the impact of the war itself and that much major disruption of normal life calls for vital rearrangements of business and personal lives. He decried the "welter of confusing and often seemingly conflicting statements" and pointed out that such publicity seems to "put the stress on how to stay out of the Army rather than when induction is likely to occur."

**RADIO MUSICIANS EXEMPTED BY WMC**

**MUSICIANS** employed by radio stations are not subject to the work-or-flight order that went into effect April 1, an official of the War Manpower Commission explained last week. The work-or-flight order had listed "music" as a non-essential service, ordering all men 18-38 engaged in such work to register for war jobs.

A misunderstanding of the order had occurred in Philadelphia where a number of musicians had received invasion services. The regional manpower office has recognized the national interpretation and ruled that only musicians employed in jobs and dance studios, services listed as non-essential, are at present subject to induction.

Musicians as such have not been declared non-deferable, the Wash-ington office explained, but certain activities that employ musicians such as night clubs, are non-essential, and all their employees, musicians included, are subject to immediate induction. Musicians employed by essential industries are not affected by the order.

**IBEW Renews Contracts With Five Broadcasters**

**RENEWALS** of agreements covering technical employees of five stations were announced last week by local chapters of the International Brotherhood of Electrical Workers (AFL).

Local 1221 of Omaha has completed new agreements with the KFAB Broadcasting Co., and the Cornbelt Broadcasting Co., for members at KFAB and KFOR, Lincoln, Neb., for technical employees of KOL, Omaha, owned and operated by the Central States Broadcasting Co. The proposed agreements have been submitted to the WLB for approval.

Several agree-ments were recently reached, the most recent was a renewal with the Gadsden Broadcasting Co., WJBY, Gadsden, Ala., and the Selma Broadcasting Co., WHRB, Selma.
“Detroit Is Turning Out More Combat Munitions Than Any Other Industrial Area in the World”

Office of War Information Report, February, 1943

When Detroit was first described as the Arsenal of Democracy, the phrase was largely one of aspiration; today it wears this accolade by virtue of actual performance. Below are listed the names of some but not all of the products currently being produced at the rate of $1,000,000 worth hourly, that make Detroit a name to be feared in Berlin, Tokio, Rome.

Important Detroit Contributions to Democracy’s Arsenal

AIRPLANES
Consolidated B-24 Liberator heavy bomber (sub-assemblies and complete jobs)
Boeing B-17 Flying Fortress heavy bomber (sub-assemblies)
Martin B-26 Marauder medium bomber (assemblies)
North American B-25 Mitchell medium bomber (assemblies)
Republic P-47 Thunderbolt Army fighter (assemblies)
Douglas A-20 Havoc light bomber (assemblies)
Vought-Sikorsky F4U Navy fighter (assemblies)
Vought-Sikorsky SO2U Navy scout-observation (assemblies)
Vultee Vengeance Navy dive bombers (assemblies)
Stinson L-5 Sentinel liaison planes (complete)
Stinson Reliant navigation trainers (complete)

ENGINES
Pratt & Whitney Double Wasp 2,000 horsepower (complete)
Pratt & Whitney Twin Wasp, 1,250 horsepower (complete)
Rolls-Royce Merlin aircraft engines (complete)
Wright Whirlwind for tanks and training planes (complete)
Continental engines for tanks and trainers (complete)
Ford V-8 engines for tanks (complete)
General Motors Diesels for tanks and boats (complete)
Packard Marine engines for PT boats (complete)
Allison V-1710 aircraft engines (parts)
Wright Cyclone 1,750-h.p. for planes (parts)
Wright Cyclone 1,200-h.p. for planes (parts)
Wright Duplex Cyclone 2,200-h.p. for planes (parts)

TANKS
M-4 medium tank, Gen. Sherman
M-5 light tank, Honey
M-7 tank destroyer, Priest
M-10 tank destroyer

GUNS
20-mm Oerlikon anti-aircraft
40-mm Bofors anti-aircraft
90-mm anti-aircraft (parts)

MISCELLANEOUS
Gas masks
Airplane flight instruments
Naval ship gyro compasses
Anti-aircraft detectors
Troop-carrying gliders
Air raid sirens
Jeeps
Trucks and half-tracs

WWJ is, by actual survey, the most listened to station in this great arsenal. And Detroit has had a population gain of more than 300,000 since 1940!
Hugh Feltis Made Manager of KOIL
Woods Promoted to Central States System Manager
JUD WOODS, station manager of KFAB and KFOR, Lincoln, and Hugh Feltis station contact representative of the BLUE, share executive responsibilities in the Central States Broadcasting System setup following Don Searle's appointment as manager of KGO, San Francisco.

Mr. Feltis becomes station manager of KFOR, Omaha, and sales manager of KOIL, Omaha, and sales manager, KFOX, Denver. Mr. Woods is promoted to the general management of the Central States system, operating all three stations. Mr. Feltis will have an office in Omaha, Mr. Woods in Lincoln.

A native of Washington and a graduate from the school of Idaho, Mr. Feltis has been associated with stations his entire business career. He comes to KOIL after more than a year with the BLUE. Previously he had been a sales manager for KVOS, Bellingham; a acting manager, KKXO, Aberdeen; station manager, KFQ, Wenatchee, Wash.; sales manager, KFBB, Great Falls and sales manager, KIDO, Boise.

Radio Executives Club Prepares For Election

INTRODUCTION of new members, appointment of a nominating committee, and a general discussion of future plans were the agenda of the meeting of the Radio Executives Club. Under the chairmanship of John Hymes, Foot Cn & Belding, the nominating committee to prepare a slate for next year's officers includes Arthur Sinzheimer, Peck Adams, Agnews & Ford, NBC spot sales, and Marvin Kirsch, Radio Daily. A new president, vice president, and treasurer will be announced at the May 26 meeting.

Current president, Tom Lynch, WRK & Esther, Chicago, believes that a service flag was being made for members of the Club now in the armed forces, and announced that next week's meeting would be a "Navy Day." Out-of-town guests present included Mrs. Ucola Katzmeier, WKAT, Miami Beach; Robert Nichols, WHAI, Greenfield, Mass.; Art Harre, WJJD, Chicago, and Olin Ransdall, KDAL, Duluth.

McCormick to NBC

ROBERT McCORMICK, political reporter and Washington columnist, will join NBC's Washington staff April 19, as a news analyst, and will be heard again weekdays from 8 a.m. World News Roundup, with W. W. Chaplin from New York, and former Pearson Peterson from London. McCormick was with the Washington Daily News for a number of years as an editor as copyboy, and eventually became editor and columnist for the paper. For the last five and a half years he has been Washington correspondent for Collier's.

Hawaiian Radio About Normal Says Webley Edwards on Visit

People Listening More Than Ever; Stations Aid Morale and Provide Emergency Communication

ALTHOUGH Hawaiian radio stations are the only United States domestic stations actually in operation in a combat zone as well as under martial law, the problem confronting them after Pearl Harbor have for the most part been adjusted to meet military requirements and broadcasting schedules have returned to a more or less normal basis.

This report on radio in the Hawaiian Islands 16 months after Dec. 7, 1941, was made by Webley Edwards, manager of KGMB, Honolulu, and KHBC, Hilo, who serves as CBS correspondent in Hawaii, and was recently in New York for a short vacation.

Fastest and Best

People on the Islands are listening to radio as before, Mr. Edwards said, pointing out that not only is radio the fastest and best means for emergency communication with the residents, but also that against sabotage, or usually powerful force for good morale in view of the gasoline restrictions keeping people at home by day, and the nightly blackouts including other forms of entertainment.

Describing the stringent measures taken by KGMB, for example, to guard against sabotage, or worse still, possible seizure of the station, Mr. Edwards stated that the building housing the studios and offices, and the transmitter near by are entirely surrounded by barbed wire fences. Machine guns and Army sentries guard the enclosure, and a barricade of sandbags and gravel hugging thelobal flower on the station from flying shrapnel in case of a second Japanese attack.

Visitors are now allowed to visit KGMB, and certain radio broadcasts, all of which must be transcribed prior to presentation lest some unintentional slip give information to the enemy. For five days after the Dec. 7 attack, Hawaiian stations were entirely cut off the air except for emergency announcements. On Dec. 14, the Army allowed them to resume on a limited schedule from about 7:30 a.m. until 9 p.m., and they are on the air today from 8 a.m. to approximately midnight. The result of this curtailment naturally affected advertising schedules and station revenue, Mr. Edwards stated, adding that of course all foreign language programs in Japanese, Korean, and Filipino, have been completely discontinued.

Today, however, with the distribution of essential things smoothed over, national advertising firms have resumed their radio promotion of such items as food or drugs and local firms are again using radio in the realization that it is the best way in which to reach the restricted populace.

As Mr. Edwards reported some months ago to KGMB's representative, John Blair & Co., "it is a real morale booster, and intelligence of the majority of Hawaiian business firms that they stayed steadfastly with us by keeping their radio programs going after we resumed broadcasting. Of course, some firms were virtually put out of business by the war and could not continue. Other firms, short of goods, had to leave the air or cut down. A few firms stopped all of their advertising immediately."

High tribute to the Army for its "grand" cooperation, with the harried radio executives and for its understanding of the problems of the four Hawaiian stations was paid by Mr. Edwards, who also praised the great assistance given the stations by the Office of War Information. "Recognizing the value of radio as a morale builder for the armed forces, war workers and civilians," Mr. Edwards said, "the OWI has taken over the job of assembling all our transcriptions at one point in San Francisco and shipping them over to us by the best available means, either by air or surface. The OWI has further begun providing us with transcriptions of many network sustaining shows."

An interesting phase of broadcasting on the Islands described by Mr. Edwards was the "regional network" the stations have worked out by feeding a program via special, to the mainland KGMB, or KGU, Honolulu, for instance, to KBHC in Hilo and thence to KTOH in Lihue Kauai.

FIGURES in the managerial shift involving stations of the Central States Broadcasting System are (l to r): Don Searle, who leaves the KJOB-KFAB general managership to become manager of SFAB, Fred Jud Woods, promoted to general manager of the Central States system; Hugh Feltis of the Blue stations staff, who becomes KOIL station manager and sales manager of KOIL, KFAB and KFOR.

CIAA TO PRESENT BRAZILIAN SERIES

CARRYING out its recently announced intention of stepping up domestic radio activities, the Office of the Coordinator of Inter-American Affairs is readying a series to acquaint American listeners with their Brazilian neighbors. The programs will start on Mutual, probably this month, and may be followed by similar series in other countries in 18-week cycles.

The first cycle will be presented in cooperation with Brazil's Department of Foreign and Economic Relations, and will include domestic programs and stars from the entertainment world, visiting South American celebrities, public figures of international fame and Latin American artists as guests in a show combining international and Latin American names. The series is expected to begin on Mutual in the Saturday, 4:30 p.m. period.

Carter Expands

CARTER PRODUCTS, New York, last week expanded to 20 the list of local stations carrying transcriptions of Jimmy Fidler's gossips program, heard on BLUE Saturday, 9:30-9:45 p.m. and rebroadcast at 11:15 p.m. Carter has been experimenting for several months with supplementary transmissions of the program on stations outside the BLUE in behalf of Arrid [Broadcasting, Dec. 28]. Agency is Small & Seiffer, New York.

Now Rear Adm. Redman

PROMOTION of Capt. Joseph R. Redman, who last week began his second tour as Director of Naval Intelligence, to rank of Rear Admiral, was confirmed by the Senate last Tuesday. Admiral Redman succeeded Capt. Carl F. Holdefcr, who retired a year and a half in the war zone [Broadcasting, April 5].
CAN YOU HATCH DOORKNOBS?

It makes a whale of a difference what's under a radio station's coverage. No matter how closely a doorknob resembles an egg, it's still a dud. No matter how closely "coverage" resembles "listeners", the two are as far apart as doorknobs and eggs.

When you look underneath the "coverage" of Oklahoma City stations, you find 43.5% of the listeners tuned to WKY in the morning; 56.8% in the afternoon; and 60.6% at night. These are the Fall-Winter averages compiled by Hooper and just released.

WKY's coverage, in addition, extends farther out into the state than any other Oklahoma City station.

WKY has the coverage, but, what's vastly more important, WKY has the listeners to make your radio selling produce results at remarkably low cost per unit in Oklahoma.

WKY
Oklahoma City

KLX Charges Freedom of Press Denied in NBC Exclusive Mme. Chiang Pickup

MEMBERS of Congress and the FCC last week were investigating a complaint by KLX, Oakland independent operated by the Tribune, charging that the station had been prohibited from broadcasting the address of Mme. Chiang Kai-shek in San Francisco's civic auditorium on March 27 and that "freedom of the press" had been denied.

State Dept. Order

The station said it had been told that NBC had exclusive rights to broadcast the address and that no other station could participate. KSAN, San Francisco local, however, also picked up the speech and subsequently originated for an independent network an address in Chinese by the visiting dignitary.

Adriel Fried, KLX manager, asserted he was informed by the office of Mayor Rossi in San Francisco that the State Dept. had declared NBC alone would be permitted to carry the event direct from the auditorium. The Mayor's office, however, subsequently disclaimed any such order.

At the State Dept. last Wednesday it was said that so far as could be ascertained, there had been no dealings whatever on the pickup. Moreover, it was said such action would have been entirely contrary to the Department's policy.

Receipt of a complaint from Joseph R. Knowland, owner of KLX and publisher of the Tribune, was acknowledged by the FCC. He asked the Commission whether the exclusive pick up was "in line with the policy of the Commission." The matter was being investigated last week after the matter also had been brought to the Commission's attention by a number of members of Congress contacted by Mr. Knowland.

KLX said it had installed lines into the auditorium but Mr. Fried charged that the lines subsequently had been cut. They were repaired prior to the pickup in time for the

Sanka Resumed

FOR THE first time since coffee rationing began, General Foods Corp., New York, is doing a promotion of Sanka on WQXR, New York, resuming sponsorship of Symphony Hall, 8 p.m., April 5. Formerly sponsoring one broadcast per week, General Foods is now using two programs weekly on WQXR. Product is not being advertised on any other local program.

Young & Rubicam, New York, handles the account.

BING CROSBY, star of the weekly NBC Kraft Music Hall, sponsored by Knit Cheesee Co., has been given a new seven-year straight no-option contract by Decca Records Inc., which calls for a guarantee of $500,000 during the term, as against $20,000 on record sales. His former recording contract, two years more to run, was compiled by Jack Kapp, president of Decca.

planned broadcast but the KLX technicians were not permitted to set up their microphones and were ejected from the auditorium by military police, according to Mr. Fried. The microphones were removed from the stage by auditorium employees.

It was said that Mr. Knowland had telegraphed the State Dept. regarding the order, which he said would deprive all independent stations of the privilege of broadcasting events of this character.

In his telegram to Mayor Rossi two days before the address, Mr. Knowland said he requested authority to make the direct pickup in the war interest. He added that since the pickup was in the municipal auditorium, he felt any broadcasting company had the privilege of installing microphones unless the speakers did not wish the broadcast, "which is apparently not true in this particular case."

Mr. Fried said the telegram and repeated telephone calls to Mayor Rossi's office were ignored. Finally contact was made with the Mayor's secretary and resulted in the statement that the State Dept. had said the broadcast would be exclusively NBC, according to Mr. Fried. Later, the KLX manager said, the Mayor's office denied receiving any order from the State Dept. or telling Fried about it.

At Mayor Rossi's office it was said the networks had agreed before Mme. Chiang's tour began that a different chain was to have exclusive rights in each city visited and that every local station in the San Francisco area had agreed to take NBC's recording of the speech for rebroadcast.

Mr. Knowland said he thought the station of freedom if speech was "very much involved." Where an independent station is "deprived of broadcasting to the public" he said, "we are all vitally concerned. They had no more right to say we couldn't broadcast the speech than to say the Tribune couldn't publish it."

Mr. Fried declared KLX meant to bring the whole thing to a showdown. "It is a battle of independents versus the networks," he said.
Hi-yo Silver! The Lone Ranger, radio's most thrilling drama, has a listener loyalty that is the envy of many a sponsor.

