FIRST IN PUBLIC SERVICE

WCKY

THE L.B. WILSON STATION

50,000 WATTS

CBS

DOING THE REAL JOB FOR THE ADVERTISER
There's work to be done on the farm

All winter long, the feeding and the milking; then spring, to plow and plant. Throughout the year — spring, summer, fall and winter — there's work to be done on the farm.

And every year, every season, Radio fills a need, helping the farm family with their work, with their planning and their living.

Many of these rural Americans depend exclusively on clear channel stations for this help . . . such clear channel stations as WLS. In Midwest America for the past 19 years, WLS has met the farmer's needs. We are the farmer's friend and partner. We have his confidence . . . his loyalty — another reason why WLS Gets Results.

WLS
890 kilocycles
50,000 watts
Blue Network

Represented by
John Blair & Company

Chicago

Management affiliated with the Arizona network * Koy, Phoenix * KTUC, Tucson * KSUN, Bisbee-Lowell
PROOF of Power to Pull!

IT'S WHAT OTHERS SAY THAT COUNTS MOST!

Mr. George Smith
Radio Station WWVA
Wheeling, W. Va.

Dear George:

The results from using your station are amazing and here's the facts to prove it.

Out of thirty of the nation's best stations that were used to solicit inquiries in the fall campaign we were very well satisfied when the inquiry cost on WWVA was around a dime.

But what astounded everybody was the high percentage of sales to these radio inquiries. Actually, in terms of goods sold, WWVA had the lowest sales cost in the entire list.

Your listeners believe in your station and readily respond to offers advertised on WWVA.

Yours very truly,

J. L. Stewart Agency

Fred H. Swanson
Account Executive

FWS: m

P.S. We are making up the schedule for next season and WWVA is at the top of the list. F.W.S.
CONTENTS

Wheeler Calls Radio Hearings May 6 .......................... 9
Vigilance Expected of Press Radio Group .................. 10
Record Attendance for NAB Session ......................... 11
OWI To Reduce Announcements .............................. 12
Davis Opposes Advertising By U. S. ......................... 12
Mosby Offers Net Option Plan ............................... 14
Radio Not Callous to Spot Users ............................ 14
Brown Hands Grade Labeling to Congress .................. 16
Army Stiffens Program Policy ............................... 18
Agency Is Censor, Winchell Charges ......................... 18
Radio Aids Second War Loan ................................ 18B
WBRC Silenced As Technicians Quit ....................... 20
Labor Arbiter Holds Power Not a Factor .................. 24
La Roche Calls Ads Best War Medium ..................... 26
'Take It Easy' Attitude of Stations Decried .............. 33
American Home Adds Plan Board ............................ 39
Freeze Order Limits Job Changes ......................... 45
Education by Radio Meets April 30 ......................... 46
Cox Committee Appoints Lord Investigator ............... 50
Monopoly Decision May Come April 18 ..................... 50

DEPARTMENTS

Agencies .............................................. 34B
Agency Appointments ................................. 37
Behind the Mike ................................... 30
Classified Advertisements ............................. 49
Control .............................................. 47
Editorials ........................................... 28
FCC Actions ........................................ 48
Merchandising ...................................... 22
Network Accounts ................................... 48
Personal Notes ...................................... 29
Radio Advertisers .................................. 34A
Station Accounts ................................... 34
Studio Notes ....................................... 42
We Pay Respects ................................... 29
Hix Cartoon ........................................ 50

Subscription $5.00 a Year ................................. 48
• Canadian and Foreign, $6.00 ............................ 29

Published every Monday, 53rd issue (Yearbook Number) Published in February
BROADCASTERS HELP "GREATEST MOTHER"

In addition to giving invaluable nation-wide support to the Red Cross in its recent War Fund campaign, broadcasters are furthering the work of this great organization in many other ways. Below are two splendid examples.

WHOM went after blood in seven languages

Broadcasting from the American Red Cross Blood Bank in New York City, WHOM put on a series of 16 programs running from 11 A.M. to 8 P.M. one day. In Yiddish, Lithuanian, Russian, Polish, German, Italian and English, announcers stressed the painlessness of giving blood and the great need for blood donations. Not content simply to sell the idea to their large foreign language audience, 35 WHOM staff members each gave a pint of blood themselves. As a result of this intensive schedule, the Red Cross received scores of telephone calls from listeners requesting appointments to give their blood.

NBC got nurses by the thousand

The Red Cross-NBC show, "That They Might Live," has caused a sharp up-swing in recruitment of nurses. Figures for a seven-week period were: 1794 graduate nurses; 4387 nurses' aids; 15,672 home nursing students. Complete reports were not available—so the total was probably quite a bit higher!

The fair Marines have been landed—thanks to KDKA

When Marine Corps officers in Pittsburgh faced a new problem—enlisting women in the Marine Corps Reserve—they turned to KDKA for help. Station manager Rock and members of the program, promotion and publicity departments gave it with a will. They planned a "Marine Day" climaxed with a "Free A-Marine Party" in the ballroom of the William Penn Hotel—handled the preliminary publicity—secured the cooperation of other Pittsburgh stations—put on a broadcast of the mass induction of 38 women who enlisted during the first week of the drive. Result: the Marines got enough enlistees to more than fill their first month's quota.

WGN sells Bonds for new cruiser

In six days, WGN, Chicago, sold $325,100 in War Bonds—all to go toward a fund for building a new U.S.S. Chicago to replace the cruiser of that name lost in the Pacific. This special drive carries on the fine job which the WGN Bond Wagon has long been doing. This three-times-a-week program—featuring top rank bands, theatrical and radio stars, leading industrialists and business men—has been instrumental in selling well over a million dollars' worth of War Savings Bonds and Stamps.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, it will be used in one of this series of War-Grams.

News from Home

News from home—that's what our forces 'round the world want more than anything else. And Broadcasters help to give it to them. Not individual home news, of course, but news of their homeland and the rest of the world.

A fighting Marine correspondent, back from the South Pacific, tells how the boys at Guadalcanal gathered around portable radios during the lull between day and night fighting to get the news. And, in spite of Jap attempts to create interference, programs were received from KGEI, KNX and KWID with remarkable fidelity.

WIOD helps soldiers

A servicemen's recreation room was recently equipped with free furniture thanks to an appeal broadcast by WIOD, Miami. Listeners promptly came through with tables, chairs, couches and radios.
“Say It With Music” has a big, loyal, responsive audience. We knew that. But we wanted a life-size photo of that audience — to show just how big and responsive.

So we asked, “Shall WJZ continue its all-night, all-music show?”

Votes representing 19,381 listeners answered yes—and the yesses came from Times Square, Tampa and Toledo and points between.

But we weren’t completely satisfied. We went back to these people and asked more questions: Who are you? Where do you live? When do you do your late listening? What are you doing up between midnight and 7 A. M.?

Back came replies from 47% of those we questionnaired. On these two pages are some of the findings “photo-graphed” for your convenience.

Want more details? Write us for the complete survey. We’ll also tell you about the low cost of reaching these stay-ups who listen to WJZ’s “Say It With Music”—all through the night.

LATE NEWS FROM THE LATE SHIFT!

Pepsi Cola and O’Sullivan’s Heels have just swung into line with WJZ’s all night sponsors.

ARMED FORCES 35% of audience. They’re hot present prospects for many products—A/l future buyers of almost everything. Here’s how they listen in their lonely posts at night.

INDUSTRIAL WAR WORKERS 31% of audience. These in-the-money listeners tune in car radios to and from the job...listen with fellow workers at plants...listen at home after work.

FAMILY GROUPS 15% of audience. Many women stay up while their husbands or fathers work the graveyard shift. Here’s the listening pattern from 1 to 7 A. M. in these all-night homes.
WARTIME RADIO BUY

"SAY IT WITH MUSIC"

HERE'S THE ALL-NIGHT LISTENING PATTERN. Part of WJZ's very complete analysis of its war-time, night-time audience. Write for complete survey and charts...so far as we know, the first study of its kind.

HOW ABOUT FARMERS, STUDENTS, HOUSEWIVES?
Ask for this first, detailed study of the rich, night-time market. A meaty, human statistical picture of America working for Victory.

NEW YORK'S FIRST STATION

KEY STATION
OF THE BLUE NETWORK

With primary coverage of more than one-sixth of the Nation's Radio Homes.

REPRESENTED BY
BLUE SPOT SALES
The other day an advertiser told us that he was not a prospect for Sonovox because his competitor uses it.

Lord help us, what kind of foolishness is this?!?

Would he also have to forego a human announcer, or music, or the English language "because a competitor uses it"?

Sonovox is a new basic art by which words are articulated in new and more arresting voices—are therefore made more dramatic, more memorable and more effective. Witness the Lifebuoy foghorn, the Woodbury singing violins, the Bromo-Seltzer talking train, etc., etc.

If you are searching for ways to make your commercials more dramatic and effective, drop in at our New York, Chicago or Hollywood office, and let us give you a live demonstration.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
AFM—Recording Negotiations Again Fail

Recorders Dubious At New York Meetings

IN AN abrupt and complete reversal, negotiations between AFM and phonograph recording companies broke down late last Friday, with no immediate hope seen for settlement of the recording strike in effect since last August. Transcribers earlier in the day had envisioned a compromise and a disposition on the part of AFM for an accord.

Ralph Colin, counsel for Columbia Recording Corp., said as the conference broke up, that after two days of discussion “we find that James C. Petrillo sticks to his original proposal and only that proposal, and on that we have been unable to reach an agreement.”

Mr. Petrillo said his group had made the proposal, and it was now up to the recorders to make a counter-proposition. “It seems to us they are not anxious to make a settlement at this time”, he complained.

The recorders were to meet with the transcription companies at noon Saturday to decide whether to carry the case to the War Labor Board, or pursue separate courses. At earlier conferences Thursday and Friday at the Ambassador Hotel in New York, the transcription companies appeared to be progressing nicely. Mr. Petrillo, who was accompanied by his staff and by the union’s full international executive board, sat down with a score of representatives of the companies who produce most of the country’s phonograph records and transmissions. Friday morning the union executives conferred with the transcription men alone; Friday afternoon with the record people.

Friday morning meeting between transcribers and AFM was described as “largely educational.”

The company representatives explained to the union officials what a transcription library service is, how transcriptions are made and distributed to stations, how used by the stations and how much the stations pay for these records. It was explained that the total library service income does not exceed $1,000,000 a year, with $400,000 of that being paid to AFM members, by far the largest proportion to any single group.

Cannot Charge More

They further told the union it would be impossible for them to put into effect any appreciable increase in rates to stations because of the competition between transcriptions and phonograph records, which stations can obtain at the same rate as any individual purchaser, or frequently at a wholesale rate through a local distributor, and to which the smaller stations who are the largest users of recorded music will turn entirely if the transcription costs become too high.

Following the morning session Mr. Petrillo said they were beginning to understand each other and announced that following the afternoon meeting the AFM board would discuss the matter and would then either make a proposal to the two groups of recorders or would request these groups to submit proposals to the union.

Harmonious atmosphere of the meetings came as somewhat of a surprise as recent exchanges between the union and the recorders have been somewhat less than cordial. Union’s mid-February proposal for a fixed fee on each record, to be paid by the manufacturing companies to the AFM for the establishment and support of a relief fund, was rejected by the recording industry as embodying a startling new kind of social philosophy which could not be accepted without Congressional approval. The union, in turn, rejected the counter proposal of the recorders that they be allowed to employ AFM members pending the winning of this Congressional approval and accused the recording companies of not acting in good faith.

To this communication from the AFM the recorders responded by denying the allegation and by inviting Mr. Petrillo and the union board to a meeting March 24 to “confer and bargain with you on the question of wages, hours and working conditions which, under both the National Labor Relations Act and universal practice, are the appropriate subjects for collective bargaining, and to enter into a written agreement for a definite term which will provide for the immediate resumption of recording.”

“The Real Progress”—Petrillo

Mr. Petrillo said that his group could not meet that early date and suggested that the meeting be held April 12 in Boston. When the recording companies demurred at that city, he agreed to a meeting in New York on the 16th. Thus it had been expected that the current meetings would be fruitless and settlement would be through the War Labor Board, to which the dispute could legally be taken since both the District Federal Court in Chicago and the United States Supreme Court had held the AFM ban on recordings to constitute a labor dispute.

Three-hour opening session Thursday afternoon, attended by 16 AFM members including President James C. Petrillo and the full international executive board and by 20 representatives of the transcription and phonograph record industries, produced two important results. First, following a frank discussion of their problems, both sides left the session satisfied that a satisfactory solution can be worked out through negotiations and without recourse to the War Labor Board or other Government agencies. Second, and scarcely less important, was the decision to conduct separate negotiations for the transcription and phonograph record industries.

Speaking to the press at the conclusion of the session, Mr. Petrillo said: “We’ve had a very nice meeting here this afternoon. We all feel we’re making real progress and we are satisfied that somewhere along the line we will come to a satisfactory agreement.”

Announcing the decision to “separate the phonograph transcription companies as they are separate businesses,” he said that the AFM group would meet with the transcription company representatives the following morning and at the Wheeler Calls Hearings May 6 On FCC Reorganization Bill

HEARINGS on the White-Wheeler Bill (S-814) to reorganize the FCC and sharply restrict its regulatory functions have been called for Thursday, May 6, by the Senate Interstate Commerce Subcommittee, Chairman Wheeler announced last Friday. With unusual celerity, the subcommittee evidently proposed to hold swift hearings preparatory to reporting out legislation for reorganization of the Commission.

Would Separate Functions

Basically, the White-Wheeler bill would divide the FCC into two autonomous divisions of three members each—one to handle broadcasting and related matters and the other common carrier activities. The chairman would be the executive officer. Since the legislation would amend rather than supersede the existing Communications Act, it would not necessarily entail changes in FCC membership, since existing offices would not be abolished.

The hearing call was another step in the sequence of developments on the Washington front auguring reorganization of the FCC at this session. The Cox Select Committee inquiry into the FCC shortly is expected to get under way at formal hearings also, with much preliminary work being done by the committee and its legal and investigating staff, headed by Eugene L. Garey, of New York (see page 50).

Determination of the Senate committee to hold hearings is expected to expedite action by the House Interstate & Foreign Commerce Committee, which has agreed to establish a standing committee on communications to be headed by Rep. Bulwinkle (D-N.C.). The full membership of this committee has not yet been selected, but announcement already has been made that plans for legislation at the current session will be devised by the committee.

There is thought to be little like (Continued on page 45)
Continued Vigilance Expected Of Newspaper-Radio Group

On Eve of ANPA Meeting, Kaye Says Ownership Question Can Come to Life ‘Any Time’

NEWSPAPER-RADIO Committee will meet at 9 p.m. Tuesday (April 20) at the Waldorf-Astoria Hotel, New York, where most of the committee’s publisher-broadcaster members will be attending the 67th annual convention of the American Newspaper Publishers Assn., beginning that day and continuing through Thursday.

The NRC was organized during the ANPA convention two years ago with the original purpose of representing newspaper-radio interests in the FCC’s investigation of the newspaper-ownership situation. Full group met again during the ANPA sessions last year and decided to continue the organization as long as might prove necessary. Similar action is expected from this year’s meeting, despite the recent statement of James Lawrence Fly, FCC chairman, that the ownership issue is “academic at this moment.”

Members of the group told Broadcasting last week that while this expression has generally been interpreted to mean that the question of the practicability of newspaper-ownership will not be raised for the duration of the war, it might come to life again at any time if the present interest of any station were to apply to the FCC for permission to transfer his license to a newspaper publisher. It is almost certain that the matter will be discussed “academically” after the war ends, when the normal flow of applications for new or expanded facilities is resumed, Mr. Kaye said.

Members Enter Service

During the two-year life of the committee, both it and the nine-man steering committee have been headed by Harold V. Hough of the Fort Worth Star-Telegram, operator of WBAP and co-owner of KGKO. The original members of the steering committee have also served for the two-year period, with the exception of replacements for members who have resigned upon entering Government service.

Members of the steering committee, in addition to Mr. Hough, are: Walter J. Damm, Milwaukee Journal (WTMJ), vice-chairman; H. Dean Fitz, Kansas City Star (WDAF), treasurer, who was elected last year to succeed Tenant Bryan, Richmond News Leader (WRNL) when Mr. Bryan went on active duty with the Navy; Gardner Cowles Jr., Des Moines Register & Tribune (KSO, KRTN, WMT, WNAX); Guy Hamilton, McClatchy Newspapers (KFRK, KFKB, KELO); Jack Howard, Scripps Howard Radio (WMC, WNOX, WMPS, WCPO); John E. Person, Williamsport Sun (WM); A. H. Kirchhofer, Buffalo Evening News (WJBEN) elected last year to succeed Nelson Poynter, St. Petersburg Times (WTSP) who is now with the OWI; Col. Harry M. Ayers, Anniston (Ala.) Star (WHMA) elected to succeed James M. Cox Jr., Cox Newspapers (WHO, WIOD, WSB) who is now in the armed forces.

During the past year Mr. Cowles has joined in the Navy and Mr. Hamilton has resigned from the McClatchy organization, so the NRC meeting this year will probably authorize the steering committee to appoint new members to fill these vacancies. Steering committee will meet Monday at 4 p.m. for a final session before reporting to the full committee membership the following day. At this latter meeting Mr. Hough and Mr. Kaye will review the history of newspaper-ownership regulations during the last year and the full group will then decide on future plans.

Radio Not on Program

Since the formation of the Newspaper-Radio Committee, the ANPA has dropped its own radio committee and radio has no part in the advance agenda of the convention. Meetings will follow the usual schedule, with Tuesday devoted to the problems of newspapers of less than 50,000 circulation and general sessions on the following two days. ANPA’s president, Walter M. Dear, Jersey City Journal, will deliver his annual report Wednesday afternoon, followed by the convention which will present to Donald M. Nelson, chairman of the War Production Board, the report of the newspaper scrap metal salvage drive. Mr. Nelson is expected to be present to receive the report in person.

The remainder of that afternoon’s meeting will be under the auspices of the ANPA Bureau of Advertising, with Frank E. Tripp, Gannett Newspapers, presiding. William A. Thomson, director of the Bureau, will give the annual report; Gerard Swope, president of General Electric Co.; R. W. Brown, president of the Lehigh Valley Railroad Co., and Chester J. La Rondelle, chairman of the Advertising Council, are guest speakers, and Frederick Dickinson, sales manager of the Bureau, will close the session with an address on “What Do People Think?”

The Bureau’s annual dinner, climaxing the convention on Thursday, will feature six veterans of battle from the armed forces as speakers, with Chairman Tripp presiding and with John Kieran, of Information Please fame, as toastmaster.

The Associated Press will hold its annual meeting on Monday, April 19. The National Newspaper Promotion Assn. will hold its annual meeting on Wednesday, and the afternoon convention will present to Donald M. Nelson, chairman of the War Production Board, the report of the newspaper scrap metal salvage drive. Mr. Nelson is expected to be present to receive the report in person.

SUCCESSOR to George B. Storer in the management of the Fort Industry Co. is George W. Smith, managing director of WWVA, Wheeling, who was named executive vice-president of company heads in Atlanta [Broadcasting, April 15]. From front row (l-r): J. H. Ryan, head of the radio division, Office of Censorship, on leave from duties as vice-president; Mr. Storer, whose commission as Navy Lt. Com. was received during the meeting; Mr. Smith, and L. A. Pixley, who was named general manager.

Standing, Ralph Elvin, managing director of WLOK, Lima, Ohio; Charles A. Smithgall Jr., general manager of WAGA, Atlanta; E. Y. Daniggan, managing director of WSPD, Toledo, elected to the board of directors; Stanton P. Ketter, managing director of WMNN, Fairmont, W. Va.; Allen Hall, managing director of WHIZ, Zanesville, Ohio.

Freeze Is Thawed On WSAJ Change

WPB Appeals Board Rules It Essential to War

IN A RULING that may open the way for other cases involving construction of new broadcasting facilities, the WPB Appeals Board Wednesday approved an application from WSAJ, Rochester, N. Y., to install equipment enabling the station to broadcast with a total of 1000 watts at 1870 kc, in lieu of its local assignment.

Granting of the WSAJ appeal marks the first time the Appeals Board has approved new construction since the L-41 freeze order went into effect a year ago. Some installations under the order were approved by the WPB Construction Board and the FCC, but the freeze was the first in which an appeal has been granted over the Construction Board’s veto.

Had FCC Okay

The FCC had approved a change in power and frequency for WSAJ and issued a construction permit for the station. The station had been granted permission to build, but failed to get permission from the WPB to proceed.

A new application was argued this week by Reed Rollo, Washington attorney, and on Wednesday the appeal was granted as essential to prosecution of the war effort. Mr. Rollo told the Board that Rochester would need additional broadcasting facilities in case of air raids.

Since September, 1936, WSAJ has operated on 1240 kc, with 250 watts, and is owned and operated by Gordon P. Brown, and is a Mutual affiliate.

19th Year for WLS

WLS, Chicago, on April 12 celebrated its 19th birthday. Edgar Bill, now owner of WMDB, Peoria, was the first manager of the station, while among the noted names on the occasion on April 15, 1924 in the Hotel Sherman were William S. Hart, Gloria Swanson, Elber Barrymore, H. R. Warner, Sears, Roebuck & Co., the original owner of station, established the call letters WLS after the “World’s Largest Store!”. Burridge D. Butler, now president, purchased the station in 1928. Charter employees of WLS are George Wilson, general manager; Thomas L. Rowe, chief engineer; Charles Nehlsen and Burr Whyland, engineers; Grace Cassidy, head of traffic; Bill O’Connor, vocalist.

Sewing Book on 200

FOLLOWING the completion of a test campaign, Book Presentations, Inc., of Chicago, is starting a spot drive for Complete Book of Sewing. Schedule for the month includes five calls for five-minute transcriptions, participations, and announcements, and will expand to a total of 200 stations. Drive will last about three months, according to Raymond Spector, New York agency in charge.
Record Attendance Seen at Chicago

Elmer Davis To Speak On Government Ad Proposals

DESPITE efforts to hold down attendance at the NAB War Conference in Chicago this year, because of the transportation and hotel accommodations situation, indications are that the annual meeting at the Palmer House April 27-29 will equal or eclipse the records of the last two years.

1,000 Registrants Expected

With the tentative agenda restricted to war operating problems which concern every broadcast station owner and executive, advance registrations indicate that the attendance probably will exceed 1,000 NAB members and nonmembers. Last week, advance registrations (paid up) aggregated more than 300 as against about half that number at the same time last year. The overall attendance at the last convention was approximately 1,500.

Flanking Byron Price, Director of Censorship, and James Lawrence Fly, FCC Chairman, as keynote speakers at the conference, will be Elmer Davis, Director of the Office of War Information and former network news analyst. Mr. Davis has accepted the invitation of NAB President Neville Miller to address the Tuesday luncheon session. [See tentative agenda, BROADCASTING, March 22.]

At the closing session Thursday, an inspirational address by a prominent military figure is expected. While no definite announcement has been made, it is understood General H. H. Arnold, chief of the Army Air Forces, has been invited to make the closing address. A veteran Army airman, he was one of the early experimenters of radio communication between plane and ground and plane and plane.

Aside from previously scheduled subjects on the agenda, covering virtually all aspects of wartime station operation, President Miller last Thursday announced a special session on the role of advertising in time of war has been scheduled for Thursday morning. Problems involved in advertising purchase of space to alleviate the plight of smaller stations, will be fully explored at the session, following submission of a report by a special committee named by President Miller.

Pro and con discussion of the advisability of Government purchase of time, opposed by OWI Director Davis, but supported by station representatives, resulted in Mr. Miller’s decision to schedule the special session. The NAB is on record, through this committee, as opposed to sale of time to the Government for any purpose on the ground that it would tend toward subsidy. Disclosure of plans by Mr. Miller, Mr. Willis (R-Ind.) to sponsor a bill for 25 to 30 million dollar appropriation for purchase of space in small newspapers by the Treasury has resulted in pleas from many small stations which have suffered economic adversities for similar treatment for radio.

La Roche on Agenda

Among those scheduled to address the Thursday session on the role of advertising in time of war are Chester LaRoche, director of The Advertising Council, and William B. Lewis, assistant director of OWI Domestic Branch. One or more representatives of small stations also will discuss the problem.

"Many in the industry have expressed keen interest in the station's problems and many solutions have been suggested, including Government payment for time," President Miller announced the appointment of the following committee to consider the overall subject and report to the conference:

- James W. Woodruff Jr., WGPC, American Broadcasting Co., Chicago; Melville R. Curtis, KBFO, Longview, Tex.
- John Elmer, WCBM, Baltimore; Leo Fitzpatrick, WJR, Detroit; John J. Gillin Jr., WOW, Omaha; Donald Haas, KANS, Kansas City; Robert Hudson, Rocky Mountain Radio Council, Denver; William F. Maag, WFMJ, Youngstown; Marquardt H. Pengra, KRNK, Rosedale, Ore.; Fred Schilpin, KFAM, St. Cloud, Minn.; H. E. Studebaker, KUJ, Walla Walla, Wash.; Art Thomas, WJAG, Norfolk, Neb.

Chairs of the committee will meet at 6:30 p.m. Tuesday, April 27, to discuss the subject and prepare its report for the conference. It was suggested that broadcasting interested in the topic convey their suggestions to the committee. Mr. Woodruff, an NAB director-at-large representing small stations, will also preside at the Thursday morning War Conference at which the topic will be considered.

Price, Falk, Richards To Attend NAB Session

OFFICIALS of the Office of Censorship, including its director, Byron Price, will speak at the Foreign Language Broadcasters Breakfast session at the NAB War Conference, Chicago, April 28. Also present will be Lee Falk, director of the Censorship foreign language section, and Robert Richards, assistant to J. Harold Ryan, director of censorship for broadcast news. Presiding at the meeting will be Arthur Simon, general manager of WMEN, Philadelphia, and chairman of the Foreign Language Radio Wartime Control Committee.

Breakfast will be held at 6:15 a.m., and is expected to feature a hard-hitting "plain talk" from Mr. Price.

Fly to Open Up

IN ADDITION to his address to the NAB War Conference in Chicago this Wednesday, April 28, during which he proposes to "let my hair down," FCC Chairman James Lawrence Fly will speak over a nationwide CBS network the same day 2:15-2:30 (CWT), on radio comments about current effort. Arrangements for the broadcast were completed last week. Queried last Monday at a news conference on the value of the War Conference, Chairman Fly commented it would be "perhaps more constructive than last year."

ON MANEUVERS with the Tennessee State Guard under supervision of the U. S. Second Army at Camp Forrest, Tenn., are Lt. Henriett H. New, manager of WMC, Memphis, and Sgt. John Cleghorn, WMC program director. The WMC manager commands the State Guard signal corps, with E. C. Frase Jr., WMC chief engineer as a technical sergeant in his unit.

RINGLING CIRCUS AGAIN BUYS SPOTS

RINGLING Bros, Barnum and Bailey Circus, is using spot announcements on a staggered schedule on key stations in the New York area to promote its current engagement in New York. Campaign, consisting of 60 and 100-word announcements at varying frequencies per week, started April 12 and will continue until May 16, closing date for the stay in Madison Square Garden.

Ringling Bros. used spot announcements in the first time last year, giving preference to stations which had advertised in New York, in giving free circus promotion. Caples Co., New York, is agency.

Sul-Ray Test

TO PROMOTE Sul-Ray, a colloidal sulphur mineral bath in powder form, Sante Chemical Co. is using news and musical programs and spots to key Eastern markets in a test campaign which started towards the end of March, and will continue for about three months. The radio campaign in each area follows up department store newspaper ads featuring Sul-Ray. The 15-30 second ad, by the market, R. A. Salzmann Inc., New York, is handling the account.

Test for Post-Tens

GENERAL FOODS Corp., New York (Post-Tens), has purchased a five-minute news program on WQXR, New York, for a seven-weekly broadcast. Contract for the 6:30 p.m. period is effective April 19, and continues for 52 weeks. The WQXR schedule is the first radio advertising for the package. Time slots may be added later. Agency is Benton & Bowles, New York.

Bleachette on WOR

CALCO Chemical Division of American Cyanamid Co., New York, has announced five-weekly participations in Bessie Beatty's program on WOR, New York, for Bleachette on WOR. The contract went into effect April 10. Calco is also using a five-weekly news program on WCAU, Philadelphia. J. M. Mathes Inc., New York, is agency.

KEYNOTE SPEAKER

ELMER DAVIS

BROADCASTING • Broadcast Advertising

April 19, 1943 • Page 11
Davis Opposes Advertising By U.S. NAB War Conference Will Take Stand For Industry

WITH government purchase of time slated as a major issue at the NAB War Conference next week, OWI Chief Elmer Davis clearly stated that his organization "has always been and continues to be opposed to Government paid advertising." Mr. Davis was commenting on legislation now being prepared by Sen. Bankhead (D-Ala.) to place Government advertising in rural newspapers.

The OWI chief extended his remarks to cover radio as well as the newspapers included in the Bankhead proposal. He explained that government advertising leads "to all kinds of difficulties", resulting from potential discrimination in placing the advertising.

"No Radio in Bill"

...Despite the Davis position, Sen. Bankhead's office said Friday that the bill allotting $25,000,000 for advertising in newspapers would probably be introduced after the holiday recess. The Senator said that he had decided not to include radio in this appropriation "but that the matter is something for radio once the program got underway."

At Chicago next week small stations operating in England, who have presented the demand for a Government subsidy are likely to advance a resolution to supersede NAB's present policy on Government time. The small station operators have sent several proposals to OWI Radio Bureau chiefs, including a letter from George McGinley, manager of WKY, Kansas City, suggesting that the Government use time at half card rate. [BROADCASTING, April 12].