Recently this popular program carried a billfold offer that was a complete nation-wide success. Returns from the entire Blue Hook-up of stations were remarkably good.

Yet WENR-WLS topped all stations by capturing the sponsor's special award for lowest cost per inquiry!

All of which proves that in Chicago and the Midwest the Blue is still going forward with the speed of the great horse Silver, delivering value far beyond normal expectations.

You, too, can share in the whirlwind progress of the Blue. Better get all the facts now!
At WTAR we spell
"OPPORTUNITY"
with four "P's"!

POWER: 5,000 watts day and night (directional
at night) blankets the entire Norfolk area
with a strong, clear signal.

PROGRAMS: WTAR carries America's "top 10"
and 33 of the first 52 most popular programs.
More of the Nation's favorite programs than
all other Stations in the Norfolk area
combined.

POPULATION: WTAR serves 1,195,463 people
in the Norfolk Metropolitan District, and
more are arriving every day.

PREFERENCE: 81% of the people in the Norfolk
Market listen most to Station WTAR.

The "four P's" spell OPPORTUNITY for more sales
of almost anything you tell folks about over Station
WTAR in the fabulous Norfolk Market. Now is the
opportunity time to write for availabilities and com-
plete information.

500 W. APPLICATION
OF WLW DISMISSED

APPLICATION of WLW for re-
newed authority to operate with
500,000 watts day and 50,000 watts
at night, using its experimental
W8XO high-powered transmitter,
was dismissed without prejudice by
the FCC last Wednesday at the
station's request.

In its motion for dismissal, the
Crosley Corp. set out that the ex-
perimental transmitter has been
taken over by the Federal Gov-
ernment for use in connection with
the war effort. At the time the hearing
originally was scheduled, it was set
forth that the Government was con-
sidering the desirability of taking
over the equipment for war use
and that when the application for
dismissal was filed April 1, final
decision had been reached to that
end.

It is presumed that in the light of
the acquisition of the transmit-
ter, presumably for psychological
warfare purposes, Crosley Corp.
will drop its appeal from the FCC
action denying W8XO authority to
experiment with 700,000 watts
from midnight to morning. This
authority was sought to prove
the technical feasibility of high-
powered transmitting equipment,
which the FCC denied on Nov. 30.
Last December it also denied
W8XO a renewal of license, which
in no wise affects the WLW opera-
tion with 50,000 watts full-time.

FCC Hearing Ordered
On Transfer of KFMB

APPLICATION for volun-
tary transfer of control of Worcester
Broadcasting Corp., owner of
KFMB, San Diego, from Warren
B. Worcester, deceased, to the
First National Trust & Savings
Bank of San Diego, as trustee,
under declaration of trust for Mr.
Worcester has been set for hearing
by the FCC. Renewal of KFMB's
license will be considered in
the same proceeding.

Mr. Worcester, a former aircraft
designer-engineer, was the grand-
son of one of the founders of the
U. S. Veele Corp. KFMB, operating
with 500 watts on 1450 kc., took
the air September 1940, culminat-
ing a four-year effort by young
Worcester, whose original appli-
cation for a new local station had
been denied on the grounds that
no need for the service had been
shown.

His later application to purchase
KECA, Los Angeles, regional on
1430 kc., which he proposed to move
to San Diego after the Earle
Anthony interests had purchased
the old KEHE's facilities for trans-
fer to KECA, was also denied. Fol-
lowing these moves, however, the
"survival of the fittest" theory of
new station grants was upheld by
the Court, and Mr. Worcester sub-
sequently was granted permission
to construct KFMB.

WTOL Basic Blue

WTOL, Toledo, heretofore a BLUE
supplementary station, on May 1
will become a member of the basic
BLUE network. The station, owned
by the Community Broadcasting
Co., operates on 1320 kc., 250 watts.
MANY HINDUS CAN “HOLD THEIR BREATH” FOR AN HOUR OR MORE—

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

If you don't want to cover Western Michigan (the Kalamazoo-Grand Rapids area)—well, you're the boss.

But if you do want Western Michigan, don't kid yourself about doing it with any Detroit or Chicago station.

WKZO is the home station to this entire area—has power second to none, has far the best frequency, and rates first with the vast majority of the available audience . . . Write for all the facts—or just ask Free & Peters!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager
Rep. Keefe Urges That Congress Act
To Settle Time Change Controversy

CONGRESSIONAL action to settle the time change controversy once and for all was urged last week by Rep. Keefe (R-Wis.), who expressed alarm at the confusion resulting from a wave of sentiment in favor of returning to standard time, particularly in the agricultural areas.

Rep. Keefe has advised the Wisconsin Senate Military Affairs Committee that two concurrent resolutions, calling for repeal of War Time, are in the hands of the House Interstate & Foreign Commerce Committee. His advice had been requested by the Wisconsin Senate Committee, after the Wisconsin Assembly had passed and sent to the Senate a bill to repeal Federal Time in that State (Broadcasting, April 5).

"There seems to be a strong sentiment for return to Standard Time," said Rep. Keefe, "a sentiment I interpret as indicative of the public attitude for the restoration of Standard Time. Whether the benefits which have accrued statistically from War Time are what we were told could be expected I do not know. From the facts that have been laid before me, I would say it was just the contrary. So far I am not convinced that we need War Time, but the big point is—Congress must settle the issue.

"It's too bad that the United States legislative Standard Time and the Federal Government retaining War Time. I feel that we're attempting to separate the people from the Federal Government and actually the people are the Government. We must have universal time, if we are to function in unity, whether it be War Time or Standard Time.

"From the standpoint of agriculture, there's a well-founded demand for the return to Standard Time. Aside from the summertime, when we all enjoyed an extra hour of daylight, I cannot see where War Time is of any great benefit. If it is as necessary as we are told, then we should have War Time and individual States should go along in unity. On the other hand, if it is not affecting the big savings in power it is supposed to, then I say let's abide by the wishes of the people who, after all, are the Government of the United States."

Rep. Keefe said he plans to insist that Congress take action "one way or the other." He deplored the "confusion not only to radio but to all industry and all people," because certain States have repealed War Time.

"If the entire State in these instances adopted Standard Time there would be less confusion," he commented, "but in Georgia, Ohio and Michigan, where State Legislatures have repealed War Time, the larger cities, I understand, remain on fast time, causing untold confusion."

LeSueur to London

LARRY LESEUR, former CBS correspondent in Russia, who is writing a book of his experiences in that country, is leaving New York in several weeks to join the CBS staff in London, and it is understood that William L. Shirer, CBS news analyst, will follow him later this spring. Correspondents currently in the CBS London office include Bob Trout, John Daly and Paul Manning, with Edward Murrow continuing in charge of the branch as well as of the CBS European staff.
CONSTRUCTION at [Dam] Dam, in upper East Tennessee, started in February, 1942. Twelve months and nineteen days after construction began, the gates were closed and the dam began to hold water ... a world's record for speed in construction.

Total cost amounted to $36,000,000. The electric power will be used in production of aluminum and many other products which constitute a major contribution to our total war effort.

This is TVA-land ... a great development in peace and a mighty emergency muscle for the United States at war. WLAC, with its 50,000 watts, covers this vast area of expanded industrial construction.
FROM MATERIAL furnished by the Third Fighter Command of Gen. A. H. Gilkeson, a new program on Thursdays at 6:30 p.m. (CWT) dramatizing the often thankless and little known work of the Aircraft Warning Service has been created by WWL, New Orleans. Script for the quarter-hour program is prepared by War Program Manager, P. C. Ott.

**Quips and Tips**

INTERSPERGING humorous stories with tips on wartime living, a thrice-weekly quarter-hour program, *For Ladies Only*, has started on KTMS, Santa Barbara, with Frank Weltner as m.c.

**PURELY PROGRAMS**

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**History In Wax**

THE HISTORY of recorded popular music from the time of Edison's discovery to the present, makes a new series of early morning programs on WCAU, Philadelphia. Created and handled by Al Taylor, the program is called, The Wax Library, and includes accompanying commentary in addition to the recordings, many of which are antiques and collector items.

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**USO Scrapbooks**

THROUGH SPECIAL arrangements with the East Bay Unit of the Domestic Branch of the OWI, KLX, Oakland, Cal., is presenting the OWI program News From The Home Front twice daily direct from the OWI airwaves under the auspices of J. F. Hink & Son, Berkeley, Cal. (department store). In lieu of commercial announcements, the department store is asking that scrap books be presented the USO and is awarding a $25 War Bond to the one presenting the best book. The broadcasts are handled by KLX Announcers Dick Geyer, Ruth Franklin and Don Victor.

School of Life

CONFLICTING philosophies provide the action for a five-time weekly daytime serial on CBS titled This Life Is Mine. Plot centers around a school teacher and her father, who symbolize two schools of thought—altruism and egotism. The school teacher attempts to bring up a sister and two younger brothers to be considerate of others, while the father opposes her.

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**Penthouse Theater**

PERMANENT studio cast plays supporting roles in Penthouse Theater, a comedy-drama series heard Thursday nights for a half-hour on WCSC, Charleston, S. C., and each week guest stars are chosen from the Play Street theater and Footlight Players, local little theatre groups. Programs are directed by Lt. Charles R. Bell, USNR, and produced by Russ Long.

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**Poultry Lessons**

PURDUE U. is presenting The Poultry School of the Air, a series of 10 quarter-hour programs for farmers on its station WBA, Lafayette, and eight stations in Indiana. Sessions are conducted in classroom manner. The tenth broadcast is a final exam and those passing receive certificates from the Purdue Poultry Dept.

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Schools at War

OREGON STATE WAR Staff, with KGW, Portland, is presenting Schools at War weekly. Half-hour shows originate in different schools with scripts emphasizing work being done by school children to further the war effort. Bands and glee clubs are often featured.

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**Weekly Letters**

EXTENDING a personal invitation to visit its studios, KOY, Phoenix, has started mailing a weekly letter to new residents of that city. Names are secured from local gas and electric company's "turn on" lists.

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**Feminine War Role**

WOMEN in factory jobs, in the services and in the news are in the limelight in Fran Harris Reports, a twice-weekly quarter-hour show on WWJ, Detroit. Miss Harris interviews women in interesting war work.

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**INQUIRING REPORTER of WCOl, Columbus, O., gets Baby Doll's answer as to Axis chances of winning the war. A 14-year-old doll, who has appeared before many celebrities, including King George VI of England, rode up nine stories to the WCOL studio, donned a grass skirt and did a hula dance. Milton Metz holds the mike as Manny Block, manager of Kay's, sponsor of the Inquiring Reporter, stands behind Metz.

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**WAAC Adventures**

TESTING out an afternoon instead of the usual morning spot, The Gallant Heart, a new five-weekly quarter-hour series dramatizing the stories of a WAAC and the friends she meets in the world of war, was started on NBC Pacific stations, March 29, Monday through Friday 4:45 p.m. (PWT). Written by Virginia Maria Cooke, the program is produced by Earl Edi. Janet Waldo portrays Jennifer Lake, a WAAC, with Ben Alexander playing the managing lead. Varne Smith is announcer-narrator, with Eugene Le Pique providing musical background.

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**Facts and Families**

INFORMATION on rationing and wartime living are presented by WBBM, Chicago, in dramatic and discussion form on two public service features, Family Goes to War, weekly evening quarter-hour, and Facts for Freedom, twice weekly daytime quarter-hour. The latter program begins offering a WBBM-OPA folio containing household budget sheets for point rationing, point values, etc. Both programs are written by Joan Barry.

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**Production Booster**

REPORTS credit current musical programs for war workers on KMOX, St. Louis, with stepping up production 15%. Broadcast daily at 8:45 p.m. and 12:40 a.m., the series, featuring music by the Jefferson Barracks 147-piece band, is presented through cooperation with the Army Air Forces Technical Training Command. Local war plants feed the programs over public address systems.
now that nations are neighbors

Radio has made neighbors of all the nations on earth. China and Chile, Brazil and Burma, Portugal and Peru now share the same doorsteps and backyards. And when all the nations become good neighbors, radio will have helped with that miracle, too.

An important role in the creation of this world-community is played by Mutual. Its reputation as the First Network for News rests not alone on supremacy in domestic coverage. Devoting regular time each week to broadcasts direct from the world's warfronts, with keen analyses from the homefronts, Mutual contributes continuously to a fuller understanding of what the word "global" really means...from the first radioed words of MacArthur to the latest triumph on the remotest battleground.

This phase of the network's public service helps explain why Mutual has been able to weld the people of all the states into a compact assembly, eager day and night to hear what our correspondents and commentators (and advertisers) have to say.

William M. Clinton

The Mutual Broadcasting System
Promotion is building and more listeners for your programs.

WBAL 50,000 WATTS BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS
Nationally represented by Edward Petry & Co., Inc.
Calling the Tune

LEGISLATION is in the works to subsidize small newspapers on a rather grandiose scale as a means of offsetting war losses. This would be accomplished through Treasury purchase of display advertising to the tune of some $25,000,000 to $30,000,000 at the outset. Senators Bankhead (D-Ala.) and Willis (R-Ind.), the latter publisher of a small town newspaper, are collaborating on such a measure.

In the recent past, there has been talk of Government help for broadcast stations unable to stand the gaff, though this has not proceeded beyond the conversation stage. Senator Bankhead said last week he was studying broadening of the proposed bill to cover radio advertising.

The whole philosophy of subsidy for newspapers or stations, whatever the cause or by whatever name it may be called, is repugnant to Democratic ideals and principles. Private initiative and free competition would go out the window. The Government would then be paying the fiddler and calling the tune. Favor inevitably would be showered upon those willing to play ball with the politicians.

Radio, to be sure, has it's problems born of the war. Conditions generally, however, aren't as serious as some highly placed officials in Washington indicate. There are stations in the red now and were there long before Pearl Harbor. Others may have been on the verge of making money at the war's outbreak, and have lost ground. But only a handful, as far as we can ascertain, have dropped from several years' history of earnings to net losses.

Irrespective of all that we think it will be a tragic day when Uncle Sam steps in to subsidize these media to “channel information to the people”, as Senator Willis puts it. The independence of press and radio would be sacrificed. It is the function of these media to disseminate Government information as long as it constitutes news. Time and talent donated by radio for war messages total almost $80,000,000, according to OWI Director Elmer Davis. Newspapers have published millions of columns, without compensation and as their recognized obligation.

Proponents of the subsidy plan evidently want it confined to small publications which have been hardest hit. But where would the line be drawn? Politicians promptly would get busy on behalf of their own constituent newspapers (and stations) for a cut in the advertising.

Radio's Mr. Brown

HIGH TRIBUTE has been paid radio with the selection by Economic Stabilization Director Byrnes of Walter J. Brown, general manager of WSFA and WARD, Spartanburg, S. C., as one of his four assistants. Mr. Byrnes is regarded in Washington as the “Assistant President”, whose duties cover virtually the entire wartime economic front.

Mr. Brown was selected for this important assignment, presumably for the duration, because of the high esteem in which the erst-while Senator and Supreme Court Justice held him. For a decade he knew him as a Washington
LAST SUMMER the future Farmers of America made Howard Leonard Chernoff an Honorary State Farmer. That isn't the most important thing that could be said of Howard Chernoff but it is highly significant. For Howard's success as managing director of the West Virginia Network has grown with his recognition and prestige and are in direct ratio to its service to the home community. When West Virginia University went to New York's Madison Square Garden to win the national basketball championship a couple years ago the miles of WVN were there. And when the price of milk was raised in Charleston and the consumers and dairymen had it out, the issue sized in the studios of WCHS with a Charleston minister as moderator.

Howard's theory is that a station actually wins friends and influences people (and the phrase is not a gag) by wringing the last drop out of local events and affairs.

If Mr. and Mrs. Zabosky or Mr. and Mrs. Atwater have a 50th wedding anniversary—do a remote from their living room surrounded with friends. If the miners go on strike in the southern part of the state, send a newsmen into the fields to interview the strikers and their families and air their sentiments by direct wire.

In all these things he is supported enthusiastically by his boss, John A. Kennedy, president of the network, now on active duty as a commander in the Navy, who himself grew up in the traditions of so-called small-town newspapering. Com. Kennedy spotted Howard for radio in 1938, two years after he had become a local station's worth three Kennedy newspapers with headquarters at Clarksburg. The first radio step was the management of WCHS, Charleston, key station of the four-outlet network.

WCHS then was operating on 1,000 watts day and 500 night and Howard found that it needed considerable promotion not to mention business.

Twelve and 14 hours daily corrected these handicaps. It was hard work but audience surveys took an upturn and business went right along. Power was up to 5,000 watts night and day and in 1940 Howard was managing director of the other stations—in Huntington, Clarksburg and Parkersburg.

Today he is filling the chair vacated for the duration by Mr. Kennedy who is serving as a commander, Naval Reserve.

Mr. Kennedy and Howard Chernoff met in West Virginia when the former left a career as a Washington (D.C.) newspaper correspondent and Howard came east from several years' newspapering in Ohio to work for Mr. Kennedy's papers.

Howard was born in Cleveland in December, 1907. He remains a fast friend of one of his grade school pals, Vick Knight, producer. He attended the University of Cincinnati and for eight years after completion of his studies covered the usual newspaper gamut—reporter to solicitor. Slow to speak, thoughtful and quiet, Howard is a business portrait in self-control and solid judgment. Down around Charleston they tell you that many a man in lines of business far removed from broadcasting come to Howard Chernoff for counsel. When he left Clarksburg for Charleston the Clarksburg merchants signed a petition urging him to remain in their community.

A quiet demeanor does not imply that he is ultraconservative. He was the first station manager in the country to hire girl engineers—as early as mid-year 1941.

The reward for knowing one's business and then practicing that gospel is best illustrated in Howard's case by the recent honor to WCHS of the Peabody Award for The Home Front, a program in which listeners have the opportunity to ask a panel of local authorities all sorts of questions on the war effort. WCHS's award came "for outstanding public service by a regional station".

It was a fitting reward, too, for a man who operates on the theory that "our news services and the network protect us on all the national stuff but the best way to operate a radio station is to make the community feel it's their station."

Howard has a hobby. Despite wrestling with the problems of four stations, he likes to listen to the radio! Magic is a strong second as number one of a hobby, the International Brotherhood of Magicians he probably could make a comfortable living. His professional performances are punctuated by amusing shows put on for the delight of NAB District No. 4 meetings.

(Two of the fellows who takes greatest pleasure in fooling are Jack Ryan and Howard Ryan. They're easy, he says.)

Howard is married to a young lady who once applied for a job on one of his papers and who now is a secretary of WCHS. Melva Graham Chernoff's particular activity is the CBS School of the Americas which feeds into 1260 West Virginia schools.
BROADCASTING

DAVE ELTON, producer of NBC Hollywood, has resigned to join Young & Rubicam, that city, April 10. An agency producer of the weekly NBC "Time to Smile," he will replace Stanley Joussen, who joins the Office of War Information, San Francisco.

PAUL LANGFORD, former special events director of KVAS, Pasadena, Calif., is now a 2d lieutenant in the Army Air Forces.

PETE SMYTHE, former orchestra leader, and more recently connected with the Bell and Davidson Advertising Agency, has been made program director of WCAE, Pittsburgh. He will assume his new duties after leaving KFPL, Oklahoma City. He was succeeded there by Jack Lefland, formerly with WOFL, Dallas, Tex.

LEE PHILLIPS, announcer of WCAE, Pittsburgh, is the father of a baby girl.

PTT BILL THEINMAN, continuity chief of WCAE, Pittsburgh, before joining the Army, is stationed at Camp Swift, Tex., and Pvt. Warren Girard of the announcing staff is taking basic training at Cochran, Tex.

MAITRIN WILDON, program director of WKXY, Kingston, N. Y., on April 4 married Shirley Pears, of New York City. Mrs. Waldon is a musician, specializing in accompanying classical and novelty singers.

WINSTON BLAKE, announcer from WDBV, Wadsworth, O., has joined WWVR, Valdosta, Ga., to join WIRR, Pittsfield, Mass.

DON F. DAVIS, has returned to the announcing staff of KLS, Oakland, after a leave of absence.

BOB PAGE, announcer at KGFE, Coffeyville, Kan., before joining the Marines, has been a sergeant. He is a radio operator. Warren Medley from KFRI, Wichita, and Margaret Jean Mills, new to radio, have joined the continuity staff.

DEAN S. LONG, program director of WAKR, Akron, Ohio, has left to join KEXL, Waterloo, Ia., as announcer.

VAN WOODWARD, who has been continuity editor of WLBW-WSAI, Cincinnati, has been appointed assistant to the program director. His duties will be principally building and writing special type shows, though he will also be available for help on other shows, and the assignment does not change the status of Howard Chamberlain, who continues as assistant program director of WLBW. Leighton Mitchell, writer, becomes continuity acceptance editor, responsible for checking all WLBW-WSAI copy and is in charge of all administrative details in the continuity department.

HARRIET LLOYD, formerly of the WOIA, Washington, Service Department, has joined the office of Fulton Lewis Jr., Mutual commentator.

CHARLES WOLFE, from the radio department of Young & Rubicam, New York, has been made continuity editor of WSIR, Stamford, Conn.

EARL C. MCCAIN, former assistant KLZ news editor, has been made news editor, succeeding Fred D. Fleming, deceased. Mr. McCain has had nearly 25 years experience in newspaper and radio news.

McCaIN Promoted

EARL C. MCCAIN, former assistant KLZ news editor, has been made news editor, succeeding Fred D. Fleming, deceased. Mr. McCain has had nearly 25 years experience in newspaper and radio news.

JACK LAWRENCE, announcer of WERI, Boston, is in training as a radio technician in the Army Air Forces, but is continuing at WERI on a part-time basis. He married Josephine Goodbody April 3. Sherman Feller, WERI announcer, entered the Army at Fort Devens April 1.

 JACK WENZLOVER, music director of KMOX, Kansas City who resigned to serve in the Navy, has returned after being given an honorable discharge for medical reasons. Leigh Havens who took a post in the music dept., has shifted to the program dept.

JESS OPPEINHEIM, formerly Hollywood gag writer now in the Coast Guard, has transferred his base from Wilmington, Cal., to OWI headquarters in Hollywood and is writing and directing three shows weekly for OWI, The WAVES and SEASIDE. Charles Isaacson is assistant on scripts.

JOSE RODRIGUEZ, chief news editor of KFTR-RECA, Los Angeles, and producer of the Classic Hour on KFJ, has been signed by Walt Disney Studios to do story ideas for war effort films.

WILLIAM A. RACHER, producer of Norman & Marquette on the GAY MONTY WANLEY-MILLER show, in addition will be assistant producer of the GAY MONTY show. He will also be in charge of the continuity department at ABC, Los Angeles.

ED MURPHY, announcer of WROK, Rockford, Ill., has been accepted for Army service and will report to Ft. Benning, Ga. He left for Ft. Sheridan, Ill., on April 1. Pvt. Robert Venable, in charge of the radio department of the public relations office at Camp Grant, Ill., is handling seven programs a week on WROK. He was an announcer at WGN, Chicago, before joining the Army. Senior high school student, is taking station breaks and operating studio controls in the afternoon, Robert Cordwell, now to radio, works days in a Rockford warehouse and takes a part-time announcing shift at night.

HERB JUILLAN, former manager of WJMN, Hammond, Ind., has been given a position with the Mutual Broadcasting System, Indianapolis, replacing Jon Arthur, who has taken over the news department.

EDWARD JAEGER, has left the announcing staff of KFBI in Ottawa, Ill., to join WVOA, Janesville, Wis., where he will serve as announcer-writer.

ROGER FORSTER, announcer of WCRW, New York, is the father of a baby girl.

It's still growing, George!

You helped to start this city of Washington, George. When you were here, it wasn't much as far as people and power were concerned. You know, George, we have 1,242,000 people in and about this town now. They have more money per family than any other city in the nation. They have an effective buying income of $1,509,211,000! That's more money than the whole nation had in your time, George.

It's more than that, though. These million and a quarter Washingtonians control the destiny of this whole nation of ours. Why George, they're spending over TWO BILLION DOLLARS A WEEK just to insure democracy. TWO BILLION dollars a week for guns, goods, and groceries!

But Washington is like that, George, and...
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WISH, Indianapolis

American Chicle Co., Long Island City (Denture), 10% weekly, thru Legners, Anthony & Hively, N. Y., thru J. E. Brach & Sons, Chicago (candy bars), 6% is weekly, thru Sherman Ellis & Co., Chicago.


Colgate-Palmo-vie-Feet Co., Jersey City (Palomoline bars), 13% weekly, thru Ted Bates, Inc., N. Y.

 Pillsbury Flour Mills Co., Minneapolis (pance house), 5% weekly, thru McCann-Erickson, Minneapolis.

Standard Oil Co. (Ind.), Chicago (tractor oil), 5% weekly, thru McCann-Erickson, Chicago.

KVEC, San Luis Obispo, Cal.

Evangelistic Fellowship Society, Los Angeles, 4% weekly, thru Tom Westwood Adv., Los Angeles.


Church of Christ, Glendale, Cal., t weekly, thru Dean Simmons Adv., Hollywood.


KPAS, Pasadena


Sunny Sally Vegetable Growers, Vernon, Cal., 5% weekly, thru T. Tyler Smith Adv., Hollywood.

Royco Co., Hollywood (foot ointment), 5% weekly, thru T. Tyler Smith, Vernon, Cal.

Parr Vitamin Co., Chicago, 5% weekly, thru United Adv., Chicago.

KECA, Los Angeles

F. H. Faisnel & Co., Minneapolis (proprietary), 5% weekly, thru Sorenson & Co., Chicago.

KROW, Oakland, Cal.

bekins Van & Storage Co., Los Angeles, 5% weekly, thru Brooks Adv, Los Angeles.

WJZ, New York

Resinol Chemical Co., Baltimore (soap, ointments, and creams), thru Courtland D. Ferguson Inc., Baltimore.

MOW, New York

C. F. Fox, New York (furniture store), 20 weeks, 6% weekly, thru Rayburn as director of radio research.

WBT, Charlotte

Tennessee Coal, Iron & Railroad Co., Birmingham, 3% weekly, thru BBDO, N. Y.

Streitmann Biscuit Co., Cincinnati, 5% weekly, thru Harry M. Miller Co., Cincinnati.


Griffin, Mfg. Co., Brooklyn, 21% weekly, thru Birmingham, Castleman & Pierce, N. Y.


Dr. Salbu-ring's Lake, Des Moines, 5% weekly, thru N. A. Winter Adv. Agency, Des Moines.

Comet Rice Co., Beaumont, Tex., 1% weekly, thru Loche & Loche, Dallas.

Olsen Rug Co., Chicago, 3% weekly, thru Fresha, Fellers & Fresha, Chicago.

KFBB, Sacramento

Ance Brewing Co., San Francisco, 2% weekly, thru Brescher, Davis & Staff, San Francisco.

Johnson & Johnson, New Brunswick (footbath), 7% weekly, thru Young & Rubicam, N. Y.

Larue & Bros. Co., Richmond (tobacco), 4% weekly, thru Warwick & Legler, N. Y.


Leesfield Salt Co., Los Angeles, 7% weekly, thru Erwein, Wasse & Co., San Francisco.

KNX, Hollywood

Sears Roebuck & Co., Los Angeles, 6% weekly, thru Mayers Co., Los Angeles.

R.C. Remedy Co., Durham, N. C., 5% weekly, thru Harvey-Massengale Co., Atlanta.


WJZ, New York


C.G. Remedy Co., Durham, N. C., 5% weekly, thru Harvey-Massengale Co., Atlanta.

Rayburn has been assistant to the CBS director of research since he joined the network in 1940. Miss Harnish has been a secretary in radio sales since April 1942.

More Resinol Spots

RESINOL CHEMICAL Co., Baltimore, has started seven station breaks weekly on WCAO, Baltimore, and other spots on KFYA, St. Paul, and WAKU, Miami. A series of five-minute news broadcasts starts April 19 on CKAC, Montreal. Three announcements weekly were started April 5 on the Kibitzer's program of WJZ, New York, when placement by Courtland D. Ferguson Inc., Baltimore and Washington, and not Charles W. Hoyt Co., as incorporated April 5 Broa- casting. Dorothy G. Starck is account executive and timebuyer for the Ferguson agency on the Resinol account.

RADIO SALES STAFF EXPANDED BY CBS

EXPANSION of the sales and promotion departments of CBS' Radio Sales division was announced last week by Howard S. Meighan, eastern sales manager of radio sales, who named George Dunham as an account executive in the sales department, William S. Rayburn as promotion manager, George Ma- teyo as supervisor of research in the promotion department, and Joyce Farnham as copy assistant. Mr. Dunham, who joined CBS in 1927 as director of sales promotion at WEEI, the system's Boston outlet, has been supervisor of promotion for CBS-owned stations since December 1940. Previously, he was an assistant sales manager at the Boston Woven Hose & Rubber Co.

A copywriter in the CBS sales promotion department since 1941, Mr. Rayburn has been editor of a Westchester county weekly and a copywriter of Lennen & Mitchell, New York. George Mateyo, previously befogged in search for WOR, New York, and prior to that an instructor in marketing and advertising at New York University, has been assistant to the CBS director of research since he joined the network in 1940. Miss Harnish has been a secretary in radio sales since April 1942.

BROADCASTING • Broadcast Advertising

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Frey Names Williams
JOHN E. WILLIAMS, for eight years vice-president and director of the Di-Noc Co., Cleveland (plastics), on April 1 took over new duties as vice-president and general manager of Charles Daniel Frey Adv. Agency, Chicago. A veteran of advertising, Mr. Williamson was with Collier's, New York, for 15 years where he became advertising manager. He is a former vice-president in charge of sales at Franklin Automobiles, Syracuse, and former executive vice-president of United States Adv. Corp., Toledo.

CALVIN D. WOOD has joined the staff of West-Marquis Inc., Los Angeles, as account executive. Mr. Wood was media director and copy writer for Buechlin & Co., New York, and before that Southwestern manager for Miller Freeman Publications.

BILL KRAUZE, account executive and radio producer of Milton Weinberg Adv. Co., Los Angeles, is the father of a boy.


EDWARD C. STODEL, head of Stodel Adv. Co., Los Angeles, anticipating active Marine duty, has closed his offices for the duration and turned over accounts for servicing to William-Schreiber Inc., Dept. City. Selma Schonfeld, assistant to Mr. Stodel, has joined the latter agency.

J. M. RUSSELL WILSON, former secretary and treasurer of Industrial Inc., manufacturer of advertising copy in Philadelphia, has joined the research department of Genre-Marathon Inc., Philadelphia agency.

N. Y. Club Nominees
AMONG directors selected by the nominating committee of the Advertising Club of New York for the slate at the club's annual meeting and election May 11 are Daniel S. Tuthill vice-president of National Concerts & Artists; Herbert L. Stephens, editor of Printers' Ink; Frederic R. Gamble, managing editor of the American Asm. of Advertising Agencies, and Charles C. Green, managing director of the Advertising Club. Eugene S. Thomas, sales manager of WOR, New York, is one of the directors who will continue in office next year.

JACK BIBBY has recovered from pneumonia and was returned to the air April 11, for his regular BIG SUNDAY program for General Foods Corp.

That Selling Station
In Kansas' Biggest, Richest Market!

Edward Petry Office

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AFA Names Preyer
ALLAN T. PREYER of Vick Chemical Co., has been appointed chairman of the Advertising Federation of America committee to judge winners of the AFA 4th Achievement Award. Also on the committee are Dorothy Shaver, Lord & Taylor vice president; John Platt, Kraft Cheese Co.; Chester J. LaRoche, chairman of the board of Young & Rubicam, and Gardner Cowles Jr., Des Moines publisher and station owner. All are AFA directors.

Wingo Indicted
OTIS T. WINGO JR., former commentator and present assistant public relations director of Young & Rubicam, New York, was indicted by a Federal Grand Jury in Washington on charges of willful failure to register as an agent of the Finnish and Swedish governments. Mr. Wingo in a statement denied there had been "willful violation" of any official requirement.