Don Stauffer, chief of the OWI Clapper Goes to Europe, Sullivan Airing Program

RAYMOND CLAPPER, syndicated columnist and radio news analyst on Mutual for General Cigar Co., New York, on April 14 left for a month's visit to Stockholm, Sweden, after which he will go to England and probably on to North Africa. During his absence Paul Sullivan will review the news on Clapper's Monday and Thursday 10 p.m. period on MBS, each broadcast to feature a cable from Clapper. Later on, when Clapper reaches England, he will handle his own programs with Sullivan standing by in case of transmission difficulties.

As promotion for the Clapper-Sullivan tie-up, J. Walter Thompson Co., New York, agency for General Cigar Co., has sent out one-minute recordings of a conversation about the trip between Clapper and Sullivan, together with suggested live announcements for announcers at the 64 Mutual stations which carry the series.

Radio Bureau, said that his organization has been impressed by the many letters but that individual opinions could not be accepted as indicative of the position of the industry. He said the Radio Bureau would look to the NAB war conference for a concrete indication of the industry's sentiments on paid time.

Mr. Stauffer indicated that his organization would prepare a radio Bureau announcement later this week, based on the broadcasters' decision. Mr. Davis said last week, however, that so far as he was concerned, OWI would continue to oppose paid advertising and that he had not requested any memoranda on the subject.

He said that to his knowledge OWI has not bought any time on stations in this country. He added that the Government had assisted Alaskan stations with some paid time but that was done "because it was essential to maintain them as a means of communication, otherwise they would fold up."

Division of opinion among broadcasters was reflected by a letter from James R. Curtis, president of KFRO, Longview, Tex., who wrote Sen. Bankhead, outlining radio's contribution to the war and the industry's economic problems. Mr. Curtis commented "I am sure you will appreciate their effort" and that you will want to make radio stations eligible to receive this advertising under your Advertising Bill. Sen. Bankhead last week had no explanation of the omission of radio stations from the bill. His office commented however that the Senator was aware of radio's problems and that these would undoubtedly be considered when the program got underway.

OWI Announcement Demands To Be Cut May 10; Breaks Eyed

The OWI Domestic branch in protest of policies of Gardiner Cowles Jr. and William Lewis, radio men holding top policy jobs in the Domestic Branch. Mr. Cowles was quoted as saying that in the future OWI would concentrate on factual reports to be made available through established channels.

According to the writers, however, the chief issue was the adoption by OWI of ballyhoo techniques which make it "impossible for us to tell the whole truth." The writers complained that OWI activities on the home front "are now dominated by pressure promoters who prefer slick salesmanship to honest information."

OWI Chief Davis replied that OWI deals in facts and that "all facts must be presented accurately and in proper proportion. Emotional appeals of the type usually associated with promotional activities are not applicable to war problems."

Commenting on the opposition to advertising men on OWI jobs, Mr. Cowles, station owner and deputy director of OWI said, "It seems laughable if I am to be condemned for persuading private industry to contribute as much as possible for the war effort."

"For instance," he said, "if the food people spend some of their money to publicize point rationing that's all to the good."

Mr. Cowles expressed confidence that radio, newspapers and magazines would be able to give OWI material all the attention it needed without creating "new information channels."

The OWI expressed confidence in radio and newsmen last week, when Elmer Davis issued a statement commending more than 600 radio commentators, writers and others who have become accredited correspondents since Pearl Harbor.

At the same time, Mr. Davis revealed that OWI is recruiting upward of 300 writers, reporters and radio production men for propaganda activities with the Army at the present time. OWI will fund for the most part be deferred from the draft but will live under military regulations and wear uniforms. They will work directly under the Army.
Wanted!

A WAR SUBSTITUTE

WOMAN'S PRODUCT MAKER

GARDEN ACCESSORY

SPOTBUYERS

IMPORTANT!

Dramatic story of WOR--unique coverage of 16 greater metropolitan cities in the Eastern Seaboard. New York, Philadelphia, Boston, Chicago, St. Louis, Kansas City, Minneapolis, St. Paul, Detroit, Cleveland, Cincinnati, Pittsburgh, Newark, Jersey City, Buffalo, and Montreal.

Each contains more than 100,000 people with buying power in this important territory. Write or phone WOR, 1440 Broadway, New York, for details.
Radio Not
Time Clearance Irks
Station As Well As
The Advertiser

By CLAIR B. HEYER
Assistant Advertising Manager, Armour & Co., Inc., Chicago

I AM AFRAID many radio advertisers and timebuyers have gone
through the same miserable experienced by Mr. Guild on spot cam-
paigns. And all wonder what can be done to it. It is, however, I don't
agree with his statement that the "station seldom unbends even to the
extent of feeling sorry for the advertiser..."

In fact, the broadcaster and his national representative are pretty
much embarrassed themselves, and notification that the time has been
sold network usually is accompanied by numerous apologies.

Kicked Around

After having a spot program kicked or dropped by a station, it is
easy to imagine villainous hah-hahs in the background, especially where
said notices arrive by mail or wire. Or if station men seem callous, other
day's griefs probably have forced them to assume a protective
outer shell of seeming indifference. We don't expect an over-worked
doctor to blubber all over his place every time his patient dies. And if a
broadcaster ever let his emotions out of control, he'd never be able
to carry on for bawling.

However, time clearance and availability problems are not con-
fined to spot broadcasting. The sales department will ask for a
change from spot to network on the theory that they've had time
for something besides approving time changes recommended by the
agency and advertising department.

AMOCO SELLS BONDS
IN WAKE OF JAP SUB

AMERICAN OIL Co. is following the Treasury's exhibit of a cap-
tured Jap submarine and buying radio time for War Bond plugs in
cities where the sub is shown. The petrol company buys a 1-minute
daytime spot and a nighttime spot break for two days at each
stand to publicize the sub exhibit and make a bond appeal.

Begun early in May, spot cam-
paign has already hit all Baltimore stations; WBT and WSOO, Char-
lotte, N. C.; WBG, WGBB, Greens-
boro, N. C.; WFBT, WGB, Norfolk,
Va.; WPTF, WRAI, Raleigh, N. C.;
WMBC, WRNL, WRVA, Richmond,
Va.; all stations, Washington;
WDNC, Durham, N. C.;
all stations in Wilmington,
Del. and Harrisburg, Pa. Now in Pen-
sylvania, the exhibit is heading
north through principal cities in
New England. American Oil will
continue on this spot and space
as long as the exhibit stays in the company's territory along the
Eastern Seaboard, probably another 6 or 8 weeks.

Callous to Spot Users

AGENCIES can save spot advertisers confusion and unhap-
piness, if they take trouble to explain the problems of time clear-
ance, says Clair Heyer, assistant advertising manager of Armour
& Co., explaining the troubles of station men who might seem
callous in kicking spots around the schedule. Mr. Heyer, once
national sales manager of WHFB, Rock Island, Ill., and now
an active user of radio himself, has seen the problem from both
sides. He answers the complaints of Walter Guild, Sidney Gar-
finikel Agency vice-president and radio director, who wrote in
BROADCASTING, April 5, that stations favor network clients.

—and then come the requests from
various stations for permission to
transcribe and rebroadcast at
another hour.

And we are right back on a spot
which neither station on network are
fewer in number but are more dif-
cult to clear when the uninstructed
sponsor thought network meant
the same time on all stations—
100%.

It may be true that a small per-
centage of the stations do not
realize how much extra work a
time shift in one market causes
the advertiser—the explanation
to salesmen and managers, and
merchandising material that has to
be handled separately.

Should Understand

But I wonder if agencies them-
selves are not responsible for much
of the sponsor's confusion and un-
happiness by selling him the radio
campaign on its good points only,
without explaining in advance what
may be involved in time clearance, and
hoping it won't be too difficult.

If the client understands how spot
(or network) programs have to be
approved by the client, then most of
the problems can be solved with a
minimum of anguish. After all, the ad-
vertiser doesn't always get the num-
ber one preferred position in maga-
zeine and newspaper.

In the meantime, maybe the NAB
and the networks can do something
to improve the situation. It is en-
couraging to see them renew in-
terest in standard coverage data
following publication of John Gil-
lin's new WOW map.*

Net Option on Half of Each Day Hour,
45 Minutes Each Night Hour Proposed

By A. J. MOSHY
GENERAL MANAGER, KGVO,
MISSOULA, MONT.

THE FCC frowns at radio's pres-
tenton half-hour option pro-
— and we in radio have reason to
feel a little uncomfortable when
the FCC frowns. Agency execu-
tives, timebuyers and spot adver-
tisers resent having their spot pro-
grams kicked around because of
present pre-emption privileges of
the network advertiser.

The bewildered listener, tired of
trying to follow his favorite pro-
gram as it jumps here for 13
weeks, there for four more, and into
still another slot for another period,
gives up and reads a good book
instead. Don't say those aren't
definite radio problems, mister; you
know they are!

An Easy Answer

The funny part about it is that
there's an easy solution—so sim-
ple and obvious that we've over-
looked it entirely up to now. That
is: re-thinking instead over complica-
ted systems that would create more
problems than the condition they
were created to alleviate. During
daytime hours, from 6 a.m. to 6
p.m., the networks will preempt the
first 30 minutes of every hour,
leaving the remaining half-hour to
the affiliate. From 6 p.m. to 12
midnight, the networks preempt
the first 45 minutes of every hour,
leaving the remaining quarter-
hour to the affiliates.

This plan permits, without con-
* The WOW standard map was
compiled from 100,000 items of mail show-
ing listener strength in primary, secondary and
tertiary areas and the contour of 164
field strength tests. Map will be sent by
mail to all broadcasting stations. [BROAD-
CASTING, March 22.]

MR. HEYER

Plan Would Build Sales

The only objection brought forth
from the idea so far is that network advertisers will be reluctant to buy
time following a local program. This can easily be overcome by
publicizing the fact that network programs are broadcast by affil-
iated stations "on the hour every hour". It will not take long for the
listening public to adjust itself to this schedule.

Finally, few networks—few
stations, have consistently intensive
listening anyway. If the local show
which intervenes between the net-
work offerings is no good, the lis-
tener can take time out to read
"Radio Plug Uglies" in the Read-
ner's Digest, or light up a cigarette,
relax, and await the network's next
super-collossal.

If the networks gain nothing
from the plan except having a
happy family of affiliates, it is
worth while. The develop-
ment of regional and national spot
advertisers under the plan will
build more network business, for
when they're big enough, the spot
advertisers will go network as they
have before.

This simple plan of pre-emp-
tion offers the answer to network
individuality—station individual-
ity—spot broadcasting opportuni-
ties—and equality of availabilities.
Moreover, it offers the best means
of taking advantage of listener
habits, which vary from time zone
to time zone—from city to city.

Page 14 • April 19, 1943

BROADCASTING • Broadcast Advertising
This little budget went to WORL, Boston
Brown Passes Ball On Grade Labeling To Hostile Congress
Says He Lacks Authority, Virtually Killing OPA's Order
REPEAL of an OPA order requiring grade labeling of the 1943 pack of fruit and vegetables became virtually certain last week after Price Administrator Preston Brown told the Smith Investigating Committee of the House that he was not sure that he had the authority to enforce the order, and said that he would adopt other steps if Congress did not act to change the law.
In view of a declaration by the House Agriculture Committee last week that grade labeling seemed impractical this year, there appeared to be little likelihood that legislation would be adopted in time to permit enforcement of the regulation on this year's crop [BROADCASTING, April 12].
Mr. Brown indicated to the Smith Committee that in place of compulsory grade labeling of cans, OPA might compromise by requiring that grades be marked on dealers' invoices, and that retailers make these invoice grades available to the public. Under such an arrangement, grade might be marked on store price tags instead of on cans.
The plan which the OPA chief described to the Smith Committee was similar to a proposal advanced by Rep. Voehris (D-Cal.) in House debate last Saturday, when the Halleck resolution (H. Res. 98) authorizing another inquiry into grade labeling and standardization plans of Government agencies was adopted by voice vote. Rep. Voehris remarked that he was not sure OPA had power to require grade labeling, but that he felt consumers were entitled to protection under price ceilings. He suggested that invoices bearing the grade of merchandise be made available to the public.
Defending his resolution on the floor Saturday, Rep. Halleck visualized grade labeling as only the beginning of social reform through administrative measures. He cited efforts to standardize work clothes and women's hoseiy, and declared there were attempts to "satisfy the long-standing economic and social theories of those whose proposals would never stand the light of day."
Support for the Halleck resolution was bi-partisan, with leading Democrats insisting that no official who violated his authority should be spared.

KFDX Joins Blue
KFDX, Amarillo, Tex., on April 19 becomes affiliated with the BLUE as a member of the southwestern group, bringing the total of BLUE stations to 151. Owner and operated by the Amarillo Broadcasting Co., KFDX operates full-time with 250 watts on 1250 kc. Network rate per evening hour is $80.

FAMILY AFFAIR is the weekly NBC People Are Funny, when this familiar production staff goes into high gear. Trio, relatively speaking, are John Guedel (at microphone), vice-president in charge of radio for Russell M. Seeds Co., and agency writer-producer of the show; Beth Guedel, his wife and assistant producer; and Walter Guedel, WGN fan and gag writer. Brown & Williamson Tobacco Corp. (Kools) sponsors the half-hour series.

KPO 21st ANNIVERSARY
San Francisco Station Went On Air in 1922
KPO, San Francisco, NBC 50,000-w. outlet, came of age April 17. Started in 1922 as a novelty by the Hales Bros. department store, KPO spoke its first piece from the store's roof top with a 100-w. transmitter. Because 11 other stations in the city shared the same wavelength, each was allowed to broadcast only an hour or so daily.
In the 21 years of its history the station claims to have been first to broadcast football games as well as grand opera direct from the stage. The Standard Oil Co., modern result of KPO's broadcasts of San Francisco Symphony concerts.
Under general management of John W. Elwood, KPO programs now originate in San Francisco's Radio City.

Ward's Chicago Test
MONTGOMERY WARD & Co., Chicago, (mail order house), in an intensive one-week test, is using radio in Chicago for "Help Wanted" promotion. Company placed a quarter-hour Sunday program on WLS, April 11 and continued through the week with five nightly quarter-hours on WCFL, three to four one-minute announcements on WBBM, copy slanted for secretaries, comptometer operators, stenographers, other office workers needed by the company. Agency is Foote, Cone & Belding, Chicago.

ASCORED Music Publishers has notified all U. S. broadcasters that the composition "�ardville" has revoked its renewal rights with AMP and the tune may now be broadcast only by AMP licensees. During the original term of the copyright stations with ASCAP licenses were also authorized to broadcast this composition.

Distribution of Stan-B Backed by Radio In West
WITH plans for distribution of Stan-B in six West Coast states completed, Standard Brands, New York, is preparing a spot schedule in that area for the new vitamin product containing vitamin B complex with iron. Introductory drive starts May 17 in California, Washington, Oregon, Idaho, Arizona and Nevada, using spot announcements on a number of stations.

FM Meeting FM BROADCASTERS Inc., created several years ago to further development of the art, will hold its annual meeting in Chicago April 27 in conjunction with the NAB War Conference. The general session will be held at 4 p.m. at the Ambassador Hotel. The meeting was called by Walter J. Damm, WTMJ-W6SM, Milwaukee, FMBI president. Routine business of the trade group and current FM problems will be considered.

Chevrolet Regional
GENERAL MOTORS Corp., Detroit, Chevrolet division, has started a quarter-hour evening news cast with Manny Marget, Tuesdays and Thursdays, on six stations of local Central Broadcasting System, originating out of KVOO, Moorhead, Minn., and fed to KABR, Aberdeen, S. D.; KSJT, Jamestown, KGNU, Mandan, KPLM, Minot, KDLB, Devils Lake, N. D. Contract is for 20 weeks. Agency is Campbell-Ewald, Detroit.

CHARLES O. DARNEY, formerly of the sales and merchandising department of Montgomery Ward & Co., Chicago, has been appointed sales manager of WGN in Chicago. Mr. Darney, a former salesman of KTHG, Olmigurd, Okla., replaces Wills Barnett Jr., who is with the Army Air Forces on May 1.

PORTRAIT of the late Frank Cubel, MRS correspondent killed in the Lisbon Yankee Clipper crash, Feb. 22, was hung last week in Mutual's reception room. Painting was done by Mrs. Doris Towvey.

Row-mell
ROY PORTER, BLUE newscaster, has come out on top in the contest stirred up by his unique way of pronounceing German Marshal Erwin Rommel's name. Attracted a group of listeners, including Ogg Fitzgerald of the Wall St. Journal, for his persistence in referring to the Africa Corps chief as "Row-mell," Porter was able to parry with the retort that the pronounciation was given to him by none other than the general himself. Porter met Rommel personally several years ago.

Broadcasting • Broadcast Advertising

Page 16 • April 19, 1943

5000 Watts—Full Time
Delivered at that choice spot on the dial—
600 Kilocycles
Blanketing the Tar Heel "Tri-Cities" with programs from "The Network MOST People Listen to MOST"!
(250 watt rates still in effect—
for a short time!)

Representatives
Headley-Reed Co.

NBC Station For Winston-Salem
and Greensboro
High Point
here is factual evidence of

WDOD'S AMAZING DOMINANCE IN CHATTANOOGA!

As one time buyer put it, "The Hooper figures for Chattanooga Show an amazing dominance for WDOD in this market." See for yourself.

C. E. HOOPER, INC.
MIDWINTER 1943
STATION LISTENING INDEX, CHATTANOOGA, TENN.

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<th>&quot;B&quot;</th>
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<th>OTHERS</th>
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<tbody>
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<td>52.7</td>
<td>23.4</td>
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<td>1.7</td>
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<td>45.5</td>
<td>29.5</td>
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the time-buyers' station

A RECENT survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD'S dominance.

THE TIME BUYERS' STATION

WDOD
CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.
Army Stiffens Program Rules, Moves ‘Wings’ Show to MBS

WITH future broadcasts coming under more direct guidance of the War Dept. Bureau of Public Relations, according to that Bureau’s director, Maj. Gen. Alexander D. Surles, the weekly half-hour program, Soldiers With Wings, formerly on CBS stations, shifted to MBS network April 14, Wednesday, 9:30-10 p.m. (EWT).

Directive was contained in a wire to Kenneth Thomson, chairman of Hollywood Victory Committee, organization clearing film talent for appearances on that show.

Program transfer was effected after CBS had attempted to spot the series opposite weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Grape-Nuts Flakes). HVC protested at that time because the sustaining feature competed with a sponsored network program whose talent contributed services generously to the war effort. An early Saturday afternoon spot subsequently offered by CBS was also declined.

Entering the controversy when the issue of film guest stars was raised, Gen. Surles in a wire to Kenneth Thomson recommended resumption of the guest talent format and approved the recommendation of Col. William Nuckles, public relations director of Army Air Forces, that the half-hour spot offered by MBS be accepted, latter being subject to HVC approval. He further suggested that a reexamination be made of the situation in 13 weeks.

Soldiers With Wings was a CBS weekly feature for the past year.

Thousands of Pins

OVER A thousand bobby pins have poured into WNYC, New York’s municipal station, because a ballerina in an interview on that station had casually mentioned the difficulty of obtaining them. Ted Cott, m.c., gallantly suggested that listeners help out the dancer by sending her one or two of the now scarce hair clips. Extra pins will be donated to the salvage drive, the ballerina promises.

When Pabst Brewing Co. bought the Saturday night time for its Blue Ribbon Town, the network was forced either to move the Army program to another spot or cancel it. The series originates from the West Coast Army Air Forces Training Center at Santa Ana, Cal.

Agency Is Censor, Winchell Charges

Lennen Radio Manager Says All ‘Tempest In a Teapot’

DESPITE front-page prominence given by PM last week to Walter Winchell’s disagreement with Lennen & Mitchell, New York, over reputed “censorship” of scripts for his Sunday programs on the BLUE, the whole matter seems a “tempest in a teapot” and will probably be settled amicably, according to S. J. Andrews, radio director of the agency, which handles the program for Andrew Jergens Co., Cincinnati.

Mr. Andrews denied a report that Philip Lennen, president of the agency, planned to see executives of Jergens in Cincinnati last week to work out a compromise to Mr. Winchell’s request that his scripts should not be “censored.” The radio director intimated that the situation would work itself out and that Winchell probably would not carry out the threat reported in PM that “you fellows better begin looking around now for another show.”

Option Due in May

Winchell is under contract to Jergens until Dec. 31, 1945, with yearly option renewals due by May 31 for the ensuing year, effective Jan. 1. His current salary for the Sunday night series on the BLUE is reported as $250,000 a year, at the rate of $5,000 per broadcast.

According to the facts in the dispute, as reported in PM and confirmed by the agency, Winchell complained to Mr. Andrews because some sentences praising President Roosevelt were changed in his April 11 script. He queried Mr. Andrews: “Is it because there’s a Presidential campaign coming up pretty soon and you’re all afraid I’m too pro-Roosevelt?”

On April 4, when some other parts of his script had been changed or deleted, Winchell unexpectedly signed off the show with “With lotions of love and oceans of censorship,” a line definitely not in the script.

According to the agency, Winchell’s scripts are gone over in the same way the scripts of other radio talent are checked. Mr. Andrews defined for PM the “editing” given Winchell’s scripts, as follows:

“Supposing Walter is talking about a group of people. He might say, for example, ‘Washington politicians . . .’ In that case we put in a qualifying word so the script will read ‘Some Washington politicians . . .’ After all, you can’t include everybody when you speak about a group of people like that. Roosevelt is a politician. But he may not be in the group Walter is talking about.”

Mr. Andrews further pointed out that the agency naturally wanted to avoid Winchell’s drawing “more fire on himself than is necessary.”

Showmanship

Lang-Worth has captured the glamour crop from New York to Hollywood and leads the transcription field in bringing Showmanship to broadcasting.

Give your advertisers Showmanship via Lang-Worth specialties. Give them variety without end — quality without equal.

Lang-Worth Incorporated

Planned Programs

420 Madison Ave. • New York

Broadcasting • Broadcast Advertising
BLUE, MUTUAL GET MEMBERS ON FREC

MILLER MCLINTOCK, president of MBS and Dr. H. B. Summers, manager of BLUE’s public service division, were appointed last week as additional broadcasting representatives on the Federal Radio Education Committee executive committee. Dr. John W. Studebaker, U. S. Commissioner of Education announced, FREC promoted cooperation between the industry and educators.

Two additional educator members on the committee are Bruce E. Mahan, director of Iowa U. extension service and Dabney S. Lamaster, Virginia superintendent of public instruction. Previous radio appointees to FREC are: Lyman Bryson, CBS director of education; John Elmer, president WCBM, Baltimore; Harold B. McCarty, director of WHA, Madison, Wis., representing NAB; Neville Miller, NAB president; Judith C. Waller, NBC central division education director; George P. Adair, assistant chief engineer, represents FCC.

Dr. Studebaker has been nominated for education director of the State of New Jersey Broadcasting, April 5]. His appointment awaits approval of the legislature which has been hostile to Gov. Edson’s appointees.

CARR AND ORE
Develop Government Empl oyee
Bond Selling Guide

TWO RADIO men have developed a salesmanship guide which will soon be used by Bonds to Government employees. They are Eugene Carr of the Broadcasting Division, Office of Censorship, and former sales manager of WGAN, Cleveland and Leigh Ore, public relations officer for the Interdepartmental War Bond Savings Committee, and one-time manager of WLBW, Oil City, Pa. (now WH0, Dayton) as general manager of WVVA, Wheeling, W. Va.

To teach Treasury “Minute Men” how to sell Government workers for the 10% Payroll Savings Plan, Mr. Ore is producing a film strip on good sales technique. The picture for the 58-frame strip originated with Mr. Carr when he was asked to talk to Censorship’s “Minute Men.” He dramatized the job and based the dialogue on arguments he used to persuade Geraldine Klineke, of the Broadcasting Division, to pledge 10% of her salary to Bonds. Miss Klineke is secretary to Robert K. Richards, assistant to J. Harold Ryan, Assistant Director of Censorship. In the film strip, which has transcribed sound track, Mr. Carr and Miss Klineke take the same roles.

The strip will be circulated among Minute Men in every Government agency. Coca-Cola Co. will contribute the use of projectors and projectionists.

Mr. Carr explains that the film strip teaches Bond salesmen to capitalize on the tremendous War Bond advertising—and to close the sale. “We learned in radio that an advertising campaign can’t be 100% effective unless the sales organization—which does the actual selling—is properly trained,” he said.

TWO TANKS that serve different purposes. The one on the right is the real thing. One on the left is the portable Bond Tank of WBRL, Columbus, Ga., designed by J. W. Woodruff Jr., manager, as a bond and stamp selling booth. WBRL’s tank was dedicated with Brig. Gen. Robert W. Grof, of Benning, reading the official order of Maj. Gen. Neugarden, commanding officer of the 10th Armored Division, recognizing the vehicle as an "armored auxiliary." Bond tank is in heart of downtown section and manned by beautiful ladies—wives of Army officers—as regular members of the WBRL staff.

IN THE FACE of competing demands for money, such as the Red Cross, income taxes, a WAAC drive and new auto licenses, Howard W. Davis, owner-manager of WMAC, San Antonio, recently got his forces rallied for a week Bond drive and hit a ceiling of almost 7 million dollars.

Highlight of the campaign was the General Kreuger Victory Concert in the San Antonio auditorium at which thousands were turned away (5,000 got seats) and a broadcast over the Texas Quality Network which was transmitted and rebroadcast by NBC to armed forces overseas, particularly those of the General Kreuger who formed the central attraction of the drive.

Cooperating with Mr. Davis were WOAI, which originated the network program, and KTSX, KBB and KONO. Newsmen featured large space on the campaign.

Dutch Boy Using 40
NATIONAL LEAD Co., San Francisco (Dutch Boy paints) recently started an extensive spring and summer campaign for 30 weeks on approximately 40 stations throughout the West. Account is using one-minute transcribed announcements and station breaks. The campaign will be augmented in May when Alaska stations KEQD, Anchorage; KINY, Juneau and KTGN, Ketchikan are added to the list. Agency handling the account is Erwin, Wasey & Co., San Francisco.

N. Y. Office for NCBS
NORTH CENTRAL Broadcasting System has opened a New York office at 8 East 41st St. under the direction of Katherine E. Thorne, John W. Boener, president, expects to divide his time between the New York office and the recently opened Chicago Section.

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

WAPI * BIRMINGHAM

CBS NETWORK. Represented nationally by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

BROADCASTING  •  Broadcast Advertising  April 19, 1943  •  Page 18 A
Rousing Radio Day Contributes To Success of Second War Loan

Reports of Full Schedules and Special Features to Promote Bond Sales Still Coming In

As bond sales surpassed expectations at the close of the first week of the Second War Loan, special network and station promotions were credited with much of the drive’s success. Reports of network and local features on Radio Day (April 12) and during the week are still coming in.

NBC and WEAF carried bond appeals on almost every show last Monday. Stars followed their appeals on WEAF by going on duty in a telephone room to answer all phoned pledges in person, while 60 operators answered from dawn to midnight.

Willkie Appears

NBC’s Information Please picked up last Monday from WTIC, Hartford, sold one-quarter of a million dollars in War Bonds as admission to the broadcast. Wendell Willkie was guest star and Connecticut’s Governor Baldwin also appeared. Paul W. Morency, general manager of WTIC, and Dan Golenpaul, owner and producer of the program, arranged the Hartford broadcast.

BLUE and WJZ scheduled Treasury appeals and programs round-the-clock from 1 a.m. Monday morning to 1 a.m. Tuesday. Interviews with American service men by George Hicks were broadcast from London on Men of Land, Sea and Air.

CBS also used War Bond themes on a 24-hour schedule. Joe and Ethel Turp, for example, had the Second War Loan as the episode theme. From the Aberdeen Proving Grounds in Maryland and the Washington Navy Yard, CBS presented a special feature broadcast to describe war equipment and tell how much money is needed to keep it on the move. Stares of 95 Minutes From Broadway plugged the drive.

TREASURY THANKS RADIO

The Secretary of the Treasury, Henry Morgenthau Jr., has asked me to thank the radio industry in behalf of the Treasury for the tremendous success of Radio Day which was so gratifying to all of us associated with the 2nd War Loan Campaign.

The enthusiasm with which the entire radio industry responded to our request to help inaugurate this drive to raise 13 billion dollars to help finance the war was evident in every word of the personal letter to each and everyone who had a part in Radio Day. But since it is not possible, I welcome the offer made by Broadcasting Magazine to relay this message.

I wish to thank the managers and program directors of all the radio stations and networks who without hesitation and without reservation offered the use of their facilities and departments to the drive that day.

Our thanks to the National Association of Broadcasters for their support and endorsement of the campaign and for their dissemination of special material to all the radio stations throughout the nation.

Our thanks to the Office of War Information for clearing additional time and making every effort to place effective messages.

And I should like to publicly thank my own staff—Marjorie Spiegel, chief of the Radio Section, for her valuable suggestions and competent direction; as well as Emerson Waldman, Ruth Girard, Estelle Broderick, Mort Milman, Jules Alberti, Charles Amsop, Everett Opie and William Rainey who made up the radio section.

Radio again made, and I know will continue to make throughout the entire campaign, a tremendous patriotic contribution by sending out the vital message of how urgently financial resources are needed by our Government to help win the war.

Sincerely yours,

VINCENT F. CALLAHAN

Director of Radio, Press and Advertising.
When the bells toll again for peace in our time, you will come to know some such design as this one—of bull's-eye, concentric circles, and cuneiform lines. It will be Westinghouse Radio Stations' test-pattern for television in the home... an optical device for focusing the image on the screen, comparable to tuning-in a radio program. Commercial television was sidetracked by the war, but it will emerge at war's end as the eighth wonder of the modern world... the ability to hear and see what is happening as it happens! Westinghouse Radio Stations will be ready with television, you may be sure. They will have had the obvious benefits of first-hand radio-electrical knowledge and experience, learned and earned in the furious crucible of war's laboratories. When the curtains part on a new, exciting world, Westinghouse will be well down-stage.
HAROLD FAIR HEADS NEW NAB COMMITTEE

HAROLD FAIR, program director of WHO, Des Moines, has been appointed chairman of the newly organized program directors executive committee of NAB. He will assume his chairmanship when he convenes the committee at the NAB Radio War Conference in Chicago next week. The committee's purpose is to stimulate activity in the program field of broadcasting.