Realty Rider
THAT the Lone Ranger (Bruce Beemer) can really ride horses will be proved when the radio character makes his first personal appearance in 10 years on the air. Astide his famous white stallion, Silver, he will be the top attraction of the Olympia Circus in Chicago for 15 days starting April 24.

Raymer's 10th
TO CELEBRATE his 10th anniversary in the station representa-tive field, Paul H. Raymer, owner-manager of his own company, gave a dinner last Wednesday night at Sherry's in New York for a small group of friends with whom he first had business contact in the early years of Paul H. Raymer & Co. In addition to Fred Brokaw, manager of the Raymer New York office, Peirce Robinson, and Madeleine Vose of the same branch, Mr. Raymer invited Elizabeth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co.; Reggie Schuebel, Duane Jones Co.; Margaret Jessup, formerly of McCann-Erickson; Hubbell Robinson Jr., Young & Rubicam; Jack Latham, MBS; Wilfred King, J. M. Mathes Inc.; Jack Davidson, Federal Adv. Agency; C. E. Middle- ley, CBS, Ben Bodec, Variety.

Coca-Cola Names Bell
HUNTER BELL, former sales manager of the Atlanta region of Coca-Cola Co., has been named advertising manager of the entire company. He succeeds Deloney Sledge, now a captain in the Army. Mr. Sledge took over when Price Gilbert Jr. received a leave of absence for the duration as vice-president and advertising manager, to accept a commission in the Navy. Mr. Bell was once city editor of the Atlanta Journal.

FULTON LEWIS, JR.
IS DEEP IN THE HEARTS OF TEXANS
Indicative of the widespread popularity of Mutual's Commentator on Political Affairs was the invitation he received to speak before a special joint session of the Texas State Legislature. A resolution was adopted that the usual custom of not meeting on Friday or Saturday be dispensed with in order that Lewis could be heard.

All over the country Fulton Lewis, Jr.'s informative, authoritative style has made friends for himself and sales for his sponsors.

NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY
...a feature that means immediate results for any sponsor (Fulton Lewis, Jr. is sponsored on 117 Mutual stations by 96 advertisers). You can sell him at your own stations at 96 advertisers. You can sell him at your own time quarter hour rate per week. Wire, phone or write.

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

RADIO STATION WHKY HICKORY, N. C.
5000 watts day 1000 watts night 1290 kilocycles Blue Network

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

Population 1,005,212
Radio Homes 144,823
Spendable Income $444,444,000
Per family buying income $1,365
Among The Features

ADVERTISING'S ROLE IN THE WAR
By Chester Laroche, Chairman, the Advertising Council; Chairman of the Board, Young & Rubicam

ELECTRONICS AND THE BROADCASTING INDUSTRY
By Dr. O. H. Caldwell, Editor, Radio Retailing Today and Electronic Industries

THE NAB WAR CONFERENCE
By Neville Miller, President, NAB

RADIO AS AN IMPLEMENT OF GLOBAL WAR
By Maj. Gen. Dawson Olmstead, Chief Signal Officer, U. S. Army

RADIO'S FUNCTION IN NAVAL WARFARE
By Capt. Jennings Dow, Chief, Radio Division, Bureau of Ships, U. S. Navy

CIVILIAN RADIO DURING WARTIME
By Frank H. McIntosh, Assistant Chief, WPB Radio and Radar Division

POST-WAR RADIO HORIZONS
By T. A. M. Craven, FCC Commissioner

FM AFTER THE WAR
By Dr. Edwin H. Armstrong, Professor of Electrical Engineering, Columbia University

POST-WAR RADIO REGULATION
By E. K. Jett, Chief Engineer, FCC, Chairman, Coordinating Committee, Board of War Communications

PLUS
FULL NEWS COVERAGE

April 26
NAB WAR CONFERENCE NUMBER

THE EXPERTS VIEW RADIO PRESENT AND FUTURE

WIRE YOUR SPACE RESERVATION

$2.30 page • $1.30 half-page • $72 quarter-page

ADVERTISING DEADLINE APRIL 17TH

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

National Office: 305 Park Avenue, New York 17

Broadcasting
The Weekly Newsmagazine of Radio Broadcast Advertising

National Office: 305 Park Avenue, New York 17
FTC Charge Hits P&G Teel Claims
Celanese Corp. Is Named for Advertising of Its Fabrics

CHARGING misrepresentation by the makers of the liquid dentifrice Teel, the Federal Trade Commission last week issued a complaint against the claims of Procter & Gamble Co., Cincinnati, for the product. The FTC also alleged unfair disparagement by P&G of toothpastes and powders sold by competitors.

Claims for Product
Advertisements disseminated by the firm over the radio and in publications allegedly represented that Teel is a very revolutionary discovery in dental science, cleans teeth to the highest degree and is a complete and satisfactory substitute for the popular brands of toothpastes and powders; that most such pastes and powders contain abrasives and cut cavities which require filling in the soft portions of the tooth structure exposed by receding gums; that a large proportion of the public is constantly exposing its teeth to serious damage through the use of toothpastes and powders; and that the insolubility, in water, of the ingredients in toothpastes and powders is evidence of the presence of harmful abrasives.

These claims are not only false and deceptive, the complaint charges, but unfairly attempts to compete with products in that they represent that most widely-used toothpastes and powders are harmful to the teeth and dangerous to use when such is not a fact.

The FTC also alleges that abrasives contained in most toothpastes and powders do not result in harmful effects described in the Teel advertisements and that since Teel has no abrasive qualities it cannot be as effectively clean teeth; that it is inferior as a cleansing and polishing agent to many of the popular brands of pastes and powders since its use permits discoloration which can only be removed by a substance having abrasive properties. A mild abrasive, the complaint continues, is necessary in an effective dentifrice.

That yarns and fabrics manufactured under the name "Celanese" by the Celanese Corp. of America are acetate rayon products and not composed of silk and wool, which they resemble in texture and appearance, is not made sufficiently clear to the public, according to a complaint announced last week by the FTC. Purchasers, the FTC continues, are unable to distinguish between rayon fabrics and natural fibre fabrics, and in some radio and other commercials the firm employs terms which lead the public to believe that the products referred to are not actually rayon.

The FTC adopted an order requiring Atmoray Inc. and Atmozone, both of Portland, Ore., to cease advertising in radio continuities and other media certain claims as to the therapeutic value of the medical device known as "Atmozone", an ozone generator. The Commission also found that the advertisements referred to fail to reveal material facts respecting consequences which may result from use of the device under conditions prescribed in such advertisements. Atmozone manufactures the device, while Atmoray Inc. distributes it.
RATING DROP DUE TO BALMY WEATHER,
C. E. HOOVER TELLS IRATE UPTON CLOSE

LOGICAL REASONS for the drop in audience rating for March of Upton Close's Sunday afternoon news program on WJZ were set forth in a letter by C. E. Hoover, after he had received an irate wire from Mr. Close demanding an explanation.

"Your pocket piece for March just reached me. Shows loss of 3.4 my Sunday 3:15 p.m. news show NBC for Sheaffer. What in blazes are you trying to do to me? This would be nearly half audience by our figures. We have felt a loss and CAB rating card for March prepared by CBS research department shows a few points above the best ratings of any news shows or air, being 9.8 coincidental and gain over February. Will you please do a double-check and explanation and do what is necessary to correct harm done?"

Mr. Hoover replies that the wire from Mr. Close produced some concern on his part. He reports, "We see the 'Pocket Piece' he referred to is a part of strictly confidential service to subscribers, of which he is not one. We were at a loss as to what, if anything, we should supply to him in the way of further information. Actually, the pattern Sunday afternoon listening revealed in our March 14 report was not new to us. Each spring there is a Sunday when people who have been housed up for the winter can get out in the dirt and scratch for the first time. This doesn't always coincide with a program-checking Sunday, but this year it did."

"The Close program rating was unchanged from our February findings in the South, Mountain and Pacific areas, but in the Eastern and North Central areas he was affected by what amounted to a 40% drop in radio set use."

"The CAB did not measure audiences on the 14th. The CAB rating Close refers to was an average of calls made in late February and earlier in March when they could not have found what we did in February, namely, that people were huddled by the fire listening."

Two FM Shows Are Sold For Milwaukee's W55M

WITH more than 35 FM shows being broadcast weekly, the Milwaukee Journal announces that operation of its W55M station is a tangible part of broadcasting's present and not its intangible future.

With steady plugging by the Journal staffs emphasis has been placed now on commercial programs and two have been contacted. The Robert A. Johnston Co., manufacturer of cookies and crackers, presents a half-hour of "Purlough and Pardon," Mondays, Wednesdays and Fridays, at 12:30 p.m., for a half-hour using WTMJ also. Second show sold is First Wisconsin National Bank's "Those Who Serve" Tuesdays, at 6:30 p.m., for a half-hour. Last week Edward Petry & Co., became national representatives for W55M.

Many live programs of so-called "better music" are presented. Several shows weekly are before studio audiences.

Kaltenborn Scholarship

TO SUPPORT annually a "young man who is interested in training himself for news reporting or news analysis in the press or on the air", the "Kaltenborn Scholarship" at Harvard U. has been created by the NBC News commentator, who is president of the Long Island Harvard Club. Announcement of the scholarship was made at the recent dinner in New York's Harvard Club given Kaltenborn by the Assn. of Radio News Analysts in honor of his 21st anniversary as a news commentator.

If you want to cover Atlanta at lowest cost, put WATL on your list.
WOV TO FIGHT NLRB DECISION IN COURT

NEW LITIGATION in the case of 26 former employees of WOV, New York, was forecast last week, when the station notified the National Labor Relations Board it declined to comply with an order that it require members of American Communications Assn. Local 16 (CIO) discharged after a strike 2$ years ago. [Broadcasting, April 5].

In a ruling April 1, the NLRB had given WOV, owned and operated by Arde Bulova, ten days in which to signify that it would require the men and women, and make full repayment for wage losses in that period. In default, WOV contended that the order lacked factual and legal basis, and said that the company will await a determination by an appropriate court.

The WOV case originated in November, 1940, when the station discharged union members who struck after the break down of wage contract negotiations. The union had sought a contract covering the entire station personnel, while WOV was willing to recognize its jurisdiction only for technicians. The station fired the men after contending that they committed an act of sabotage.

KOA-WHDH Case
(Continued from page 18)

There was no modification of the KOA license. According to Justice Jackson, he said that if the signal of KOA had been "blotted out" by virtue of the assignment, then he felt it would have a basis to protect.

Mr. Hennessey, in beginning his argument Thursday, pointed out that KOA was in no way complaining about competition and that it relied only upon the electrical, physical interference with KOA caused by licensing of WHDH. He called the court's attention to a map showing the area of interference caused by the grant and said that signals of KOA had been capable of reception in that area from 1928 until the WHDH assignment on the frequency.

Interference Claim
Arguing that the assignment actually, and a modification of KOA's existing license, Mr. Hennessey explained that there is no way a receiver can accept the signal of KOA and reject that of WHDH.

Alluding to the original broadcast allocations of 1928, under which 40 clear channels were established, he pointed out KOA was given a clear channel assignment guaranteed to be interference-free at night in the United States. The number of clear channels subsequently was reduced to 25, he declared, and at the time of the 1938 hearings to ascertain which stations of the original 40 should be assigned to clear channels, he pointed out WHDH at that time sought fulltime on the then 400 clear channel occupied by KOA.

Despite that application, KOA was selected for the 1-A assignment. The clear channel allocations were based on surveys which revealed that less than one million people were dependent upon service of clear channel stations. While only 32.4% of the rural population were dependent upon clear channel stations, he said a station popularity survey conducted by the FCC revealed that 76.3% of the rural residents preferred clear channel stations.

Resuming his argument Friday, Mr. Hennessey pointed out that in spite of the fact that KOA was not made a party to the WHDH proceedings, it nevertheless had been served with hearing notices. Associate Justice Jackson inquired whether that in effect did not make KOA a party. Mr. Hennessey, however, said that he did not recall the precise nature of the notices.

Questioned closely by Justices Jackson, Frankfurter and Reed, Mr. Hennessey said that KOA claimed it was a party entitled to a hearing within the meaning of the act. He argued that the facilities of KOA had been changed in character but that the station was given no opportunity to offer testimony. The action of the FCC constituted a modification of KOA's license, he said, within the meaning of the act and the Commission's regulation.

Annual AFRA Session
To Be Held in Chicago

ANNUAL CONVENTION of the American Federation of Radio Artists, cancelled last year at the request of the Office of Defense Transportation, will be held this year in Chicago Aug. 28-29.

It was also reported that KSD, St. Louis, has renewed its contract with AFRA covering actors, singers and announcers. Contract contains standard AFRA provisions.

In The Fast Growing SALT LAKE MARKET

It's

KDKY

TOMORROW

will be the day of FM and LINGO

UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.
OWI Seeking Ideas On U.S. Paid Time
Bankhead Bill for Paid Ads Being Held in Abeyance

OFFICIALS of the OWI Radio Bureau will look toward the NAB War Conference in Chicago, April 27-29, for an indication of how the radio industry feels on Government purchase of time before making any recommendations to OWI chief Elmer Davis, and the heads of other agencies, Donald D. Stauffer, chief of the bureau, said Friday.

Admitting there has been considerable pressure from individual station operators, Mr. Stauffer said that OWI still has no idea how the radio industry in general feels about selling time to the Government. Among the recent suggestions, mostly from small stations, was one from George McGinley, manager of WKNY, Kingston, N. Y., that the Government buy time at half of card rates.

He said, however, that the Radio Bureau recognized that the purchase of time was now a live issue, and that a memorandum would probably be prepared to advise OWI chiefs on policy.

Adverse editorial and industry reaction may cause Senator Bankhead (D-Ala.) to withhold introduction of his proposed bill to subsidize small stations by authorizing the Treasury to spend some $30,000,000 annually for advertising; it was indicated last Friday when the measure failed to make its scheduled appearance.

Margarine Spots

STANDARD BRANDS Inc., New York, is conducting a spot campaign in cities in the East and Midwest, for Blue Bonnet Oleomargarine, a product acquired with the purchase of Standard Margarine Co., Indianapolis, and its subsidiaries, Standard Food Products Inc., Indianapolis, and Southern States Food Inc., Dallas, producers of margarine and salad dressings. Blue Bonnet spot campaign started Feb. 22, entailing the use of one-minute spot announcements on the basis of 15 a week. Ted Bates Inc., New York, is agency.

SMILES FROM CHICAGO staff and scores of congratulatory messages surrounded John Blair (seated), on the tenth anniversary of the founding of the John Blair radio representative firm. The occasion was observed on April 1 with staff celebrations in New York, Chicago, and branch offices. (1 to r): Gale Bloch, Paul Ray, Blake Blair, and Charles Ditcher.

CALIFORNIA GROUP FORMED IN FRESNO

FORMATION of the California Inland Broadcasters Assn., comprising stations from Eureka to Bakersfield, was announced last week following an organization meeting April 2 in Fresno. Clyde Coombs, manager of KARM, Fresno, was elected president and Charles Scott, manager of KTKC, Visalia, secretary.

Wartime broadcasting problems were discussed at a luncheon last week at the Pacific Hotel. Visalia, addressed the group concerning programming matters and radio publicity.

Attending the session, in addition to the officers, were Leo Schamblin, KPNX, Bakersfield; Paul Bartlett, KFRE, Fresno; Keith B. Collins, KJ, Fresno; Mel Marshall, KYOS, Merced; William Becton, KTRB, Modesto; J. Brown Maloney, McClatchy Radio Stations.

The RIGHT INTRODUCTION smooths the way

Take advantage of WMDB's unique position of leadership in rich Peoria area—it gives your product a confidence-building introduction by an old and trusted friend. WMDB is close to the family circle of the homes in 17 of Central Illinois' richest agricultural and industrial counties.

Omar Expands

OMAR Inc., Omaha, is expanding its list of stations carrying Ranch House Jim, three-weekly transcribed musical, for Ranch House pastime hour. After a successful test on WMIB, Peoria, and WOW, Omaha, the company is placing the program on four additional stations, as soon as distribution is completed in those markets, within the next few weeks—WHIO, Dayton; KOA, Denver; WOKO, Albany; WHIP, Harrisburg. Agency is Macklin, Ayres and Co., Chicago.
Power Commission Favors War Time
Electricity Savings Important To War Effort, Olds Says

AN ADDDED influence in favor of maintaining War Time nationally appeared last week when the Federal Power Commission, through its chairman, Leland Olds, advised the House Committee on Interstate and Foreign Commerce that "there is no question but that, as war production reaches higher levels, War Time will make an even more important contribution to the war effort."