Mr. Fair's career began after graduation from Northwestern U. in 1925. He joined several prominent bands as pianist, did "time" in vaudeville and early day radio, sold bonds and then went to work for KOIL, Council Bluffs, Ia., as announcer and producer. After a year he went to WBBM, Chicago, Radio Silence Is Ordered On Coast in Red Alerts

NEW rules on radio silence during West Coast alerts, apparently designed to avoid confusion such as followed the March 16 mid-day alarm in Los Angeles, have been announced by Gen. John L. DeWitt, of the Western Defense Command, in San Francisco. "Radio silences," the order said, "will be ordered whenever the Fourth Fighter Command causes the red air raid warning to be given."

The order explained further that radio silences, as previously in effect, may be imposed at any time during an alert, either at the first (yellow), or second (blue) warning. The great percentage of the Los Angeles area populace ignored the air-raid alarm on March 16 because radio stations were not silenced. Many considered it a practice drill.

and in 1989 joined WBEN, Buffalo. From 1992-94 he was a production man and announcer for CBS.

WBRC Is Silenced As Engineers Quit

But Station Returns to the Air After Third Day

AFTER three days of silence, WBRC, NBC outlet in Birmingham, Ala., returned to the air yesterday following the walkout of its six-man technical staff in protest of a decision of the Atlanta Regional War Board rejecting a general wage increase, and several other adjustments of the contract between the station and Local 253 of the International Brotherhood of Electrical Workers (AFL).

Had Come to Terms

The shutdown occurred Sunday morning when the technicians failed to report. The union, through its secretary, Rex White, notified K. G. Marshall, owner of the station, that the men were not on strike but had quit their jobs.

Trouble arose suddenly over the week end after the union and WBRC apparently had come to terms on a new contract. A few weeks ago WBRC, together with WAPI, CBS station in Birmingham and WSGN, MBS-BLUE outlet, had completed three identical contracts with the union and had submitted them to the regional WLB for approval.

Members of the IBEW who left WBRC jobs accused the station of duplicity in submitting information to the board which influenced a decision handed down April 10, rejecting the proposed contracts. The union met the evening of April 10, and on the 11th the men failed to report for work.

With the station off the air, on Monday members of the union and officials of the station met with WLB representatives in Atlanta. WLB agreed to reconsider the decision in light of additional information supplied by the union.

Lawson Wimberly, international representative of IBEW, said that the station had resumed operation Wednesday with two of its six men. Mr. Wimberly said IBEW would try to get the others to return and failing in this, would supply substitutes to the station. The local union said every effort was being made to complete a staff of technicians for the station.

Officials of WBRC denied that the station had participated in any duplicity in submitting the additional information to the Board. They explained the material was sent to Atlanta at the request of the WLB.

Leslie Salt on 20

LESLIE SALT Co., San Francisco (table salt) is using approximately 20 stations on the West Coast and three in the Hawaiian Islands. Transcribed minute and half-minute spots are being used. Contract is for 52 weeks and business was placed through Erwin Wasey & Co., San Francisco.

Retail Sales up 50% in Nashville

Whether aiming at sales today or public acceptance tomorrow, you want a LIVE market to advertise to.

With retail sales in Nashville running 50% ahead of 1942, you will have a hard time finding a more active market.

For broad and intensive coverage of the entire Nashville trade area, you will have a hard time finding a better buy than WSIX, "the Voice of Nashville".

5000 WATTS

WSIX
"The Voice of Nashville"

980 KILOCYCLES

Spot Sales, Inc.
National Representatives
Member Station
The Blue Network and
Mutual Broadcasting System

TOO MUCH FREE TIME
Given by Small Stations
-Says WSKB Manager

FREE RADIO time requests are reaching new heights, according to George Blumenstock, manager of WSKB, McComb, Miss. Recently he received a letter from MacFarland, Averyard & Co., handling the Stewart-Warner account, asking for publicity on a double spread war message by its client in the Saturday Evening Post.

"Some advertising men lie awake nights thinking up plans on how to get free time on radio stations," writes Mr. Blumenstock. "They seem to know the value of the coverage of our stations, but they have gotten into a bad habit which is not entirely their fault because too many small stations fall for this sort of thing hoping to win favor with the agency." As a matter of fact, he declared, they are destroying the value of station time by giving it too freely.

Page 20 • April 19, 1943

BROADCASTING • Broadcast Advertising
WQXR asks:
Why Stop at 8 P.M.?

Here's How New York's Five Leading Independent Stations Rank When You Include the Top Evening Hours:

<table>
<thead>
<tr>
<th></th>
<th>WQXR Leads</th>
<th>Station &quot;A&quot;</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
<th>Station &quot;D&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Pulse of New York</strong></td>
<td>82.2</td>
<td>64.5</td>
<td>37.5</td>
<td>48.9</td>
<td>18.7</td>
</tr>
<tr>
<td>6:00 p.m. to midnight</td>
<td>75.3</td>
<td>77.8</td>
<td>43.7</td>
<td>45.1</td>
<td>20.5</td>
</tr>
<tr>
<td><strong>C. E. HOOPER, Inc.</strong></td>
<td>80.5</td>
<td>63.8</td>
<td>62.4</td>
<td>57.0</td>
<td>55.5</td>
</tr>
<tr>
<td>6:00 p.m. to 10:30 p.m.</td>
<td>64.1</td>
<td>77.6</td>
<td>59.4</td>
<td>was not surveyed for full period</td>
<td>was not surveyed for full period</td>
</tr>
</tbody>
</table>

WQXR numbers among its sponsors dozens of the nation's leading advertisers—most of whom have big network shows with a New York outlet. But these advertisers have also found that it pays handsomely to cultivate independently WQXR's large audience of music-lovers here "in the heart of the world's richest market." And the above figures show you why they continue to buy WQXR.
Livestock production in Kansas has smashed every existing record. Farm pocketbooks (already bulging) will soon be swollen by an added 352-million dollars.

Similar production figures exist in surrounding states that are reached daily by WIBW's penetrating 580 kc frequency and friendly, persuasive sales personalities.

WIBW's farm and small town listeners are RICH! They're BUYING whatever you have to sell! So far, we're not rationing WIBW's productive times and programs. BUT—better get in touch with us soon.
A WORLD WE NEVER KNEW...

Our children are growing up in a new and wonderful world...a world in which radio is a natural part of their lives...a world we never knew in our youth.

For, to our sons and daughters, radio has always been there...radio belongs...radio is a part of the American way of life they have always known.

And in the future, radio will be an even greater force for them—a natural part of their communication, their education, their growth, their most significant activities.

This is a responsibility that the broadcasters of America are well prepared to meet. And RCA is proud that its resources and its skill have contributed in some measure to the swift and certain forward march of radio.

Today, those resources and that skill are devoted to the task of Victory. Tomorrow, they shall again be turned to the service of American broadcasters...so that they can play, to the fullest measure, their important role in America's peacetime progress.

Meanwhile, you may have technical problems of immediate concern. You may need advice on equipment and service right now. RCA invites you to consult with our engineers on these problems. For whatever skill and labor and resources we can possibly spare from the task of Victory—is yours to command!

RCA BROADCAST EQUIPMENT
RCA Victor Division
RADIO CORPORATION OF AMERICA, Camden, N. J.
Power Not a Factor in Technicians’ Pay, Arbiter Holds in Ruling on KPAS Case

ACCEPTING almost all the arguments advanced by Local 40 of the International Brotherhood of Electrical Workers (AFL), George Chaney, U. S. Conciliation Service arbiter, last week ruled that eight technicians and technical supervisors of KPAS, local in Pasadena, Cal., were entitled to a pay scale equal to the highest in the Los Angeles economic area.

The arbiter’s ruling was based on this statement that “the work performed by these artisans in each station is absolutely the same notwithstanding differentials in the broadcasting power of the stations.” Stating that equal work warrants equal pay, Mr. Chaney said that inequalities existed between the KPAS scale and that of other stations.

Would ‘Injure Morale’

In ordering KPAS to pay at a rate equal to the highest in the area, he said, “to continue this inequality will most certainly injure morale and militate against effective prosecution of the war by a most important industry, as well as put the stamp of public approval on inequalities.”

As soon as the terms of the arbiter’s award became known in Washington, Joseph L. Miller, NAB labor relations director, telegraphed the Regional War Labor Board in San Francisco for permission in appear or file a brief in behalf of NAB when the case is reviewed. The fate of the award was put in doubt Tuesday when the National War Labor Board ordered its regional boards to deny wage increases in inequality cases.

The arbitration had begun several weeks ago when Local 40 and KPAS were unable to agree on renewal of a contract that expired Feb. 16. The contract covers six full-time technicians and two technical supervisors. Under the proposed new scale the technicians would get $291.67 monthly and the supervisors $325.

Mr. Chaney’s report showed that Local 40 in March hired 180 technicians. He claimed that broadcast technicians possess the same skill and ability as journymen electricians, and they would be as essential to the war effort as maintenance and repair work.

The decision explained that commercial radio in the Los Angeles area has grown “like Topsy” with “little or no guidance or direction in so far as wages and working conditions are concerned.” At the time of the first radio technicians agreement in the area, in April, 1938, Chaney said, employers hired technicians at the market price, the same as they bought equipment.

Now, he said, “the Government has the responsibility of fixing a ceiling price for the services which these workers furnish in producing this community.”

“The work performed by these artisans is substantially the same notwithstanding differentials in the broadcasting power of the station,” he said.

Pointing to the OWI wage of $316.66 per month for regularly employed technicians in the San Francisco area, Mr. Chaney said the Government had provided a yardstick for technician’s wages. He observed that KPAS, which started operations in February, 1941, had voluntarily granted increases of 8.3% for supervisors and 6.8% for technicians within a year, and he found a wide variety of wages in Los Angeles stations, ranging from a low of $190 to $291.67 per month.

Using as authority the Price Control Act and the President’s wage freeze order of Oct. 3, 1942, he said gross inequities and inequalities must be eliminated. “It would be both unfair and unwise,” he wrote, “for the Government to say that if a technician sells his services to KPAS, he shall receive not to exceed $235 per month, while he shall receive $291.67 from KMPC for the same services.”

He therefore ordered KPAS to pay $291.67 for technicians and $322 for supervisors, the rate paid by KMPC, highest paying station in the area.

Helen Murray Directs KPO Sales Promotion

HELEN F. MURRAY, assistant sales promotion manager of NBC Western Division, Hollywood, on April 15 became sales promotion director of KPO the network’s owned and operated San Francisco station. She succeeds Henry Schaffer, who resigned to freelance.

Anne Joseph, who had been assistant to Jack O’Mara, sales promotion manager of WOWO-WGL, Fort Wayne, Ind., has taken over Mrs. Murray’s former Hollywood post. Mrs. Murray joined NBC in 1938 and a year later assisted Charles B. Brown, now the network’s director of advertising and promotion in New York, in establishing the Hollywood sales promotion division.

New Marlin Product

A NEW SHAVE cream product has brought Marlin Firearms Co., New Haven, back to the air, after having cancelled virtually all spot broadcasting for its Razor Blades early this year, due to limited supplies for civil war. (Broadcasting, Jan. 18). Campaign of spot announcements for the shave cream is already under way in some areas and will expand further as marketing and distribution plans are completed. Craven & Hedrick, New York, handles the account.
In insert above Sam Schneider, KVOO farm editor, is shown assisting Judge Oras A. Shaw place a "War Production Plant" sign on his farm near Tulsa. Judge Shaw is chairman of the Farm War Plant Production committee of Northeastern Oklahoma.

KVOO TO PRESENT AGRICULTURE "E" AWARD AT HARVEST

It's getting to be a habit for Oklahoma farmers to call on KVOO when there's an important job to be done. So, when a number of farm leaders got together recently to discuss how to meet the farm war production goals for Oklahoma, KVOO's genial farm editor, Sam, was naturally called in.

Farm leaders felt the job would be easier, if the farms were designated as the industrialized food plants that they have become since the war. KVOO was called upon to carry the appeal for super production on farms to her vast agricultural hinterland. To designate the 47,000 Northeastern Oklahoma farms as War Production Plants, KVOO supplies signs, such as the above, which are being distributed by neighborhood leaders to those who desire to participate in the program.

An agricultural "E" award will be made to farms exceeding their quotas.
LaRoche Calls Ads Best War Medium
Says That Unlike Handouts, Editors Cannot Color

ADVERTISING is a much more effective medium for the Government to use in presenting its war-time messages to the public and in achieving a unity of purpose than the usual procedure of speeches or handouts, which are subject to editorial interpretation colored by the political views of the editor, Chester J. La Roche, chairman of the Advertising Council, told an advertising press conference last Monday.

He pointed out that whereas favorably influencing 51% of the voters is enough to elect a candidate for a political office, convincing 75% of the people of the soundness of any government war program is not enough, since a 25% minority is enough to support a black market or otherwise block the complete adoption of the plan.

The meeting, following a luncheon given by the Council at the Cloud Club in New York, was designated as a “progress report” of the activities of the Council, Mr. La Roche said. He explained that the Council’s primary function is to serve as contact between the Government, which wants to restrict the public, and the advertising profession, which is voluntarily donating its skills and facilities to this task. He estimated that the contribution of the nation’s advertisers, advertising agencies and media currently amounts to between $300,000,000 and $400,000,000 a year, of which radio time and talent account for $100,000,000.

It is necessary that the time and space be given by the advertising industry and not purchased by the Government, for political reasons, he stated. Citing the “howl” of protest that arose from an OWI booklet which “mentioned President Roosevelt,” he pointed out the uproar that would be created if the Government attempted to buy radio time or publication space.

Currently, Mr. La Roche said, the Council is developing a “Community War Advertising Plan” to make it easier for local advertisers and advertising media to cooperate with the Government, without the necessity of constant solicitations. Basis of the plan is the pledging by local advertisers of a certain amount of time or space each week or each month.

TO BRING OUR BOYS HOME—Mrs. R. B. Smithson of Denver accepts a $50 check from Bert Mitchell Jr. of KOA, Denver, for Brown & Williamson Tobacco Co. after the answer correctly the question of the week on People Are Funny, NBC Friday evening program. Mrs. Smithson will buy War Bonds for her two sons in service, one a wounded hero of Corregidor now a prisoner of the Japs. In the Smithson parlor are (1 to r): Iris Smithson, daughter; Mrs. Smithson; Mr. Mitchell, Joe Fulliam, Brown & Williamson district manager; Duncan McColl, KOA salesman. She correctly answered that the Bible is the year’s best seller.

PEABODY AWARDS
AT OHIO MEETING

PRESENTATION of the Peabody Awards will not be made at the NAB Radio War Conference, but has been transferred to the Ohio Radio Educational Conference, Columbus, May 1, to fill the NAB’s portion of the Conference agenda. Award winners this year include: NBC Pacific Coast network; CBS network, Charles Collingwood; stations WCHS, Charleston, W. Va.; WHA, Madison, Wis.; KOAC, Covallis, Ore.

Dr. S. V. Sanford, Chancellor, University System of Georgia, will make the presentation. The George Foster Peabody Awards are jointly administered by NAB and the Henry W. Grady School of Journalism, University of Georgia. Dean John E. Drewry will represent the Grady school and Earle Glade, Salt Lake City, NAB member of the Awards Committee, will speak on “What is Public Interest, Convenience and Necessity?” as applied to radio.

The Ohio conference is for public service program producers, station and network operators, and Government officials.

on a regular basis. A local advertising committee will then allot this time and space to the various war drives in accordance with the national priorities established by the OWI and also with the local needs of the community.

From BORDER to BORDER And COAST to COAST
other radio stations ask WCPO—excerpts from letters on file at WCPO

"We would greatly appreciate the opportunity of discussing some of the phases of your operation and promotion man.

"I was just wondering if you had some secret program of yours and would not mind giving me a little advice. I want to build our listening audience as high as WCPO’s.

"Sincere personal congratulations for the splendid rating you have at WCPO. May it grow more powerfully.

"The fame of WCPO is well known way out here in California."

"The highest rating in Cincinnati this year is WCPO. They have a good program of music and sports and have a good audience."

"I have heard from many sources over the years that WCPO does not have a poor rating."

"I went to Cincinnati and heard about WCPO’s ratings."

"I would appreciate it very much if you would drop me a line as to the policy you pursue in trying for the pleasure of serving the public and in operation at WCPO.

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"I would appreciate it very much if you would drop me a line as to the policy you pursue in trying for the pleasure of serving the public and in operation at WCPO.
A Volcano is Born!

AT PARANGARICUTIRO

A small Mexican town with a "big" name!

OTHER BIG THINGS ARE

- The market of Mexico with its twenty million buyers.
- Our network with seventy affiliated radio stations headed by NBC's outlet (XEW) and CBS' (XEQ) which guarantees a perfect nation-wide coverage.

RADIO PROGRAMAS DE MEXICO

LARGEST LATIN AMERICAN BROADCASTING SYSTEM

P.O. BOX 1324 MEXICO, D.F.

EMILIO AZCARRAGA Pres. CLEMENTE SERNA MARTINEZ Mgr.
Remember?

MORE THAN two years ago—on March 20, 1941—the FCC issued its celebrated order calling for an "immediate investigation" to determine policy on newspaper ownership of broadcast stations. There was great commotion. Hearings were held over an eight-month period from July 14, 1941, until February 1942. Since then not a wheel has turned.

This week, the Newspaper Radio Committee, organized by newspaper-owned stations in self-defense after announcement of Order No. 79, holds its third annual meeting in New York in conjunction with the convention of the American Newspaper Publishers Assn. As far as the record goes it can report only that the FCC's investigation was "recessed" on Feb. 8, 1942, subject to call. The investigation record is still open. Beyond that it can observe that FCC Chairman James Lawrence Fly, spearhead of the newspaper divvorce proceedings, recently commented he thought nothing would be done until after the war, and that newspaper ownership "tends to be an academic question right now."

That is the state of the "immediate investigation" ordered by a majority of the FCC.

There are still numerous applications from newspaper-owned or affiliated companies in the Commission's "pending" files—aside from those withdrawn following the war-dictated equipment freeze order. The whole question of policy is in suspended animation.

It is estimated that upwards of $300,000 has been spent in the proceedings to date. The record covers 3,500 pages of testimony and 407 exhibits. There were 24 hearing days during which 52 witnesses appeared, 42 of them for the Government, at taxpayer's expense. And the record still languishes before the FCC.

On Dec. 31, 1941, the Newspaper Radio Committee formally petitioned the FCC to adjourn the investigation for the war's duration. On Jan. 21, 1942, the Commission formally announced denial of the petition, and held that the war effort would be aided, not hindered, by completion of the investigation.

Then why hasn't the Commission completed the inquiry? Mr. Fly feels now that nothing should be done until after the war—yet the last formal action of the FCC was denial of the petition of Harold V. Hough, as chairman of the Newspaper Radio Committee, for precisely such a ruling.

We do not regard this as a case of letting well enough alone. The FCC staff isn't overburdened these days. We think the FCC is duty-bound to terminate the investigation. If the conclusion is to end the inquiry for the duration (and six months thereafter) then FCC should so state in a formal opinion. If it concludes that the policy question should be decided, then the hearing record should be closed and a decision reached. Based on the Constitution, the legal precedent and the record, it is evident the question can be decided only in one way.

As it stands now the inquiry is just another travesty in Government administrative procedures.

One Horse—One Rabbit

SOMETHING NEW in the line of labor decisions appeared last week when a U. S. Conciliation Service arbiter in Los Angeles discovered that "work of all radio technicians is substantially the same, regardless of the power of the station." On that thesis, the arbiter ruled that an IBEW local at KPAS, Pasadena, was entitled to a scale equal to the highest paid by any other station in the area.

Needless to say, the decision has been widely protested, among the first to respond being NAB's labor relations director, Joseph L. Miller, who has asked leave to file a brief. As Mr. Miller points out, never before has a Government official or anyone else claimed that engineers in all stations performed the same work, and are therefore entitled to equal pay.

The arbiter's ruling will probably not be enforced for the present. It would have to be approved by the Regional War Labor Board, which only last Tuesday was deprived of authority to act in these so-called "inequity cases". But even if the WLB were to consider the ruling, it is hard to understand how such a novel line of thinking could stand in the light of definite instructions issued by the National WLB under the President's Wage Freeze of Oct. 3, 1942, stating bluntly that "wage differentials which are established and stabilized are normal to American industry and will not be disturbed by the Board."

Even though the present ruling may be stopped, the NAB Labor Director is right in filing his brief and putting the industry on record as unalterably opposed to any determination that work in all stations is equal. The tasks and environments of the small station technician are far different from those of the large station technician, just as the duties of the neighborhood newspaper reporter are totally different from those of the metropolitan reporter.

This decision is based on faulty knowledge of the radio business on the part of the arbiter. There is a novel line of thinking here, possibly resulting from some one's failure to observe at preliminary hearings a complete and competent presentation of the broadcasters' case. NAB should be able to accomplish this, so that a potentially dangerous social theory may be nipped before it can cause endless trouble for the little station operator.

Programmers' Program

THERE HAS never been a time in radio's meteoric history when resourceful, heads-up programming was more needed. Action of the NAB in establishing a program directors executive committee as a permanent and recognized unit of the overall trade association, therefore, is something to cheer about.

For some years there has been in all too many instances a barrier between the program and commercial departments of stations. Some feel it is a situation carried over from the newspaper industry, where the editorial and advertising departments continue an ancient and picturesque friction.

The cause, however, is more likely another of those Topay developments which just grew. There was a time, as commercial broadcasting was becoming established, when the station manager and the sales manager performed all operations of selling, and programming as well. It was a quick step from a habit to a practice of ignoring the program department. A salesman or manager got a client on the string and sold him whatever he thought was wisest and at the best price the traffic would bear. What was the role, function, of the program department? To see the sales manager became a program man, to the extent at least that he planned programs for accounts.

Today in many stations the program director, who should be the closest ally of the sales department, is instead consistently a long, dismal step behind. His best ideas are often looked upon with indifference by the sales force, unless one happens to coincide with the strategy already in the sales mind. The program director, thus, in many cases is relegated to handle arrangements for non-salable special events.

Sales managers, through the NAB committee set up several years ago, have been successful in ironing out many problems which had beset them by exchanging ideas and by creating a consciousness of their problems in station ownership and management. The program committee, properly guided and encouraged, should be able to accomplish similar results. And, equally important, there should ensue a complete understanding between these two most important departments within a station.

To Harold Fair, veteran program director of WHO, Des Moines, goes a most responsible assignment. In becoming chairman of the new program directors executive committee, he breaks new ground. He is well-qualified for the task, however, with his excellent background as a musician, announcer, producer and salesman. Moreover, he has been trained by one of radio's young "old masters"—Joe Maland, WHO's vice-president and general manager.
CHARLES BERNARD BROWN

SOME of the many hundreds of radio station executives who heard Charles B. Brown, NBC's director of advertising and promotion, put on his one-man show during NBC's recent War Clinic tour of the country, were not surprised by his aplomb. Wise ones knew that the stage was Charley Brown's first amphitheatrical assault of serious business and that as a youth, slightly more than 25 years ago in Canada, he had learned how to attract and hold an audience.

Those early days of spangles and spotlight are now far in the past, but he likes to recall their changing scenes and picturesque atmosphere.

For when Charley Brown was only 17, he toured Canada as part-owner of a vaudeville show of eight acts, one of which was top billed as "Hall and Brown—America's Premier Barrel Jumpers." Not only did Charley thrill his audiences with acrobatic capers but as the co-author of the scripts and olio for the other acts in the show, he was also the show's "man of rounding out an evening's entertainment."

With the coming of World War I, Charley turned his last stage somersault and enlisted in the Canadian army. He was sent overseas, where he saw heavy action on several fronts and was severely wounded at Lens. Invalided home, he decided to pass up the life of grease paint and one-night stands for a business career. He moved to the West Coast, studied at the Universities of California and San Francisco, took up sales work with the International Magazine Co. Followed several years successively with the Hodkinson Film Co., Borden Sales Co., Westgate Metal Products Co., Chevrolet Motor Co., and Commercial Soap Co., always in sales.

From 1928 to 1938, he was sales promotion manager of Foster & Kleiser Co., West Coast outdoor advertising concern. As he says: "It was an easy transition from 'open-air' advertising to 'on-the-air' advertising."

While conducting billboard campaigns he found time in his spare hours to free lance as a radio script writer and actor. He wrote and produced his own programs on KPBK, Sacramento, and appeared frequently in their casts. Two of his serials were "Dorothy and Bert" and "Wisdom's Half Hour." Another of his opuses was a dramatic show titled "Uncle Henry's Will."

Three years of microphone training and writing experience led Charley to the National Broadcasting Company which he joined in 1938 as sales promotion manager for KPO-KGO, San Francisco. Hollywood (radio, not the films) called him a year later and he took over the promotion of sales for NBC's Western Division.

From the West Coast to Radio City was just a good barrel jump for the still agile Charley Brown. He made the leap in 1940 and became NBC's stations promotion manager, followed three months later by a move to the Red Network as promotion manager. In 1942, when Ken Dyke, NBC's director of advertising and promotion, left the network for a wartime assignment with the government, Charley assumed the Dyke portfolio, the position he now holds.

Away from the problems of advertising and promotion, Charley Brown finds his relaxation in writing occasional articles on sales, advertising, economics and literature. Two recent analytical essays: "Four Freedoms and 60 Seconds," and "Maybe It's Just Old-Fashioned Lumbago," the latter a humanized reply to critics of daytime serials, evoked wide comment from advertising and sales fraternity.

Before coming to Radio City, he

Promotion Job at KMBC

JOHN ELMER, president of WCMH, Baltimore, and Mrs. Elmer have announced the marriage of their daughter, Charlotte Lee, to Lieut. John David Healy on April 15 at Towson, Md.

SAM NORRIS, sales manager of Ampex Electronics Products Co., leaves for a tour of midwest stations April 19 and will attend the NAB Conference in Chicago, April 27-29.

BEVERLY BARNES, for two years on the staff of WLW, Cincinnati, has joined the sales promotion department of CBS Hollywood to handle West Coast exploitation.

LUCILLE MYRICK, sales promotion and merchandising assistant of WOAL, San Antonio, is engaged to Opl. Meredith Peters, of the Observation Station station at Camp Bowie, Tex.

LEWIE Y. GILPIN, radio information specialist in the Radio Branch of the Army's Bureau of Public Relations for the last 14 months, and who is a member of Broadcasting's Washington news staff, last week was inducted into the Army. It was his second induction, having been rejected on minor physical grounds on March 10, 1941, while on Broadcasting's staff.

W. DONALD ROBERTS, newly appointed western sales manager of National Broadcasting, March 1, took over his duties in Chicago last week. He will work with Leon Ford, who has been appointed CBS sales manager for the next two months until Mr. Erikson transfers to New York.

CHARLES BERNARD BROWN

HAROLD BISSON, NBC manager of promotion production, is undergoing treatment at Nassau Hospital, Mineola, N. Y., following a heart attack.

Chestor J. LaRoche, chairman of the Advertising Council, spoke April 14 before a luncheon-meeting of the sales promotion and advertising division of the Fashion Council in New York. His topic was "Fashion Advertising in the War Years."

He lectured frequently on sales and advertising, appearing at Stanford U., San Francisco and W. T. U.

His topics are not always concerned with sales and advertising. Recently he appeared before advertising clubs from San Francisco to Washington, D. C., where his talk on "Tomorrow Is Here" was received with enthusiasm by audience and press alike. His subject, dealing with post-war socio-economic problems and their solutions, includes the place advertising people can and must occupy in bringing about an orderly and permanent peace.

Charley Brown qualifies for the ranks of those who have no outstanding hobbies. The nearest he can come to a favorite pursuit is as a spectator at hockey games.

But he watches the fast action on an ice rink he wishes he could stretch his legs and, just once more, get into the game as a player. Married to the former Rosalie De Hoff of Crestline, O., Charley lives in Manhattan.

A. D. WILLARD Jr., general manager of WBT, Charlotte, N. C., has been chosen to head the membership drive for the YMCA. Mr. Willard was on the Washington YMCA board of directors at the time he was general manager of The Washington, before joining WBT last November.

ADM. LUKE McNAMARA, president of MacNeil Radio & Telegraph Co., and J. Lance associates and comptroller of Federal Telephone & Radio Corp., have been elected to the board of directors of the International Telephone & Telegraph Corp.

GLADSTONE MURRAY, former general manager and director-general of broadcasting of the Canadian Broadcasting Corp., has opened offices as a public relations counsel in the Victory Bldg., Toronto.

GEORGE CHANCE, former salesman and announcer at KILO, Grand Forks, N. D., has joined the staff of KBEB, Great Falls, Mont., as salesman.

FINN HOLINGER, general manager of KDB, Santa Barbara, is the father of a baby girl.

WILLIAM A. BANKS, of the sales staff of WIP, Philadelphia, was elected a director of the Lincoln Lodge of Veterans of Foreign Wars.

FLOYD MACK, new editor of WOR, New York, has joined the Overseas Branch of the OWI. Gerry Murray, of the Times, has joined the staff as copy editor April 15.

JAMES M. KENNEDY, a member of the local sales staff of WBAL, Baltimore, for eight years, has been appointed assistant salesman. Mr. Kennedy is a former newspaper man and a native Baltimorean.

FRANK R. MCDONNELL, former national sales manager of KSFQ, San Francisco, has joined KGO, San Francisco, as account executive, replacing the recently resigned. He will meet at one time with Radio Sales in New York and eastern sales manager for WIP, Philadelphia.