The Commission, according to Chairman Olds' letter to Chairman Clarence F. Lea of the committee, is convinced that repeal of War Time would be a mistake. War Time, according to the Commission, reduces the demand on the nation's electric generating facilities in the winter evening hours when the demand would normally be greatest, thus releasing capacity to carry greater war production.

Chairman Olds' letter covered eight conclusions all directing attention to added electric consumption burdens as a result of war production and the savings of use of War Time in consumption.

"Under War Time the increased daylight between 5 and 6 o'clock postpones the greatest lighting use to a later hour when factory and urban railway use, which is governed by the clock, has fallen off for the night," the letter points out. "As a result the combined use of electricity for home, store, office and street lighting under War Time require less capacity at the power houses than would be needed under Standard Time."

The FPC position follows a similar one adopted by the War Production Board.

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CINCINNATI and Station WSAI

CINCINNATI . . . One of the "Must" Markets of U.S.A. —for now—for after the war. Ideal for spot-testing.

W. S. A. I.

5,000 Watts in cost of station time . . . 50,000 Watts in SELLING POWER. Sales Aid Program which makes Cincinnati GO and BUY.

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Reopening Asked In Ruling on CBS

IBEW Asks Labor Board To Reconsider CBS Case

AN APPEAL for the War Labor Board to reconsider its refusal of a shorter work day and wage progression scale for CBS technicians was filed Tuesday by Lawson Wimberly, international representative of the International Brotherhood of Electrical Workers (AFL).

The WLBY had approved a 7-cent hourly wage raise for the technicians, but had refused other provisions of the contract which IBEW considered essential. [BROADCASTING, April 5].

New Data Ready

Mr. Wimberly's letter to the WLBY explained that the union, through misinterpretation of a letter from the CBS, had not submitted all its case in defense of the revised work day, and of the new wage scale. He also stated the union felt WLBY's refusal of the change, on grounds that it created inequities with NBC and Mutual, was unfair. IBEW asked permission to submit additional information to this effect.

The appeal specifically protested the WLBY for refusal of a shortened scale of automatic wage increases, which would have permitted technicians to reach their maximum wage in six years instead of the present nine. In addition, it questioned the propriety of enforcing a 12-hour maximum day for CBS instead of a proposed 10-hour day.

IBEW objected to judgment of its case through comparison with NBC and Mutual. The union pointed out that Mutual stations are all independently owned and operated, and that only two of them are 50,000-watt outlets. Of these, IBEW said, WGN, Chicago, is an IBEW station, while another differs from WOR, which has an "inside" union. It pointed out that the CBS contract covered six cities in addition to New York.

The union said that there is no agreement between any 50,000-watt station and the IBEW where the wage progression exceeds four years. It also said that so far as it could determine, the maximum day without payment of overtime in a 50,000-watt station, other than agreements between stations and independent unions, was ten hours.

The letter showed that NBC technicans in effect received overtime pay for 12-hour days, through special clauses in their contract.

A decision on whether the Board will permit a re-hearing of this case and allow the union to submit additional information, may be forthcoming this week. Meanwhile IBEW said that it would not ask CBS to invoke the new pay scale until the case has been finally decided.
Station Announcement Plans
Of OWI Slated for Revision

Regional Consultants Confer in Chicago on War Informational Program of Next Few Months

PROVIDING a frank discussion of Office of War Information radio policies to date, OWI's regional consultants conferred last Monday with Government officials in Chicago, discussed cooperation of stations in coming Government campaigns, and heard from the OWI local announcement plan, and appointed Regional Consultants, outline the war informational program which faces its greatest task within the next few months.

Out of the one-day, closed meeting, the first since consultants were appointed last January from station executives as liaison between the OWI and the industry, came suggestions for a greater flexibility of the OWI local announcement quota, at present 12 one-minute spots daily on network affiliated stations and 16 a day on non-affiliated stations.

Announcement Plan

Revisions of the station announcement plan were indicated by Mr. Stauffer when he said, in a statement at the close of the meeting, that "we are as much interested in keeping the announcements down to a minimum as to do an effective job as are the stations.

"The Government will ask only as much time as is necessary to get across Government information. If a reduction in terms of needs seems to be in order, the OWI will effect such proposals. The OWI," he said, "will not fill in announcements just to complete a quota." In addition to Mr. Stauffer, the OWI Washington office was represented by Philip H. Cohen, recently appointed assistant radio chief; Richard P. Connor, head of station relations; Elaine Ewing, assistant chief of station relations.

The stricter enforcement of OWI Regulation No. 2, which provides that all Federal Government requirements by local or regional offices of Federal Government agencies must be cleared through OWI for time and policy, was seen by the broadcasters as materially reducing the number of announcements for the same effort. Recommendations for the use of chain-break announcements of 30-second duration, to be substituted in many cases for the straight one-minute announcements, were made by the consultants. OWI rulings on this and other recommendations will be effectuated shortly, it was said.

Mr. Stauffer, emphasizing the importance of the coming information drives, enumerated the various campaigns. "Radio has a big job to do," he said, "in helping solve the food problem—helping stamp out the black markets, educating those in food conservation and nutrition, recruiting labor and urging care for victory gardens." Next on the list, he asserted, "is the 'Get Ready for Winter' which embraces (1) urging home owners to stock up on coal (2) conversion in certain sections of the country from fuel oil to coal."

Other Problems

Other important problems are: Transportation, voluntarily cutting down unnecessary rail and bus travel; Salvage, with emphasis on copper; Household Conservation, urging home-makers to take care of household equipment and appliances: Personnel, securing help for War, Price, and Rationing Boards, which serve without pay; Absenteeism: Manpower; continuing campaigns for WAVES, WAAAs, SPARS, Marine Corps Reserves and Nurses; selling war bonds and combating inflation. "Understanding" themes must continue to get emphasis," Mr. Stauffer concluded. "Themes treating of the issues (what we're fighting for), the enemy (who we're fighting), the people and what they stand in their fight, have a part to play in this program for the next few months."
WRAL Aroused As WAAC Solicits Ads

OFFICER SELLS MERCHANTS TWO PAGES IN RALEIGH PAPERS

SOLICITING of display advertising for two Raleigh newspapers by a WAAC officer was reported to the office of the Secretary of War, Henry L. Stimson, last week by Fred Fletcher, manager of WRAL, Raleigh.

"I cannot for the life of me explain satisfactorily the necessity for recruiting officers of the armed services to sell advertising locally to merchants in order to get proper display support from the local press," Mr. Fletcher wrote.

Free Time Offered

Mr. Fletcher explained in his letter that his station had offered free of charge two 10-minute periods (well-established women's shows) and two announcements a day calling attention to the locations of recruiting stations in Raleigh.

"This was done," Mr. Fletcher advised Mr. Stimson, "in addition to the 12 spot announcements and two 15-minute programs carried daily in cooperation with the OWI and U. S. Treasury." He said that he believed this was an invaluable in terms of time and interest of stations everywhere.

Mr. Fletcher said he learned from a WAAC lieutenant named Ferri that eleven hours had been spent by her in selling Raleigh merchants space in order to pay for two full page advertisements. Both ads appeared and were "well sponsored," according to the WRAL manager.

"I believe if some action originates from your office, it will be constructive and helpful both for radio and the WAACs," Mr. Fletcher wrote the Secretary.

WXYZ AND HOOKUP TIGERS GAMES

EXCLUSIVE broadcasting rights to the Detroit Tigers baseball schedule this year go to WXYZ, Detroit, for the first time since inauguration of play-by-play description of the sport in that city.

The games will be aired over WXYZ and the Michigan Radio Network, under sponsorship of Goebel Brewing Co. Harry Heilman, veteran baseball broadcaster, will handle home and away games for the 10th straight year.

WLOL Sale Nears

WLOL, Minneapolis, subject to FCC approval, moved closer to final sale to the Ralph Atlass interests last week when the Probate Court of Minneapolis Wednesday approved the transfer of 46% of stock held by the estate of Judge John F. Devaney. The remaining 54% is held by Charles G. Winton Jr., who is also disposing of his share in the station. Total amount to be paid by the Atlass interests is $300,000 under the present arrangement. Mr. Atlass, president of WIND-WJJD, Chicago, is to have controlling interest while the remainder of the stock will be divided up among John Carey, manager; Art Harre, commercial manager; Wind; Eugene Mittendorf, and a group of business men.

Check Production Data, Price Warns Stations

INDUSTRIALISTS and manufacturers are not the appropriate authorities on news of new or secret military weapons or progress in war production, Byron Price, director, Office of Censorship, informed broadcasters and editors April 7.

Mr. Price warned that such statements must not be accepted without special scrutiny, and that Code restrictions on vital information must be followed. Great care must be used in release of such matter, Mr. Price said, and responsibility for what is broadcast and published lies with broadcasters and the press, not the industrialists who are the source. He said media should make certain that war production disclosures have been authorized by the responsible Government war agency. Otherwise, great damage can be done to national security, he asserted.

Major Markets Used

SIX-MONTHS CAMPAIGN for Pepto-Bismol, stomach remedy, gets under way Monday, April 12, with a schedule of one-minute transactions, aired from six to ten times weekly on approximately 43 stations throughout the country. Norwich Pharmacal Co. of Norwich, N.Y., makers of Pepto-Bismol, is concentrating on major markets, using stations largest in the 50,000 watt-caliber. Entering the New York market for the first time, Norwich has taken a live-five weeks-five-minute program on WRAL, New York, featuring Grace Morgan, singer, with accompaniment, in a program produced by Allan Kem- and Ginger Johnson, musical jingle producers, who will present some of the commercials. Lawrence C. Churchill, New York, handles the account.

EXCELLENT, TRACEABLE RESULTS

for Premium Coal Co. when they broadcast over WKRC with THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.
WABC War Policy
Is Cain for WJZ
COLUMBIA PICTURES Corp., New York, which has originally
scheduled WABC, New York, as one of the 50 or so stations to
promote its new film "The More the Merrier," has switched New York
outlets and will use WJZ for the campaign, starting April 15.

Reason for the change was under-
stood to be a WABC policy of per-
mitting only "temperate and re-
strained" commercials before or
after its news broadcasts during wartime, the Columbia announce-
ments for the comedy film proving
too gay and too much of the teaser
type to fill the WABC policy re-
quirements.

Program sponsored by Columbia
Pictures on WJZ will be heard five
times weekly, 6:40-6:45 p.m., im-
mediately preceding the Lowell
Thomas news broadcast. Title will be The Name You Will Remember,
with Bill Lang giving biographical
sketches of famous people as the
main body of the series. The mov-
ing pictures are split every day by
using various out types of programs for an eight-
week period to promote the film
prior to its release May 15 [Broad-
casting, March 21].
Agency is Weiss & Geller, New York.

Blade Goes Net
CONSOLIDATED RAZOR Blade Co., Jersey City, sponsor of the Better Half, comedy quiz program on WOR, New York, will expand the program's Mutual network for Berkeley Blades, starting April 12. Program has been heard Wed-
nesday, 8:30-9:30 p.m., Monday, same time, when it goes net-
work. Tom Slater m.c.'s the show, which presents a quiz contest between men and women on subjects of particular interest to the opposite sex. Grey Adv., New York, handles the account.

Bailey Joins INS
J. N. (Bill) BAILEY, former
news editor of Broadcasting, on
April 6 joined International News
Service as a special radio sales rep-
resentative. Mr. Bailey, operating out of New York, will handle the eastern territory for INS.

EMILE J. GOUGH, in charge of the
station relations West Coast office of
SESA C, married Lt. Mary E. Bren-
nan March 27 in an Atlantic Seaboard
Army Camp. Lt. Brennan is with the
Army Nurses Corp.

EDDIE CANTOR, star of the weekly
NBC Time to Smile, under arrange-
ment with RKO Radio Pictures Inc.,
Hollywood, will write, produce and appear in a film dramatizing the his-
tory of vaudeville and entertainment business from 1900 to the Ziegfeld era.

FCC Reorganization
(Continued from page 11)

House, with one in the Senate, ob-
servers are convinced that the
new FCC has in its possession a
question of which body first will report out a bill. What-
ever support the FCC has had in previous sessions appears
lost and will not be re-appears to have
few, if any friends willing to get to
out in front for it on either side of
Capitol Hill.

The House Committee, headed by
Chairman Lega (D-Cal), hasn't yet
designated formally its communica-
tions subcommittee. But it is cer-
tain that Rep. Bulwinkle (D-N. C.)
a majority stalwart, but a vigor-
ous opponent of "bureaucracy," will
be its chairman. Victorious in its
recent fight to block formation of a
new aviation committee in the
House which would have stripped
the Interstate Committee of those
functions, the Lea group is zeal-
ously guarding its sovereignty, and
proposes to move quickly lest special
subcommittees seek to usurp
its functions.

The FCC, since the dam broke
on Capitol Hill, has kept relatively
quiescent. All controversial issues,
while still present, are being rapidly
avoided. Word from the Commiss-
ion itself is that all has not been
serene among the membership since
the Cox Committee launched its
investigation.

Precisely what tack the Cox
Committee will take when it starts
its inquiry is a Committee secret.
When building up its staff, Mr. Denny,
and his existing retinue of attor-
neys and investigators, have been
conducting field inquiries, and have
subpoenaed voluminous materials
from the FCC, other governmental
agencies and stations.

It is unlikely that either the Cox
or Senate Committee inquiries will
get under way until after the pro-
ceedings in Washington for the
time now contemplated by Congress.

Widespread rumors that Chair-
man Fly might be given another
government post, especially which
started when the Cox resolution panel
wafted away. Mr. Fly and Commis-
sioner C. J. Durr, New Deal Demo-
crat regarded as the administra-
tion's second man on the agency,
are expected to be the star wit-
esses in the Cox proceeding.

Burma Shave Test
BURMA VITA Co., Minneapolis
(Burma Shave) through Macfar-
land, Averyard & Co., Chicago, has
purchased morning newscasts five
to six times a week on 10 stations,
starting April 26: KYW WCAE
WITC WFEK KTHY KLZ
WGST WHO WIRE. If test is
successful it will be expanded.
Company is retaining spots on
WSAI CKLY WYHK
WQAR WHEC KRLD
WPAC WEEI WNAC.

W3AQ, Chicago, on April 13 cele-
brated its 21st anniversary. The sta-
tion went on the air in 1922 as WGU.
Judith Waller, now public service di-
rector of NBC central division, was
the first manager.

Hiring Control
(Continued from page 11)
through the U. S. Employment
Service.

Most of the new manpower regu-
lations resulting from last Thurs-
day's order are expected to consist of
additional instructions from Mr.
McNeil. Unfortunately, it will take
making them the official hiring
agency for all labor transfers. Such
order, officials of the WMC point
out, give great discretionary pow-
ers to regional directors so that
the needs of local essential indus-
tries may be met.

Statement of Policy
The President himself Friday de-
scribed the new Executive Order as
merely a statement of policy which
does not change present regula-
tions. The Chief Executive made it
clear, however, that this was not
blunt warning to his subordinates and
the people that stiff measures were
to be taken to keep wages and prices
in line.

Mr. Roosevelt declared that "the
only way to hold the line is to stop
trying to find justification for not
holding it here or not holding it
their line."

For this purpose he directed that
ceiling be placed on all commodities
affecting the cost of living, and that
wage rates be held in line. To keep
wages in line, Mr. Roosevelt said
that the only rate increases beyond
15% above Jan. 1, 1941, would be
in cases of substandards of living.
He thus ruled out inequities and inequal-
ities, a means used in making them the
wage rates up in plants paying
less than the average wage for an
industry.

The Executive Order specifically
stated that it should not be inter-
preted to mean that reasonable ad-
justments of wages and salaries in
cases of promotions, reclassifica-
tions, merit increases, incentive
wages or the like are prohibited.
Such increases, from the stand-
point of workers, that can
appreciably affect production costs
or furnish a basis to increase prices,
or resist justifiable reductions.