DON STALEY, account executive of KPO, San Francisco, has been commissioned an ensign in the navy and is scheduled to leave for active duty soon.

MILLER McGINTY, president of Mutual, has been elected vice president for Atlantic group organized to help servicemen.

LLOYD FISHER, formerly with LAVI, New York, and Harry Michaels, New York, has joined the New York sales staff of Weed & Co.

THOMAS J. CLARK Jr., Chicago newspaper representative, will join the sales staff of the BLUE in Chicago April 15.
BEHIND THE MIKE

MARTIN LANGWEILER, new to radio, has joined the promotion department of WFL, Philadelphia, succeeding Louis Andrews, who resigned because of illness.

TONY WHEELER, announcer of WFL, Philadelphia, has been promoted to night supervisor.

HERB NEWCOMB has resigned from the announcing staff of WCAU, Philadelphia, to go Hollywood for a screen test.

GARY COLEMAN, producer of NBC, San Francisco, has been shifted to the network's Hollywood headquarters. He replaces Dave Elton who resigned to join Young & Rubicam, producer of the NBC Time to Smile.

ED BLOODWORTH has been assigned as writer for Barton A. Stahbush, Adv., Los Angeles agency, on the weekly quarter-hour dramatic program sponsored by Packard Bell Co., on NBC Pacific stations.

EDWARD J. GRUSKIN, freelance writer, is co-author with Walter Gibson of The Return of Nick Carter, which appeared in radio form for the first time April 11 on Mutual. Mr. Gruskin also writes Doc Savage, half-hour adventure program heard weekly on WMCA, New York.

GEORGE BRANDENBURG, for 12 years editorial manager of the Chicago News Bureau of Editor & Publisher, on May 1 will join the Curtis Publishing Co., Philadelphia, as editorial promotion assistant of the Saturday Evening Post.

BOB REYNOLDS, sports and news director of WHB, Wheeling, W. Va., has been appointed chief pitcher.

ROGER BAKER, who with Dick Bro on the radio, has been shifted to the Cincinnati Reds football games over WSAI, has been the featured speaker at the Cincinnati Ad Club last week.

HELEN DYSER BURT, previously promotion director for KXK, Seattle, and a freelance writer, has joined the promotion of WKBK, Portland, Ore. John Lally, formerly of NBC Hollywood, has joined the staff as manager.

HARRY M. HESS, Jr., former advertising writer of CBS and newswriter of United Press, has joined the advertisement department of United Press.

GORDON GRAY, formerly associate of WFL, Chicago, and WAKY, Cincinnati, will join WBBM, Chicago, April 26.

BASEBALL broadcasts for 1943 are signed for KXL, Portland, Ore., by Hal Wilson, the station's general manager, as (1 to r) Rollie Trutti, baseball announcee, and Bill Keplinger, manager of the Portland Beavers, look on. KXL will tie sustaining games over to OWE.

MARGARET HALLIGAN, formerly in the BLUE continuity acceptance division, has been made a member of the network's art service division.

JOHN PATRICK COSTELLO, NBC announcer, will receive an honorary Doctorate Degree from St. Bonaventure College at commencement exercises April 19, in recognition of his work on NBC's The Catholic Hour.

ALBERT MORGAN, former announcer of WJSN, FM station of Metropolitan Television Co., New York, and previously freelance script writer, has joined WABC, New York, as writer and producer.

Goulduss Gold, for three and a half years general assistant to Benji Silver, women commentator on WOR, New York, reported for duty at Fort Dix April 15.

JACK WILLIAMS, traffic manager of NBC's international division, on April 7 was inducted into the Army.

HERB SHELDON has been promoted from assistant production manager of WINS, New York, to production manager and program director.

HAROLD DAVIS has resigned as program director of WNAS, Philadelphia, to join the announcing staff of WCAU, Philadelphia.

DON PYYOR, San Francisco head of the CBS news division, news commentator, and before that with United Press in the Middle West, has been transferred to CBS New York news bureau. Replacing him in San Francisco, is Woodrow McCormick, manager of the overseas branch of the OWI in San Francisco, formerly with CBS.

Sgt. Merritt (Bob) Finch, from WYJ, New Haven, where he was commercial traffic manager, is announced for the Fort Jackson, S. C., radio programs originating on WIS. Columbia, S. C., and director of an orchestra that entertains at benefit shows sponsored by various service organizations. He is attached to the 100th Infantry Div. at Fort Jackson.

DOROTHY LEFFLER, former publicity director and assistant to the editor of Bobbs-Merrill Publishing Co., and recently assistant to the publicity director of the war production fund to conserve manpower, has joined the CBS press information department, assigned to the writing staff of the magazine division.

BRUCE BUELL, announcer of KFAC, Los Angeles, has resigned to join the Army.

CEDRIC FOSTER, Mutual commentator, has received the Order of the Memorial Cross from the National Legion of Greek War Veterans.

CHARLES HODGES, war editor of Transradio Press and professor of international politics at New York U., has started a weekly commentary on Mutual, titled Memo for Tomorrow.

EDITH BARR has left WNYC, New York's municipal station, to join the production staff of WLIB, Brooklyn.

GRACE MARSHALL has left the publicity department of WJJD, Chicago, to join WREG, Chicago, as film director.

WILLIAM B. RAY, NBC central division manager of news and special events, has joined Sigma Delta Chi, national honorary journalism fraternity, at recent initiation ceremonies in Chicago.

VAN PATRICK, sports director of WHB, Rock Island, Ill., is visiting spring training camps of major league baseball clubs of the Cubs, White Sox, Browns, Cardinals, Giants, Braves, and more for programs on WIPR, Philadelphia. He will make special appearances on WIPR.
A Match...and the New York Market

What's a match got to do with the New York market? The answer to that one is easy...

The American people know that a match is essential... or back they all go to raw meat and bundling!

And American business men know that advertising in the right markets is essential—particularly today... or back they all could go to pushcarts and the like!

New York is one of those right markets... and WEAF is the essential station... because WEAF, the key station of the NBC network, dominates this market...

A market where 15,000,000 people (12% of the nation) spend 8 billion dollars yearly for retail merchandise alone—a market where WEAF's superior signal carries the finest programs on the air to every corner of this vast area.

WEAF...NEW YORK
One Of Eleven Stations in
Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations that broadcast the nation's most popular programs to 55% of the radio families in the United States (primary areas only)... eleven essential stations where the buying power is 34.2% greater than the average for the whole country.

Yes, eleven stations as essential to American business for the maintenance and growth of war and peacetime sales as a match is essential to the American people for the maintenance of their way of life.

WEAF - NEW YORK
WRC - Washington  KPO - San Francisco
WMAQ - Chicago  WBZ - A - Boston-Springfield
KDKA - Pittsburgh  WGY - Schenectady
WTAM - Cleveland  KYW - Philadelphia
KOA - Denver  WOWO-WGL - Fort Wayne

NBC SPOT SALES
WILLIAM SPIER, executive producer of CBS New York, has been shifted to the network’s Hollywood studios.

BILL STROTHMAN, of KYGO, Missoula, Mont., resumes his announcing duties when Hal Moon on April 12 takes over the post of news editor which Strothman has been filling temporarily.

WILLIAM ELLIOTT, announcer at WICC, Bridgeport, Conn., before joining the Army, is now in CORS at Fort Monmouth, N. J. Pvt. Louis La Haye, announcer, is in the Air Forces at Lincoln, Neb. Lt. Lawrence Grunz, assistant news editor, is somewhere overseas.

JERRY SOEBEE, announcer of WTPF, Raleigh, N. C., is the father of a boy.

RAY GIRDARIN, production manager of WEHI, Boston, is accompanying the WAAC Caravan on its tour of New England in a recruiting drive. Mr. Girdarin directs the William Wrigley Jr. Co., broadcasts fed to CBS Monday through Friday 5:45 to 6:30.

Taylor Joins BLUE

HENRY J. TAYLOR, author, economist and business executive, has joined the list of BLUE news commentators and has been assigned the 10-minute period at 11:05 p.m. six times weekly on WJZ, New York outlet of the BLUE. A former war correspondent for North American Newspaper Alliance, Mr. Taylor is author of Why Hitler’s Treadmill Will Fool the World, Time Runs Out, and Men in Motion.

HENRY DORF, formerly of WJWC, Chicago, and WBIC, Indianapolis, has joined the announcing staff of WCFL, Chicago.

CARL KENT, formerly of Akron stations, has joined KJH, Hollywood, as announcer. He succeeds George Martin, commissioned an ensign in the Navy.

BRUCE MACDONALD, news writer of WIND, Chicago-Gary, has been appointed news editor, succeeding Robert Bahr, who has joined the news staff of BLUE Chicago.

DICK WEAVER, formerly of KROD, El Paso, has joined KTOY, Phoenix, as writer and newscaster.

JIM FONDA, former Hollywood producer of Foote, Cone & Belding, now in the Army, has been assigned to the Special Services Division, radio section, in New York.

GRACE BYRNES, star of the five-week quarter-hour Lost Story Time, sponsored by Torrey Packing Co., on Arizona network stations, is the mother of a baby girl.

CHARLES A. BAILIE, for many years director of advertising research and publicity of KOMOK, Seattle, has resigned to become public relations director of the Seattle Chamber of Commerce.

SANFORD H. DICKINSON has rejoined the announcing staff of WJJD, Chicago, after a year’s absence at WMOA, New York, and WNAB, Bridgeport, Conn.

CHARLES ATCHISON, announcer of WSBN, Birmingham, before joining the Army Air Forces, was stationed at St. Petersburg, Fla.

LESTER VAUL, director of the NBC-Red Cross series That They Might Live, is directing the five-weekly serial Just Plain Bill, sponsored on NBC by Anacin. Co. Vaul replaces Arthur Hanna, who has had to give up some of his radio assignments.

FRANK GOS, former announcer of CBS Hollywood, has been commissioned a first lieutenant in the Army Signal Corps and is now on special duty at Fighter Command School, Orlando, Fla.

REED CHAPMAN, formerly of CKWV, Vancouver, has returned to the station’s announcing staff.

HARRY CAINE, producer of NBC’s Hamilton, Ont., has joined the Royal Canadian Navy with the rank of sub-lieutenant.

RUSSELL AMBRUSTER, NBC producer, has left the network to join BRDO, New York, as a program director. NBC programs handled by Mr. Ambruster included Avo’s Irish Rose.

JOHN RHYS EVANS, factory representative of the Purex Corp. of Southgate, Cal., for the last nine years, has joined the staff of KOMO-KJR, Seattle, as publicity director in the research-advertising department.

DICK KEPLINGER, news and special events director of KOMO-KJR, Seattle, and Mary Lee Keplinger, the former Mary Lee Barnes, are parents of a baby girl. Mrs. Keplinger before her marriage was on the station’s public relations staff.

WILLIAM SWING, correspondent for the Honolulu Star Bulletin, last week started a weekly series of commentaries on Mutual, Saturday, 6:15-6:30 p.m., speaking from KGBM, Honolulu.

FLOYD PATTEE, announcer, has been promoted to production director of WNIB, Hartford. Ralph D. Kauna, program director, has been made a member of the Civilian Air Patrol of Connecticut.

LEONARD VALENTA, succeeding Joe Corr, who entered the Navy, and Scott MacGregor, both new to radio, have joined the announcing staff of WDAI, Philadelphia.

ANNE MARIE ELLERS has resigned from the program department of WJZ, Philadelphia, to be married to Robert Sefcik, of Detroit, April 24 in that city.

WALTER G. MILES, formerly in the publicity department of MGM, has joined the Los Angeles staff of Paul H. Rayner Co., station representatives, as account executive. Working under J. Leslie Fox, Southern California manager.

GUS HAGENWALLI, program and production director of SESAC, New York, is the father of a baby girl.

CBS Staff Changes

DONALD ARCHER has been transferred from the CBS sound effects department to network operations, where he serves as assistant director apprentice. Before joining CBS in December last year, Mr. Archer did writing and directing for WWDC, WWIN and WTOP, Washington. Allan Jackson, formerly of WMC, Memphis, has joined the CBS newsroom as writer and newscaster, replacing Jane Dealy, resigned to take advantage of her Pultizer traveling fellowship. She will go to Mexico for further studies.

WILLIAM SPIER, executive producer of CBS New York, has been shifted to the network’s Hollywood studios.

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Hiculos, New York:

Where more radio sets are located than any other centre of the Maritimes.

HALIFAX, NOVA SCOTIA

Halifax is served by the key station of the Maritimes.

BROADCASTING • Broadcast Advertising
'Take It Easy' Attitude of Stations Is Decried by WHP Program Director

OFFERING a plan used successfully in Harrisburg for all-industry use, Dick Redmond, director of war programs, WHP, Harrisburg, decried the attitude of broadcasting toward the war effort in a recent communication to Neville Miller, NAB president. Mr. Redmond also asked for the creation of an organized plan of operation and a united front for radio in straightening out what he termed a "take it easy" attitude of broadcasters toward the war.

Pointing to the Office of War Information as a sort of innocent instrument through which stations have assumed an easy-going attitude, Mr. Redmond cited the OWI bulletin which said that the organization was dedicating itself to "reducing Government radio time on the air in order to avoid audience saturation."

Destructive Phrase

"That phrase," Mr. Redmond pointed out, "obviously issued with good intention, was one of the most destructive statements that could have been thrown at the industry. It shows a definite lack of foresight because buried away beneath its surface purpose is a dangerous possibility which is starting to show itself in many forms." Mr. Redmond said the average station interpreted this to mean "there is too much war talk on the air" and that was the sign for many worthwhile activities which otherwise might be in operation today. Where ambition and interest still flourished, he said, the statement not only aroused resentment but undermined confidence in OWI.

Asserting that this is one thing OWI definitely should take steps to correct, Mr. Redmond said a guiding stimulation to encourage radio minds to think in terms of intelligent programming best suited to their own communities should be substituted and reinstated.

A year ago I discussed plans with Government and radio leaders for proving locally what can be done nationally," he said. "The plan was given consideration but was regarded as being too ambitious. So without their help—and I might even say encouragement, we set out to prove our point."

 Included in these proposals, he wrote, was the offering of WHP ideas and facilities to OWI with the suggestion that Harrisburg be used as a test area. OWI suggested in turn that WHP proceed and report the results.

"By the time we got around to realizing that OWI had lost interest we discovered that our listeners had gained interest and displayed that interest with great approval and enthusiasm," Mr. Redmond wrote.

Mr. Miller's office advised BROADCASTING that he believed the "OWI has done an excellent job." He added that he believed that the WHP plan should again be brought to the attention of the OWI, an admirable opportunity presenting itself at the OWI Round-table at the NAB War Conference in Chicago this month.

PRESIDENT's office of the American Federation of Musicians in New York City will be moved May 1 to 570 Lexington Ave. New telephone number will be Plaza 5-0000.

WOW Adds News Service

CHICAGO DAILY News Foreign Service, used experimentally for several months at KFEL, Denver, is now offered to listeners of WOW, Omaha, announces John J. Gillin, Jr., the station's president and general manager. The service consists of about 10,000 words per day delivered by 11 a.m. on a leased wire to WOW's newsroom. WOW uses this new feature service to supplement its regular UF service.