NORMAN E. IYENY, for nine years
radio director of Schwinmer & Scott,
Chicago, joins the radio staff of
Ruthrauff & Ryan, Chicago, April 10.

Some Market to Corner!
Who's making the big money
now? War industry workers? Sure
—and we have a generous num-
ber of them. What about farm-
ers? Have they overlooked cur-
rent farm prices lately? They'll
give you a vivid idea of all time
high income THAT WILL
GO RIGHT ON WHEN WAR
INDUSTRIES STOP!

Worth your serious study is a
"corner" on this: 3 metropolitan
centers . . . 27 important county
seat towns . . . 11 million acres of
highly productive land—30 counties
of wealth in the heart of the
food-producing area.

And, as for the "corner" . . . An
average of 62.5% of this audi-
cience listens to ONE station (75
to 82 percent during many peri-
odes). The other 37.5% is di-
vided between 8 to 10 "other"
stations mentioned. That ONE
station is WTAD. (We have the
proof—ask to see it.)

A good market—for now, and
for post-war—is worth "corner-
ing" anywhere, anytime. That is
why the WTAD schedule is con-
sistently well-filled. There are
several good availabilities, that,
that readily become a "corner
on this market" for you!

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WFLI, Pawtucket, R. I.

23 newscasts a day and the
AP radio wire provides more
than enough fresh material
for each one.

George Sutherland,
Program Director.

Available through Associated, Inc.
50 Rockefeller Plaza

WTAD

1111 W. WASHINGTON BLVD.

QUINCY, ILLINOIS

Represented Nationally
by the Katz Agency

BROADCASTING • Broadcast Advertising

April 12, 1943 • Page 45
South African Sets

UNDER pressure of war, the Union of South Africa has developed its own radio manufacturing plants, according to the Dept. of Commerce. Using as a nucleus several firms that assembled public address systems, the Government organized an electronics industry that produces large amounts of military equipment for Middle and Far East forces. No commercial sets are made at present, and most components are still imported. Early in 1940, South Africa prohibited any radio listener to have any parts not essential for maintenance of his set. In October 1939, all amateur licenses had been suspended.

Organized an electronics developed sets of Union WLAW in 1940, set. are firms 46 April 12, 1943 made In Spot Nat. Soles, The Africa has the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1 1/2-Billion-Dollar Market in the Hudson Circle.

All Operators

HERE'S one hard to top! Harper M. Phillips, manager of KUYM, Yuma, Ariz., believes he has the only station in the country with every member of the staff a commercially licensed operator. That goes for the manager, sales manager, announcer and chief engineer and two assistants. (Yes, you're right. There are only six employees all told.) Mr. Phillips would like to know of some other station so blessed with that rare employ commodity—engineers.

PAA War Meeting

DISPENDING with its usual annual convention, the Pacific Advertising Assn. this year will hold a Wartime Emergency Conference in San Francisco June 22-23.

Pulse N. Y. Survey

PULSE OF NEW YORK Inc., has completed its second house-to-house consumer survey of radio listening, covering the first quarter of 1943. Data have been gathered on number of people listening per set, on the age and sex of the listeners. Survey is based on 60,000 personal visits.

ONLY 7,100 persons, all Quisling party members and high Nazi officials, have radio receiver listening licenses in Norway at present. Almost all sections of the nation's 494,000 receivers licensed were confiscated in July, 1940, by the Dept. of Commerce reports.

OTHER FELLOW'S VIEWPOINT

Funds for Papers

Editor, Broadcasting:

I cannot refrain from calling the radio industry's attention to a news item recently published in the New York Times, wherein it stated that Senator Bankhead was drafting a bill which would give the United States advertising to the newspapers as virtual subsidies. I quote from the news release:

"In an atmosphere of secrecy, a bill is being prepared for introduction in the Senate which would authorize the payment of what is viewed in some quarters as Government subsidies, in the form of Treasury Department advertising, to a large part of the American press.

"Provision is being made that at least a half of a $25,000,000 to $30,000,000 annual fund is to be distributed among weekly newspapers in small towns and rural areas."

Tax Money to Papers?

The proposed legislation is supposed originated among publishers of Alabama and Georgia newspapers and they are trying to enlist the interest and cooperation of newspapers elsewhere.

Every radio station that I know of, large and small, fills the air with hundreds of programs day and night as its contribution to the war effort, for every department of our government, including the Treasury Dept. It costs money to broadcast these programs as well as it costs money to print announcements in newspapers in cooperation with the war effort.

Are we going to permit our tax money to be paid out to newspapers for Government ads when we are giving our broadcast time as a contribution to the war effort?

I think the radio industry better get busy and investigate this and see to it that radio stations receive equal consideration, and further, apprise the Hon. Senator Bankhead of the part that radio is taking in the war effort, which I feel, far exceeds that contributed by newspapers.

John W. Boler,
President, North Central Broadcasting System.

April 7.

Walker a Lt. Colonel

RALPH L. WALKER, principal attorney of the FCC who was called to active duty in the Army last October as a major, on April 3 was promoted to a lieutenant colonelcy. He is assigned to Army headquarters in the War Department with the executive officer of the Joint Communications Board of the military services. Col. Walker has been a National Guard officer for more than a decade but had been retired several years ago for physical reasons. These were waived with his recall last fall.

Bounced Around

Editor, Broadcasting:

Walter Guild's article [Broadcasting, April 6] hits nail on head. Spot advertisers are bounced around. Personally, I was surprised to find that WOW was only station in 19 on one advertiser's schedule that guaranteed time. If broadcasting does not encourage spot broadcasters, we will have no new network advertisers. Skippy Peanut Butter definitely great prospect for new, any clever treatment as spot advertiser is anything but encouraging to client to expand further in radio.

John J. Gillin Jr.,
General Manager, WOW, Omaha.

April 8.

Musicraft's Plea To AFM Rejected

SECOND OFFER by Musicraft Corp., New York, to negotiate with James C. Petrillo, president of the American Federation of Musicians, was turned down last week in much the same manner as the first rejection by Petrillo in which Musicraft proposed to pay so much for each record made by union musicians.

According to Paul Puner, president of the record company, a wire was sent to Petrillo offering to negotiate under the circumstances. The AFM answer merely said "Your wire will be presented to the international executive board on April 15"—date upon which Mr. Petrillo has set to meet in New York with the record and transcription manufacturers.

Original proposal of Musicraft, first tendered the union's executive board Feb. 18, offered to pay AFM one cent for every record made by union musicians and sold to the public at a retail price of 50 cents plus excise tax; 1 1/2 cents for records selling for 75 cents plus tax and two cents on records selling for $1 plus tax.

If this plan were followed by the entire recording industry, an estimate based on record sales for 1942 indicates that it “would have brought in more than $1,500,000 to the unemployment fund of the union,” Mr. Puner stated at the time the original offer was refused.

"Nothin' doin', Mom—unless WDFD Flint Michigan says it's a breakfast for champions."
AGENCY Appointments

AFRA, BLUE ARGUE TRUE STORY STATUS

QUESTIONING whether the program tieup between the BLUE and True Story Magazine for the series My True Story makes the program sustaining or criminal, the New York local of American Federation of Radio Artists last week requested commercial rates for the dramatic talent now appearing on the broadcasts on a sustaining basis.

On behalf of the actors on the show, George Heller, executive secretary of the local, took the position that the opening and closing announcements used on the program changed its status from sustaining to commercial, despite the BLUE's statement that the time was given free. The announcements read:

Wording in Question

"This program is brought to you with the cooperation of the editors of True Story Magazine. If you enjoy hearing it, you will enjoy reading similar stories in True Story Magazine."

Although Mark Woods, president, and Phillips Carlin, vice-president in charge of programs of the BLUE, appeared before AFRA's national board to argue the case, Mr. Heller's airliner was sustained. The BLUE asked for and AFRA agreed to arbitration, and the case will be considered in the next week or so by a panel of the American Arbitration Assn. As broadcasting went to press, AFRA had selected its arbitrator, Dr. Robert S. Lynd, of the Dept of Sociology at Columbia U., but the BLUE had not decided on the person to represent its side of the case.

Curtiss Offers Schools Use of 1 Hour Disc Free

DISTRICT SCHOOL superintendents, representing 10,000 schools, are being offered free a transcription of an institutional program sponsored by Curtiss-Wright Corp., Buffalo, and broadcast over Mutual April 11 [Broadcasting, April 5]. Schools requesting the record of one-hour's length, as offered in a letter by Mutual President Miller McClintock, will be asked to return a form indicating the uses to which it was put and any listener reactions. Each record also is to be returned for passing along to other schools.

Program, titled He Does Not Fly Alone, was intended to impress Curtiss employees and the listening public with the need for "backing up the battle lines." Disc plan is intended to show children what assembly workers have been accomplishing with the hope that they will carry the message for need of top production back into the home.

Metzger Joins ASCAP

ROS METZGER, Ruthrauff & Ryan vice-president and radio director in Chicago, has been notified by Deems Taylor, president of the organization, that ASCAP has signed Metzger, who has written over 100 popular songs, has been in radio since 1924 and with Ruthrauff & Ryan for nine years.

PER CAPITA

RETAIL SALES

U. S. Dept. of Commerce

UNITED STATES . . . $265.00

TWIN FALLS . . . . . . $1105.04

K T F I

"Magic Valley"

Twin Falls, Idaho

NBC

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Twin Falls, Idaho

NBC
Industry Assumes Vital Role
In Big Treasury Bond Drive

Networks and Stations Turn Over Facilities for Special Features to Promote Campaign

DEVOTING its resources to the Treasury's Second War Loan Drive, the world's greatest selling campaign' on Radio Day, April 12, as all four networks began day-long drive broadcasts and virtually every station in the country aired special features and announcements.

Over 800 stations broadcast some form of Bond promotion, using the material and incorporating Treasury transcribed shows and spots, programming plans supplied in a special NAB bulletin, ideas described in an OWI fact sheet, and information given in a special edition of the War Finance Committee Network. News and local sponsors are giving some or all of their broadcast time to drive programs and announcements.

Special Features

In addition to station and network features, hundreds of stations are carrying a half-hour Treasury Star Parade transcription and stepping up the three times weekly, quarter-hour Treasury Star Parade series to six times a week.

Talks by Henry Morgenthau Jr., New York's Governor Thomas E. Dewey, Representative William Green, and CIO President Philip Murray, scheduled for 9 p.m., EWT, tonight on NBC, will emphasize the significance of the campaign to sell 13 billion dollars in Government securities within a three-week period. Sponsors of the Telephone Hour have donated their time for this broadcast.

The Army Hour was keyed to the Second War Loan April 11, and NBC's Radio Day shows include the return for one program of Garry Moore's Everything's Ducky and a personal appeal to his followers to support the drive. Tuesday night's Battle of the Seaxes will hang over its time for a Treasury drama.

Mutual began its participation yesterday when its Sunday program, This Is Fort Dix, included an interview with Renée Carroll, that check girl with more than $250,000 in bond sales to her credit. Another Sunday show, Stars and Stripes From Overseas, also used the bond campaign theme. Highlighting Radio Day on Mutual is Mutual Goes Calling, with a broadcast from the Sampson (N. Y.) Naval Training Station.

In the WOR Overseas Reports the network's war correspondents promote the drive from Australia, Hawaii, Algeria. Our Morale presents pickups from Chicago, Buffalo and Hollywood, with Chaplain of the American Legion Dean Austin Pardue, St. Paul's Cathedral boys' choir, and aircraft company executives taking part on the program.

CBS midnight roundup, 95 Min-

utes From Broadway, which premieres April 12, will devote the first broadcast, originating from WCAU, Philadelphia, to the war loan campaign, with Sophie Tucker and George Jessel among the stars on the show. This makes bond purchase the subject of its interviews. CBS began its participation in the campaign yesterday with Deems Taylor and Madeleine Carroll using bond themes.

Hospital Pickups

BLUE features interviews from Army and Navy hospitals, with Breakfast Club doing a pickup from the Great Lakes Naval Training Station and other network shows — Meet Your Neighbor, Lowell Thomas, Earl Godwin, Raymond Gram Swing — carrying similar interviews. Service hospitals to be visited include the Brooklyn Navy Yard Hospital and the Walter Reed Army Hospital.

Also on the BLUE Men of Land, Sea and Air presents George Hicks from London, interviewing American service men on duty there.

W. L. Hemingway, president of the American Bankers Assn. discusses the war finance program from a banker's viewpoint.

Last Saturday before the drive began, members of the radio industry, and field workers of the Federal Reserve Banks, War Savings Staff and Victory Fund Committee heard pep talks by Treasury Secretary Morgenthau, Undersecretary Daniel Bell, and William Robbins, assistant to the Secretary, over a closed circuit of Mutual and NBC.

To run for three weeks, this year's drive has an emotional theme in contrast to the last drive's financial investment appeal. Following are some special events and promotions planned for the drive's opening day:

KROC, Rochester, Minn., fathers, mothers and wives of men in service read one-minute local program announcements which they helped write. WQAM, Miami, through a local war industry arrange an exhibit of a fighter plane and tank, establishing a bond depot there and making direct broadcasts from this location.

Marine, Army and Navy programs are broadcast from a basic training camp in Greensboro, N. C., on WBIG, with other broadcasts from an Army plane in flight and from a tank moving into the city. KWN, Bartlesville, Okla., airs interviews between citizens and district chairman of the bond campaign. WOWM, Warren, broadcasts a rally of a champion basketball team during several special games and sets up bond curb service where motorists drive up and buy bonds while sitting in their cars.

DECORATING THE ARMY — Niles Trammell, NBC president, presents a silver plaque to Maj. Gen. Alexander D. Surles signifying that The Army Hour, heard Sundays on NBC, was selected by the nation's radio editors as the best Government program. Program completed its first year April 4.

WSYR, Syracuse, carries an exclusive 15-minute broadcast from London in which an entire unit of Syracuse men in overseas service participate; uses spots and brief musical stunts throughout the day and establishes an office in its studio where bond buyers may transcribe short interviews to be played at some later time. At KMA, Shenandoah, Iowa, War Bonds will be awarded to those station artists and production men who prove to be the best bond salesmen.

"Wipe Out Hitler" is the theme at WROK, Rockford, Ill., where buyers' names on small strips of paper are pasted over a huge picture of Hitler in the studio.

WIBA, Madison, Wis., includes among elaborate plans for today free ride at the city's Capital Square in a jeep for every bond purchaser. In Yankton, S. D., the WNAX farm director interviews outstanding farmers on bond purchases, for special playbacks.

Elaborate campaigning by WLW-WSAI, Cincinnati, calls for a caravan of station talent to move between 10 building and loan offices where bonds are sold, in addition to a long list of features.
M. H. COLLINS, 64, vice president of Collins Radio Co., Cedar Rapids, died at his Cedar Rapids home April 2 after two weeks' illness. Mr. Collins was well known to many broadcasters through his interest in sales activities of his firm.

Born Oct. 5, 1878, in Henry County, Ill., the son of a Congregational minister, Mr. Collins had been a rancher in Oklahoma until 1916, when he moved to Cedar Rapids and organized the Collins Manufacturing Co. From 1929 to 1932 he headed the Collins Farm Co., a corporate farming venture involving 160 farms covering 50,000 acres.

Less than 10 years ago, the Collins Radio Co. was founded in a shop operated by Mr. Collins' son, Arthur. Father and son together built the firm, until today it is an extensive plant, flying the Army-Navy "E" as a token of its war job. Arthur is president of the firm.

Mr. Collins was a member of the Minnep Lodge, A.F. and A.M., the Iowa Consistory and the Chamber of Commerce. In addition to his son, he is survived by his wife, the former Faith Andrews, whom he married in Topeka in 1904, and a sister, Mrs. Morgan Duke of Dubuque, la.

Arthur Millet

ARTHUR MILLET, 54, freelance announcer for various programs on NBC, CBS and the BLUE, died April 8 at his home in New York, following a long illness. Former staff announcer on WRR, Dallas, WGN, Chicago, and CBS, Mr. Millet had been freelancing since 1937. Programs he handled included the "American Album of Famous Monologues on NBC," "The Goldbergs on CBS," and "Famous Jury Trials on the BLUE." Surviving are his parents and his wife, Mrs. Helen Jackson Millet, a radio singer.

W. JOSEPH AUSTEN, engineer of WELI, New Haven, before joining the Communications Section of the Army Air Forces last August, has been promoted to first lieutenant and transferred to the Signal Corps. Pvt. George Hue and Lt. George Diugos, also engineers from WELI, are at MacDill Field, Tampa, Fla., with the Army Air Forces.

GORDON GREENFIELD, studio engineer of WLIR, Brooklyn, joins the armed forces April 24.

NORMAN LEONARD, engineer of KPI-RFCA, Los Angeles, reports to Fort Monmouth as first lieutenant in the Army Signal Corps on April 14.

CBS Promotes Sill

JEROME SILL, formerly manager of station services for the Station Relations Department of CBS, has been appointed to the newly-created position of Director of Promotion for CBS owned stations, as announced last week by Paul Hollister, CBS Vice-President in charge of advertising and sales promotion. Mr. Sill will be responsible for promotion service for the six CBS owned and operated stations, WABC, WTOP, WCCO, WEIL, WBMM, WBT, KNX, KMOX; promotion for the CBS New England Network, Columbia Pacific Network and California Network, as well as for Radio Sales, spot sales division of CBS.

Frank G. Kane


15th Anniversary

DR. WILLIAM A. O'BRIEN, professor of Preventive Medicine and Public Health at the U. of Minnesota, last week completed 15 years of uninterrupted medical broadcasting on WCCO, Minneapolis. Dr. O'Brien began his series of informal medical discussions in 1929 at the suggestion of Henry A. Bellows, then manager of WCCO.

THE FACE IS FAMILIAR...

but the name ... Next time you forget a name, just count up how long it is since you heard it last. Then recall how long since the public has heard your name and seen your product. Still willing to gamble they'll remember after the duration?

To keep your name familiar, give people something they value—radio entertainment—to remember you by.
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun
Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

Three Assignments Approved by FCC

Owners' Other Interests Cause
KVAK, WKKB, WOSH Sales
THREE voluntary assignments were approved last week by the FCC in actions involving KVAK, Atchison, Kan., WKKB, Dubuque, Ia., and WOSH, Oshkosh, Wis. Disposing of KVAK to S. H. Paterson for a total consideration of $9,600, Carl Latenser, who is 64, told the Commission, would finally retire from the broadcasting business in order to devote all his time to his music company. The Carl Latenser Music Co. and Associated Music stores in Oshenson and Leavenworth, Kan. and Fall City, Neb.

Rev. Patterson, who is sole owner of KSAN, San Francisco, operating on 1450 kc., 250 watts, has announced that his son-in-law, Gordon Peterson, who is 34, will become assistant manager of KVAK, and that Paul Roscoe is to continue as manager. Mr. Patterson's son Northrige, 30, is chief engineer of KSAN and also acts as chief engineer for KVAK.

Oshkosh Broadcasting Corp. has acquired WOSH from Howard H. Wilson, head of the station representative firm of that name, for $48,000. President of the corporation is Myles H. Johns, Wayne, Ill., who holds 165 shares or 55%; vice-president and secretary is Fred W. Renshaw, Chicago, with 46 shares or 16%. Wm. F. Johnson, Jr., Chicago, vice-president, and Wm. F. Johns, Chicago, treasurer, each holds 45 shares. All are directors. William F. Johns is vice-president of WTCN Minneapolis, and president of Ridder-Johns, Chicago newspaper representatives.

Dubuque Broadcasting Co., a new corporation of local businessmen and a financing organization, purchased WKKB, Dubuque, from Walter E. Klauer, owner, for $25,000. Mr. Klauer, president of the Klauer Mfg. Co., a plant engaged in war work, had earlier decided to retire from radio to give all his time to his war plant. Last December he announced that WKKB would go off the air, but later notified the FCC that he was reconsidering. [BROADCASTING, Jan. 11, Dec. 7.] He had believed, erroneously, that the FCC had decided to permit stations to suspend operations without prejudice during the war.

The new corporation, organized by James D. Carpenter, WKKB manager, is controlled by Interstate Finance Corp., which holds 50% of the stock and has two members on the board of directors. [BROADCASTING, Feb. 9.] The remainder of WKKB stock is split 12 ways, with Mr. Carpenter holding 15%. A Blue Chip affiliate, the station operates on 1490 kc. with 250 watts, and was a participant in the celebrated "free competition" case in the Supreme Court.

AN OFFICIAL SENDOFF was given John Sample (left) as he joined the Marine Corps and left the radio department of Beach Sample-Hummert, Chicago, for the Marine training base at San Diego. Bidding him bon voyage are H. M. (Pete) Dancer (center), B-S-H president, and Col. Chester L. Fordney, Officer in Charge, Central Division USC Recruiting, Pvt. Sample, who is holding one of the ads prepared for the Marine Corps by B-S-H, is the nephew of Lt. Col. Glenn Sample, B-S-H partner, who is serving in the Navy at Great Lakes, Ill.

Control of WGST May Go to School

Proposed Plan Gives College Entire Interest in Station

AN AGREEMENT to the effect that the sale of station WGST, Atlanta, to the Georgia School of Technology, Inc., is expected toward the end of this month as a result of negotiations now in progress between representatives of the Georgia School of Technology, Inc., and station WGST, Atlanta, and Southern Broadcasting Stations Inc. whereby the school would acquire the entire interest of the corporation, which has controlled the operation of WGST under a management contract signed in 1930 [BROADCASTING, March 29].

The amount involved was not revealed by attorneys for WGST, as the agreement must finally be passed upon by the board of regents, which meets later this month. But it was indicated, that the compensation would be based on a percentage of the station's net receipts over a period of approximately eight years. The board is expected to approve.

Conforms to Order

The proposed agreement, in eliminating all interest of Sam Pickard and Clarence H. Calhoun, owners of Southern Broadcasting Stations, would accord to WGST attorneys, fulfill conditions of the FCC in proposed findings of fact and conclusion adopted March 25, which required in effect the withdrawal of the Pickard-Calhoun interests from management of WGST before the Commission would consider the question of license renewal.

The Commission found at that time that Mr. Pickard, a former member of the old Radio Commission, and Mr. Calhoun, Atlanta attorney, had "colluded" in the operation of the station since the signing of the management contract in 1930, "to the almost complete exclusion of the station

Full NBC Net for Three

GENERAL MILLS, effective May 31, will expand its three NBC Network Monday thru-Friday daytime serials, 2 to 2:45 p.m., from 34 stations to the full 120-station network. Programs are Light of the World (Cheerioats), Lovely Women (Gold Medal Kitchen Test Plaque) and Guiding Light (Wheaties). These programs will be discontinued on a transcribed basis on approximately 30 stations. A quarter-hour "news" program three to five times weekly will be placed also on an undetermined number of stations for Wheaties. Agency for Cheerioats and Gold Medal Flour is Blacketti-Sample - Hummert, Chicago; for Wheaties, Knox Reeves, Minneapolis.
**Cigarette Hearings Of FTC to Begin In New York April 19**

**False Advertising Charged To Philip Morris, Many Others**

HEARINGS on Federal Trade Commission charges of false advertising for Philip Morris and Camel cigarettes have been set for April 19-20 in New York and Washington. This represents the first action of the FTC on complaints involving most of the well-known brands of cigarettes.

The Philip Morris hearing is scheduled in New York April 19, with Allen C. Phelps representing the FTC and Floyd F. Toomey of Alvord & Alvord, Washington law firm, representing the Philip Morris Co.

The Camel hearing is set for Washington April 20 with the Reynolds Tobacco Co. represented by the Washington firm of Davies, Richberg, McCormick & Black & Richardson, and the FTC by Edward L. Smith.

**Challenges Claims**

Hitting nearly all claims made in radio and other advertising by the firms, the FTC issued complaints last August and October and received replies in general denying the sweeping FTC complaints and branding some charges obsolete and others unfair. Also cited in August were the American Tobacco Co., makers of Lucky Strike cigarettes, and its subsidiary, the American Cigarette and Cigar Co., makers of Pall Mall cigarettes. In March three more cigarettes, Old Golds, Sensations and Beech-Nuts, and Friends smoking tobacco, all products of the P. Lorillard Co., Jersey City, were cited. As in the earlier cases, the commission cited to almost all of the leading claims in the advertising. (Broadcasting, Aug. 10, Sept. 7, Oct. 5, 1942, March 8, 1943.)

The Lorillard Co. had been granted an extension to April 12 for filing answer, and the American Tobacco Co. answer is due April 20. Mr. Phelps, in charge of the Lucky Strike case, told Broadcasting that he was to confer with attorneys for American Tobacco Co. in New York over last weekend in an effort to settle the basic issue for the latter part of April or early in May.

It is reported likely that FTC lawyers may attempt an agreement to consolidate the parts of the cases involving medical and scientific testimony which would require the expert testimony of many of the same witnesses. Law suits for the firms involved could not be reached for a statement as to their attitude on this question should it arise.

An important decision affecting use of broadcast advertising technique is expected to result from the Reynolds hearing, inasmuch as the company's use of simulated voices purportedly giving testimonials for their product was questioned in the FTC's complaint. In some FTC quarters the opinion is held that the advertiser can still be cited for misrepresentation even though persons give permission for their voices to be simulated on programs and in testimonials.

The Philip Morris Co. in its answer disposed of several items in the complaint by saying they did not correctly represent the substance of its advertising and defended its claim that advertising is based on scientific tests by eminent medical authorities and denied that tests were made by persons without training and experience sufficient to make them accurate and scientific. Advertising for Reynolds also involves certain scientific and medical considerations in connection with advertising concerning the effect of Camels on digestion, on the throat, etc.

**McClintock to Take Countrywide Tour**

To Meet Agency, Advertiser And Affiliate Executives

ITINERARY of a business trip by Miller McClintock, president of Mutual, to start after the April 26 meeting in Chicago of Mutual's board of directors and stockholders, was announced last week by MBS as having a three-fold purpose: To give Mr. McClintock an opportunity of calling before advertising clubs in cities from coast to coast, to investigate the facilities and meet the staffs of Mutual's key affiliates, and to meet agency men, individual advertisers, and potential clients outside New York.

Mr. McClintock will meet the Mutual board and stockholders in Chicago during the morning and afternoon of April 26, after which Mutual affiliates will meet at the Hotel Drake to see a preview of Mutual's Kodachrome film presentation. This film, which tells history and development of MBS, will be used this fall as a sales presentation to agencies and advertisers.

From May 2 through May 15, when he returns to New York, Mr. McClintock will make the following stops: May 2-4, Hollywood, where he will meet Southern California advertising executives, the Los Angeles Advertising Club; May 5, Mutual's president will speak to the San Francisco Adv. Club, and a luncheon of 40 advertising executives; then traveling in Colorado Springs May 7-10, Mr. McClintock will arrive in Kansas City to confer with executives of WHB, speak at the city's Adv. Club, and meet with radio editors and radio executives of all Kansas City stations; May 11, he visits St. Louis, meets staff of KWK, speaks to the Adv. Club, and is introduced to radio editors in the city; May 12 he addresses the Cleveland Adv. Club, and is guest of honor at a dinner given by WHK; May 13, the schedule is followed in Cincinnati, and May 14, he meets the staff of WHK, and speaks to the Columbus Adv. Club.

Lester Gottlieb, MBS director of publicity, will accompany Mr. McClintock on the business tour.

**Noted War Garden Expert Gets Amazing Mail Response on KGO**

KGO's war garden editor, Rolly Langley (who also writes garden news for 27 California newspapers), aired his first "V for Vegetables" program on KGO February 17. One announcement on the initial program pulled 1425 letters from 43 California counties and three neighboring states...two later announcements brought the mail response to 3457. Such heavy mail proves the popularity of gardening in Northern California where planting is done year-round. Too, it proves the pulling power of our editor. This program is available one or two nights weekly. See your Blue Spot Rep. or write us for details.

KGO~\---San Francisco-Oakland\---

810 K. C. 7500 WATTS
Blue Network Company, Inc.

April 12, 1943 • Page 51
TEN TOP TUNES

The ten top tunes from the standpoint of network audience coverage during the week ended April 7, according to the composite audience coverage index survey of the Office of Research-Radio Division, New York, are as follows:

WSAY, Rochester, N. Y.—mod. CP, as mod. authorizing change frequency, power increase, DA-ON, new transmitter, move transmitter to extend completion date.

KBGO, Talkeetna, Alaska.—mod. CP as mod. for power increase, change hours, new transmitter, DA-N.

KGDM, Stockton, Cal.—license cover CP as mod. for change frequency and hours, power increase, DA-N.

WNBC, Hartford.—license cover CP as mod. for new television station, extend completion date.

WDAK, West Point, Ga.—move transmitter West Point to Columbus, Ga.

KINY, Juneau, Alaska.—Mod CP for power increase, change equipment and antenna, amended; install new transmitter, omit request change frequency; extend commencement, completion dates.

Reinstatement of FM applications (April 3-9; Globe-Democrat Publishing Co., St. Louis;—CP for new broadcast station, 4470 kc., coverage 13,683 sq. mi.; NEW, Mercer Broadcasting Co., New Trenton, N. J.—CP new broadcast station on 4990 kc., coverage 2,500 sq. mi.; NEW, WAAB, Boston;—CP new broadcast station on 4770 kc., coverage 9,300 sq. mi.)

A LETTER from Donald Nelson concerning the war production drive program of the Stromberg-Carlson Co. was read at the recent anniversary meeting of the company's Labor Management Production Drive Committee. The WPB Chairman congratulated every member of the organization.

Goodyear Back on Air With Full NBC Hookup

RETURNING to network radio after a ten-year absence, Goodyear Tire & Rubber Co., Akron, on April 20 will start a third institutional series on the NBC network in the 7:30-8 p.m. period on Tuesdays.

Titled Salute to Youth, the program will feature eye-witness accounts of the news and happenings on the war by William L. White, former foreign correspondent for Collier's magazine, and making his debut is the first Harry and Ben Gardner, a Goodyear technician selected each week for his outstanding work. Kay Kroeger will narrate the half-hour show under the direction of Ben Gardner, and Ben Gardner will handle institutional announcements. Agency is Arthur Kudner Inc., New York.

Mutual - Gillette Again Sign For Boxing Bouts

FOR THE THIRD consecutive year Mutual will cover the nation's top flight boxing bout attractions, including championship contests staged by promoter Mike Jacobs, under license of Gillette Safety Razor Corp., Boston, according to an announcement last Thursday, by J. P. Spang, Gillette president and president, renewal, as of June 1, 1943, is good for one year. Gillette and Mutual first signed the rights June 1, 1941, and since have presented 88 fights. Purchase price of rights has been increased.

The bouts will be aired on over 150 Mutual stations, with Don Dunphy and Bill Corum again handling the blow-by-blow and color accounts respectively. Championship bouts are short-wave to our armed forces abroad with four-minute sequence of each fight recorded by Dunphy following the event for release to overseas troops abroad through the Office of War Information. Agency is Maxon Inc., New York.

Hinds Quiz Plans LEHN & FINK PRODUCTS Corp., Bloomfield, N. J., which has not used network radio for Hinds Honey & Almond Cream since 1939-40 when it sponsored Burns & Allen on CBS, will purchase half-hour on Mutual for a series, probably of the quiz type, to start April 20. The series will be Wednesdays 8:30-9 p.m., and it is rumored that Wally Butterworth will serve as m.e. No further details on the program were available from Wm. R. Esty & Co., New York, agency in charge.

GILLETTE SAFETY RAZOR Corp., Boston, on Saturday, May 1, 6:15-6:45 p.m. will sponsor broadcast of Kentucky Derby on 122 CBS stations. Agency: Maxon Inc., N. Y.

LAURA SECORD CANDY shops, Toronto, Ont., April 6 started Bee Rightie, pianist, on CFBB, Toronto, and CFUC, Montreal, Mon. 7:45-8 p.m., and on CFCF, Montreal (CCKO), Ottawa; CKWS, Kingston, Ont.; CHMF, Montreal, CFPL, London, Ont., Fri. 7:45-8 p.m. Agency: Cockfield, New York.

PREBYSERIAN CHURCH in Canada. Toronto, on April 17 has one-time booster show, April 17-18, 8:30-9:15 p.m., agency: R. C. Smith & Son, Toronto.

CONSOLIDATED RAZOR BLADE Co., Jersey City, on April 12 starts Better Half quiz program, on 13 CBS stations, 8:30-9 p.m. Agency: Judick & James, Co., Cleveland.

GOODYEAR TIRE & RUBBER Co., Akron (institutional), on April 20 starts Salute to Youth on 126 NBC stations, Tues. 7:30-8 p.m. Agency: Arthur Kudner Inc., New York.

HARVEL WATCH Co., New York, on June 6 starts John B. Hughes on 19 NBC stations, Sat. 2:15-3:15 p.m., agency: A. W. Lewin Co., Newark, N. J.


ACANIN Co., Jersey City, on April 12 starts Eve on 20 Cosmopolitan stations on Mutual. Agency: T. Page Forrell, on 60 NBC stations, Mon., Wed., 9-9:45 p.m. 

Hill's Cold Tablets and Bistodol continue products promoted Thurs. and Fri. Agency: Blackett-Baum-Hummer, N. Y.

J. B. WILLIAMS Co., Glensboro, Conn. (shaving cream), on April 6 added to 2 new on Mutual. Mon., 8:30-9 p.m., a West Coast transcription. Agency: John B. HARRIS, newsmen to be announced, is announcing the new series of Miss Harris early morning programs started last week. She is also to write and present the 3 Home Forum series and will create other early features for women war workers.

Bleeful Earfull FOR WAR workers, many of whom are women, and seniors, who make up more than 60% of the war era, Cincinnati, listeners from midnight to 8 a.m., Bill HARRIS, newcomer to the show, is announcing the new series of Miss Harris early morning programs started last week. She is also to write and present the 3 Home Forum series and will create other early features for women war workers.
Help Wanted

Announcer—Draft deferred. Want stable, experienced announcer with proven record, able to handle continuity assignments for sales, news, or live spots. Good voice who can handle continuity assignments for sales, news, or live spots. Excellent opportunity for advancement with one of nation's most modern broadcast organizations. Send full details, including phone number. Box 496, BROADCASTING.

Sales Manager—For medium-size station in midwest desiring man well versed in promotion, publicizing and public relations. Excellent opportunity for advancement with one of nation's most modern broadcast organizations. Send full details, including references. Box 496, BROADCASTING.

Draftee — Seeking a position as a technical writer. Experienced with both copy and photography. Excellent knowledge of English and Spanish. Box 497, BROADCASTING.

Assistant Account Executive—For medium-size station in midwest desiring an experienced assistant account executive. Must be familiar with all phases of account executive work. Excellent references. Box 500, BROADCASTING.

R.D. Baldwin—For station management position. Desires to be with progressive station in large market. Has experience with both music and news, and is well versed in all phases of the business. Box 502, BROADCASTING.

Situations Wanted

Salesman—For position with progressive station in Eastern market. Has experience with both music and news, and is well versed in all phases of the business. Box 502, BROADCASTING.

General Sales Manager—For management position with medium-size station in midwest desiring an experienced general sales manager. Must have a proven record of success. Box 503, BROADCASTING.

Situations Wanted (Continued)

SUPERVISOR—First-class license, draft 4-B, twelve years experience, ten years present employer, seeking permanent position. Pacific Coast or Mountain States. Box 504, BROADCASTING.

Chief Engineer—Seeks immediate change, seven years' broadcast experience. Three years supervisor 5000 watt NBC outlet. Former RCA transmitter service engineer. References, P. O. Box 831, Winston-Salem, North Carolina.

The Grand—Desires agressive, successful salesman and announcer for permanent position. Draft deferred. Box 506, BROADCASTING.

For Sale

Parties wanted to buy two NJ or eastern stations, good financial standing. $8000 to $15,000. Box 510, BROADCASTING.

Ken C. Urquhart—For position: Sales Manager or Program Director for medium or large market. Experience in all phases of the business. Box 511, BROADCASTING.

Situations Wanted (Continued)

ANNOUNCER—Wanted to announce programs for station in Eastern market. Has good voice, ad-lib ability, and is willing to work long hours. Box 512, BROADCASTING.

SITUATIONS WANTED

Angelo R. Thompson—Seeking position as an account executive with medium-size station. Has experience in advertising and promotion. Box 513, BROADCASTING.

A. E. Deschamps—Seeking position as general sales manager with progressive station in Eastern market. Has experience in all phases of broadcasting. Box 514, BROADCASTING.

PROFESSIONAL DIRECTORY

Jansky & Bailey
An Organization of Qualified Radio Engineers

Service of Broadcasting

National Press Bldg., Wash., D. C.

Paul F. Godley
Consulting Radio Engineer
Montclair, N. J.

George C. Davis
Consulting Radio Engineer

R. C. A. Communications, Inc.

66 Broad St., New York, N. Y.

Paul F. Godley
Consulting Radio Engineer
Montclair, N. J.

R. C. A. Communications, Inc.

66 Broad St., New York, N. Y.

McNary & Wratthall
Consulting Radio Engineers

National Press Bldg., D. C.

Washington, D. C.

Hector R. Skiffer
Consulting Radio Engineer

Field Intensity Surveys

Station Location Surveys

Custom Built Equipment

Saint Paul, Minnesota

Radio Engineering Consultants Frequency Monitoring


Silver Spring, Md.

(Washington, D. C.)

Main Office: 1124 17th St., N.W.

Kansas City, Mo.

Hollywood, Cal.

Crossroads of the World

KtAR Easter Service

GRAND CANYON’S “Shrine of the Ages” for the ninth consecutive year, will be Easter Sunday, be the setting for the nation’s outstanding sunrise broadcast service. Originating over KTAZ, Phoenix, the service will be carried coast-to-coast by 217 at 6:30 a.m., M.W. April 25. J. Howard Fyfe, KTAR program director, who originated the Grand Canyon service, is writing and producing the broadcast.

Larus on WOR

LARUS & BROS. Co., Richmond, is augmenting its current spot campaign for Edgeworthy Tobacco, Chelsea and Domino Cigarettes, with the addition of three one-minute announcements weekly on WOR, New York, for a 39-week period. Agency is Warwick & Legler, New York.

Versatile Voice

WHAT HUMS like a dynamo, cows like a rooster, sings like a yodler, mimics the tones of the lowly harmonic or the noble harmonies of the organ? Sonorophone—In 14 station breaks on WCKY, Cincinnati. The station is the second to use the Wright—Sonorophone transmissions for station breaks and identifications. KOMA, Oklahoma City, also uses them. New model may be obtained through Free & Peters, exclusive representative.

Ringe & Clark
Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg., Republic 2347
Increased Output in April of Batteries For Farm Radios Is Foreseen at WPB

PRODUCTION of farm radio type batteries will show an increase in April, WPB officials predict, but they will not commit themselves on the extent to which they will be able to meet the B battery needs of the nation’s 3,200,000 sets.

WPB recognized several weeks ago [BROADCASTING, March 29] that a serious shortage of dry cells was causing WPB officials to consider steps to speed the production of rural radio sets, cutting farmers off from essential market information, and other war reports.

Serious Shortage

At that time, the Consumer’s Durable Goods Division explained that a lack of dry cells could be increased only if needs of competing war claimants showed a lag. Officials report that such a lag has now developed and that April figures are likely to reflect some relief for the farmers.

Seriousness of the battery shortage was admitted by WPB which said that batteries were now being made at a rate of only 200,000 monthly. The Office of Civilian Supply is reported to have told WPB that almost 6,500,000 batteries should be made this year.

Little chance is seen for completion of the Civilian Supply program, since production until recently was below the modest rate previously authorized by WPB had permitted manufacturers to meet 62% of their 1942 commitments for civilians, but because of material shortages, the industry had only been able to maintain about 52% of its 1942 output for home radios.

Jorgensen, Law Editor, Named Secretary to Fly

NORMAN E. JORGENSEN, until recently editor-in-chief of the U. of Chicago Law Review, has been appointed secretary to FCC Chairman James Lawrence Fly. He succeeds Edward M. Brecher, who resigned last August to take a post at the Board of Economic Warfare and then returned to the FCC in February as a member of the legal division.

Mr. Jorgensen, before coming to the FCC, worked in the sales department of Firestone Tire & Rubber Co. and later became sales manager of Chalmers & Co. merchandisers distributors of Iron Mountain, Mich. Born July 23, 1908 in Chicago, Mr. Jorgensen was educated in Chicago schools, receiving the degree of B. of U. of Chicago in 1933 and the law degree of LL.B in 1935. He is married and has two children.

Wine in Midwest


Ray Hamilton, of BLUE, Takes Job With Airline

RAY V. HAMILTON, veteran of 14 years in radio sales field, who has just resigned, has joined Transcontinental & Western Air as special assistant to the executive staff, with headquarters in Kansas City, the air line announced last week. Mr. Hamilton for the past 14 months has been with BLUE central sales division in Chicago.

Mr. Hamilton was graduated of the U. of Iowa school of Journalism. Mr. Hamilton is joined with the sales staff of WTMJ, Milwaukee. Subsequently, he became assistant sales manager of WLW, Cincinnati, and then for a few years was general manager of the St. Louis Star Times radio properties. He joined BLUE Feb. 1, 1942.

WAAC at Last

IT HAD to come. Someone, sooner or later, was going to name a stallion, WAAC. Named distinction goes to Ronald G. Woodward, The WAAC call has been assigned to the WING-WIZE, Dayton and Springfield, Ohio, operating his station. Mr. Woodward, general manager of WING-WIZE, Dayton and Springfield, Ohio, said he changed the call because of his “admiration for the fine work of the WAACs.” He added: “Every time these call letters go out over the air it will honor the WAACs; it’s a privilege to be authorized use of the letters.”

Burbach Goes to WNOX

As Commercial Manager

APPOINTMENT of George M. Burbach Jr., NBC salesman in New York for the last eight years, as commercial manager of WNOX, Knoxville, Tenn., was announced last Friday by Richard B. Westergaard, vice-president of Scripps-Howard Radio, and manager of the Knoxville station. Mr. Burbach is the son of the general manager of KSD, St. Louis.

For the last few years, Mr. Westergaard has acted both as commercial manager and general manager of WNOX. Expansion of the station’s activities, however, indicated the need for a separate sales executive, Mr. Westergaard said.

Mr. Burbach is a native of St. Louis, the younger Burbach for a time served on the sales staff of KSD. In 1935, he joined the staff of Broadcasting in Washington and participated in the preparation of the publication’s first Yearbook. He reports to WNOX April 18.

Wendell L. Willkie, 1940 Republican candidate for President, will be the guest on April 21 in a two-way discussion on the London blitzz with Rt. Hon. Herbert Morrison, President of Home Security, the latter speaking from London.

Maintenance Tube Gets Special Mark

‘M. R.’ Designation Selected For Civilian Product

A SPECIAL identifying mark will be stamped by all manufacturers on tubes made from materials intended for maintenance of civilian radios, the WPB Radio & Radar Division said last week. The mark will consist of the letters “M. R.” standing for “maintenance and repair.”

Tube makers have adopted the marking as a means of signifying tubes earmarked for civilian use. These tubes are not subject to military inspection, but in the past have frequently been used to fill military rush orders, thus depleting the civilian supply, and contributing to shortages of some types.

Double Protection

The “M. R.”, it is argued, on civilian tubes will protect both the civilian and the military, since officers in the field will be protected against obtaining tubes which have not been subject to inspection by military authorities. It states “M. R.” does not signify any relaxation of engineering standards, the WPB points out, but merely marks the tube as specially intended for civilians.

Meanwhile, WPB officials also stated last week that brand names would be used on civilians tubes for at least the next 90 days. The division is still considering a “Victory” label, but there is no immediate indication that a change in labeling is imminent.

New Series at Midnight Features CBS Affiliates

NEW POLICY instituted by CBS of devoting two hours, between 11:30 and 12:30 a.m. to special programs conceived by the network’s New York headquarters and its affiliates got under way last Tuesday night 11:30-12 midnight with “Listening” on the Glass Jammin’ Hour, broadcast from World’s Fair headquarters in New York, and “Minutes From Broadway.”

As announced by Douglas Coulter, CBS director of broadcasts, such programs produced and directed by the CBS program department in New York, will occupy the first section of the special hour, while broadcasts from key CBS stations in other parts of the country will be heard on different nights from 12:05-12:30 a.m.

Second series in the group from New York, titled Good Listening, a comedy quiz show which has been temporarily off the air, starts April 15, while a series of romantic dramas titled Romance breaks April 19 in the 11:30 p.m. period. First of the new productions by CBS announces, will originate from WCAU, Philadelphia, April 12 under the name of 95 Minutes From Headquarter will be humorous comments by Powers Gouard, chronicler of Philadelphia phone life, music by Johnny War- rington’s orchestra and the Jericho Quintet, with guest stars.

And You Still Claim Your Wife’s a Radio Singer!”

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BROADCASTING • Broadcast Advertising
WLW delivers 47.7% of All Nighttime Listening

IN ONE OF THE WORLD'S LARGEST MARKETS:
twelve million people . . . nearly 10% of the coun-
try's total population . . . almost 13% of the na-
tion's rural radio families. In this WLW dominated
market, sales of drug and grocery stores are
greater than the five boroughs of New York and
the City of Chicago combined.

* Based on Hooper Mid-Winter WLW Area Rating, 1943;
a weighted average figure which does not represent
the size of our audience in any one city. Remain-
der of the audience is divided among fifty-one other
stations identified by call letters in the Hooper report.

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

DOMINANCE WITH DEALERS: Implementing your
advertising on WLW is a carefully developed
plan of merchandising which covers every
phase of distribution from manufacturers' rep-
resentatives through consumer— climax ed by
28,000 personal contacts every year on the
wholesale and retail dealers who move your
merchandise. This comprehensive merchandis-
ing program is controlled and directed by
WLW, costs advertisers nothing.

A NEW SALES SERVICE: Answering the problem
of the man-power shortage is SPECIALTY
SALES, a WLW affiliate. SPECIALTY SALES offers
the services of experienced salesmen who
cover every grocer and druggist in all cities of
our four-state area. SPECIALTY SALES enables
you to maintain dealer contacts or introduce new
products at a fraction of the cost for man-power.
RCA TYPES 207, 891, 891-R, 892 and 892-R

REBUILT TUBES
An RCA Emergency Service to Help Keep Broadcast Stations on the Air

Through experience gained in RCA services, RCA has proved that it is entirely feasible to rebuild certain old tubes which, although worn out electrically, are still in good mechanical condition. This wartime service is now offered broadcast stations covering RCA Transmitting Tube types 207, 891, 891-R, 892, and 892-R.

Under this plan, old tubes of the five types listed are returned accompanied by a suitable priority order which will enable us to ship rebuilt tubes in replacement. At present, an AIJ priority under terms of WPB Order P133 is required.

Actual use in RCA services over a long period of time has proved the efficiency of RCA Rebuilt Tubes beyond question. They are fully guaranteed against defects in workmanship, materials and construction, and any adjustments will be made on the basis of 85% of the adjustment that would be made on new tubes of the same type. Similarly, prices are based on 85% of the price of new tubes. Ratings or characteristics are in no wise impaired or changed.

Although even this service must be carefully managed to avoid any interference with RCA's all-out war effort and is subject to WPB regulations, it is one that we believe will play an important part in keeping vital broadcast services on the air during these critical times when new tubes for civilian uses are difficult to obtain promptly.

If your station utilizes any of the five listed types, we suggest that you write today for full details on the RCA Rebuilt Tube Plan.

Do Not Send Tubes Without Return Authorization!

Return authorization including specific shipping instructions will be issued by RCA covering old tubes to be turned in for rebuilt ones. Do not return any until such authorization has been obtained.

RCA TRANSMITTING TUBES
Proved in Communications Most Exacting Applications

RCA Victor Division, RADIO CORPORATION OF AMERICA, Camden, N. J.