Plaque for WOW

SELECTED by Tune-In Magazine as the first radio station to receive the publication's annual award for outstanding services, WOW, New York, last Saturday broadcast the presentation of the plaque by Carol Hughes, editor of Tune-In.
Successful Test
RESPONSE to a test radio appeal for truck drivers broke through the manpower shortage recently when the American Trucking Associations sponsored a call for driver applicants, broadcast seven times daily on WIXY, Washington. The messages told how the men behind the wheels do war jobs as essential as those in war plants. So many applicants responded that the appeal was changed to include applications for freight and truck helpers.

VALLEY NATIONAL BANK, Arizona (investments), is sponsoring six-weekly morning newscast, Let's Look at the Headlines, with Edwin McGough, on three Arizona stations (KOY KTUC KXU). Contract is for 52 weeks. Advertising Counsellors, Phoenix, has the account.

GOLDEN AGE Corp., Los Angeles (4-R-4), on KFWB, starts for 13 weeks using daily announcements on KFI, that city. Firm also continues its four spots per day on KECA. Agency is Bricker, Davis & Van Norden, Los Angeles.

FEDERAL LIFE & CASUALTY Insurance Co., Beverly Hills, Cal., on a 52-week contract which started April 1, is sponsoring 11 quarter-hour newscasts per week on KECA, Los Angeles. Firm has tripled its radio advertising appropriation for April, May and June, and is also sponsoring 30 quarter-hour newscasts weekly on KMRF; 14 per week on KFWB; with 5 a week on KPAS. A twice-weekly quarter-hour commentary is scheduled on KFI starting in late April. Don A. Rose, Beverly Hills, has the account.

AMERICAN PARACHUTE School, Los Angeles (training for riggers), in a 30-day test campaign is using a heavy schedule of announcements on KFWB KMPC KDKK and KJH. Agency is the Meyers Co., Los Angeles.

DOUGLAS AIRCRAFT Co., Santa Monica, Cal., is using a series of 35 transcribed five-minute provocative announcements per week on KFI KNX KTU KNPC. Featured are Art Baker and Patrick. Agency is the Essig Co., Los Angeles.

INDEPENDENT DRUGGISTS of California, San Francisco, in an institutional campaign, on May 1 starts a daily five-minute transcribed program on KYA and KSAN, that city. Contracts are for 13 weeks. Group now sponsors a five-weekly quarter-hour morning newscast on KPFB, Hollywood. Agency is W. J. Jeffries Co., Los Angeles.

...the excitement of hoofs thundering at Goshen and Saratoga!

In Troy, Albany, Schenectady, FIVE STAR FINAL means just two things—Fitzgerald's Brews and ROY SHUDT, ace sports commentator of WTRY. He's a sizzling streak of verbal lightning who sets nerves atingle and buying imaginations on fire. There's the "crack" of a baseball bat in his voice, the excitement of hoofs thundering at Goshen and Saratoga, the breathless suspense of a rolling putt!

Roy knows the power of the human voice—he was trained for courtroom pleadings at Albany Law School. But baseball, basketball and track were in his blood from high school days. He turned to his old love, the sports pages—wrote a sports column for 13 years until we brought him to WTRY. Fitzgerald Bros. Brewing Company of Troy snapped up his 6:15 FIVE STAR FINAL. Fans of baseball, basketball, bowling, golf and harness racing took him as their own. But that's the usual thing with WTRY's top-flight talent, the reason why WTRY's local and Blue Network shows are the sales leaders in the Tri-City area.
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HERBERT S. WETZLER, former freelance merchandiser, advertising and radio script writer, has joined both the Los Angeles office of the E. P. Dyer Agency, and as plan executive.

VERNON DAVIS, formerly in charge of sales promotion for Royal Farms Diary, Los Angeles, has joined The Mayers Co., that city, as copywriter and assistant to Dean L. Simmons, radio director.

HASSEL SMITH, vice-president and radio director of Botsford, Valentine & Gardeners, Los Angeles, has recovered from a major operation.

ERIC STRUTT, former radio director of General Adv. Agency, Hollywood, has joined Hixson-O'Donnell Adv., Los Angeles, as copywriter. Lee Williams, former Southern California newspaper editor, has also joined the latter agency as copywriter.

VICTOR R. WICKIN, formerly of the Hollywood office of Russell M. Seeds Co., has joined the Overseas Branch of the OWI Press.

NATHAN BINDERMAN has been transferred to the staff of Robert J. Emken, radio director of Kel Adv. Agency, Washington. He had been in charge of the production department.

KEMEN PUBLISHING Co., N. Y., to New York's and Sons, N. Y. To use radio and magazines.


SONORA RADIO & TELEVISION Corp., Chicago, to Weiss & Geller, Chicago, to promote its catalog of recordings. Using business papers, may use radio later on.


LUTHERAN LAYMEN'S LEAGUE, St. Louis, to Cahalan Adv., New York, for Lutheran Hour program. Series will continue throughout the summer on Mutual and a number of other stations, totaling 300.

BOOK PRESENTATIONS, New York, to Raymond Specter, N. Y., for Complete Book of Sewing. Test campaign conducted, national spot campaign under way.

TIDE WATER OIL Co., Western Div., to Buchanan & Co., effective May 1.


JOHN MIDDLETON, Inc., Philadelphia, manufacturers and distributors of Walnut, Regentinal, and other brands of smoking tobacco. Middleton Cigars, various cigar brands, pipes and smoking accessories, to Gray & Rogers, Philadelphia.


CALO DOG FOOD Co., Oakland, Cal., to G. A. Cummings Adv., Oakland.


COPE JOINS BATES AS PROGRAM DIRECTOR

DON COPE, of the director staff of Benton & Bowles, New York, has resigned to join Ted Bates Inc., April 19, as supervising program producer. Lillian Steinfeld, formerly solely in charge of program production staff of McCann-Erickson, has joined Benton & Bowles, to direct Woman of America, NRC promotion formerly handled by Mr. Cope, for Procter & Gamble. Miss Steinfeld has been associated with the CBS shows, Death Valley Days and Dr. Christian at McCann-Erickson.

Mr. Cope

New Chicago Agency

STANDARD ADV. AGENCY, Chicago, has been organized under the direction of George J. O'Leary, with offices at 222 N. Wells St. Telephone is State 2266. Mr. O'Leary is a former account executive and copywriter of First United Broadcasters and Ruthrauff & Ryan, and was at one time on the Chicago sales staff of William K. Rambeau Co., station representative for the company handling the Northern Mutual Casualty Co., Chicago (insurance).

EARL B. THOMAS, formerly vice-president of McKeef & Albright, New York, has joined the out of service bureau of the Office of War Information, as senior regional supervisor.

Elected 4-A Governors

J. C. MURSE, vice-president of Dan B. Miner Co., and Harvin T. Mann, media director of Poote, Cone & Belling, have been elected to the board of governors of Southern California Chapter, American Asn. of Advertising Agencies. Mr. Mann also becomes secretary-treasurer. They replace Jack Smalley, Los Angeles manager of BBDO, and John H. Weiser, executive of Ruthrauff & Ryan, in Hollywood, whose terms are expiring. Continuing on the board are chairman H. E. Cassidy, vice-president of the McCarty Co.; vice-chairman Norman W. Mogge, Los Angeles manager of J. Walter Thompson Co., and Arthur W. Gudelma, manager of Barton A. Stebbins Adv., in that city.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summertime Iowa" radio survey covers all 99 counties, discloses 5-year trends in listening habits and preferences so to station program maps and facts on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

FOR OFFENSE OR DEFENSE Buy U.S. Bonds Today!

Inside Back Cover

912 Walnut St., Des Moines, Iowa
AFM Local 802 Votes to Abolish 3% Relief Tax; Rejects Radio Proposals

MEMBERS of the New York local (802) of the American Federation of Musicians last week voted to abolish the 3% relief and organization tax which working members have paid on all steady or singular engagements since 1935. Resolution to cancel the tax was put through by an overwhelming majority of the more than 700 members attending the meeting, although the report of Harry Suber, treasurer of the local, opposed this course.

Meeting, held at Carnegie Hall, New York, on April 12, rejected several proposed resolutions affecting radio, chiefly the “one steady job to one man only” plan, which would have prevented any steadily employed musician from accepting any other employment, including guest appearances on radio programs, recording dates, etc. Other resolutions which did not pass included proposals that no member be permitted to work more than five days in any week and that whenever an electric organ is used on a radio program a minimum of eight instrumentalists, exclusive of the organ, be required to be employed.

Balance sheet of the local as of the end of 1942 revealed total net assets of $415,000 and liabilities of $29,122, leaving a surplus of $385,378. [Treasurer’s report, however, states that dues on 1942 were $185,365 less than in 1941 because 2,497 members entered the armed forces during the year, adding that this disparity will probably reach $4,106 from the previous year was more than offset, however, by reduced expenses of $54,794.

Speaking specifically of relief and organization fund, the report states that “increase in income into this fund in 1942 over 1941 was $48,073, due mainly to stand-by collections which increased $29,767, and radio remote control charges, which increased by $23,120. Because some relief members have been absorbed by the military service, others by losses, and others have taken the places of previously employed members now in the armed forces, the report says, relief disbursements were decreased by $64,635 for the year as compared to 1941. Despite certain increased expenditures, the total of the fund’s disbursals for the year was less than in 1941.

Over the period since April 13, 1935, when it was established, the relief and organization fund has collected $2,927,325 in taxes, Mr. Suber said, continuing that in that period the union has paid out for relief disbursements only the sum of $3,336,024, the difference of $388,398, coming from other sources such as notes, stand-bys and donations.

Prentiss Brown Thanks Radio for Cooperation

THANKING radio for cooperation in informing the people about the essential facts concerning ration programs, OPA Chief Prentiss M. Brown last week wrote the NAB that “the industry has responded magnificently” and that “a vital factor in the success of home front measures related intimately to the winning of the war.”

The Price Administrator wrote that radio, through its news programs, commercials, and the gift of time for OPA officials, has informed householders and thousands of merchants “with a minimum of delay and detail” the programs covering footwear, processed foods, and meats.

Back with these problems, Mr. Brown said, “we turned, of course, to our free system of radio for aid.” For this cooperation, he said, OPA is deeply grateful thanks and appreciation.

REVENUE of WMAQ, Chicago, for the first three months of 1943 is 45c, above same period last year, according to Charles Morton, WMAQ’s general manager and head of local and spot sales of NBC Chicago. Gross billing of March 1943 was the largest month in WMAQ history.

B-S-H Urges Spot Discount Change

Agency Is Asking for Renewal Rate After Initial 52 Weeks

BLACKETT - Sample - Hummert, Chicago, in a letter to stations is recommending adoption of the continuing discount principle which provides that the spot advertiser be given the maximum discount if he continues on a station for consecutive weeks. Most station contracts are on an annual basis whereby the client loses a frequency rate within the fiscal year. Therefore, if an advertiser is on for 52 weeks and continues for an additional 13 weeks, the advertiser in most cases is billed for the straight 13-week rate for that period. Under the B-S-H clause the advertiser would be entitled to the 52-week rate. The continuing discount principle, as well as the self-renewing clause, provides for automatic 52-week renewal at the end of each 13-week period, is practised by a number of stations, including the NBC M & O and the CBS O Network stations, the Yankee Network, and others.

40 Have Agreed

The letter, signed by James Neale, chief timebuyer of B-S-H, enclosed a copy of the clause which the agency is asking to be inserted in future contracts. B-S-H reports that out of 44 contracts thus far, 40 stations have agreed to include the clause in their contracts. Mr. Neale pointed out in the letter that it is impossible for a station to renew a contract on a station 52 weeks and then decide to extend for an additional 13 week period is entitled to a better rate than the advertiser who goes on the air for a total of just 15 weeks.

It would also encourage the client, he said, to buy additional time if the maximum discount were received on the basis of having been on the station for the 52 week period. The self-renewing clause would obviate the necessity of writing new contracts every year, as well as simplify bookkeeping. It has been suggested in industry quarters that the matter be discussed at the NAB War Conference.

KYA Shift

DON FEDDERSON, vice president of KYA Radio, has succeeded Jack Whilfred Davis, president, as manager of KYA, San Francisco. KYA was purchased a few months ago by Polo America from Hearst Radio. No explanation was offered for Mr. Davis’ retirement from active participation in management of the station.

TAKING a two-week layoff, Bing Crosby, leader of NBC’s Famous Night Shift Music Hall, will spend a late April vacation in Mexico City. Pinch-hitting on the April 22 and 23 broadcasts will be Fibber McGee & Molly. Adding them will be Bob Crosby, band leader and brother of Bing.

WDRF, Hartford, on April 19 begins a new early morning news program—a steady half-hour of news, 7-7:30.
Deferment Record Of FCC Attacked

Costello Committee Reports 1,035 Are of Draft Age

DISPLAYING obvious dissatisfaction over the deferment records of FCC employees, the Costello Committee, investigating draft deferment of government employees, reported to the House last Friday that 840,578 persons of military age, "an alarming number," were employed by the Federal government.

The committee specifically singled out the FCC for criticism pointing out that nearly 50% of its personnel consisted of men between 18 and 38. "It is fortunate," the committee commented, "that this percentage does not hold good throughout the government.

Reporting in detail testimony presented by Chairman James Lawrence Fly, Chief Engineer E. E. Jeti, and F. H. Leight of the Foreign Broadcast Intelligence Service, the committee pointed out that of 2,299 Commission employees, 1,035 were 18 to 38 years of age. Of these 931 were deferred to class 2A and 2B. Of deferred men, 267 were appointed before Pearl Harbor and 314 since the U. S. entered the war.

The report showed that the FCC deferred employees were for the most part monitors and intelligence officers who were stationed at outposts in this country and abroad to patrol the radio spectrum.

After citing Chairman Fly's testimony that the Commission was unable to find women who were trained for the job with little effort, the group of deferment records in the FCC and felt in the light of testimony that the Commission had been content to show that certain employees are skilled and different to fill with little effort, having been made to demonstrate where the Commission had ever taken preliminary steps to train replacements.

Conclusion of that meeting would set a time later that day for a meeting with the phonograph record people.

Judge Lawrence B. Morris, vice-president and general counsel of RCA Victor, speaking on the phonograph record industry, and A. J. Kendrick, vice-president of World Broadcasting System, spokesman for the transcription manufacturers, endorsed Mr. Petrillo's statement without amplification. In response to questions it was said that the meeting had not reached the point of discussing specific plans for a settlement. Mr. Petrillo declined to answer a question regarding the union's proposed plan of settlement through a tax on RCA Victor.


AFM representatives were: James C. Petrillo, president; C. L. Bagley, vice-president; Leo Clues, secretary; Harry E. Brown, treasurer; Joseph N. Weber, general adviser; Oscar F. Hild, J. W. Parks, A. Rex Riccardi, Chauncey Weaver, Walter M. Murdock, members of the international executive board; William Kerngood, secretary emeritus; Joseph A. Padway, Henry A. Friedman, attorneys; Oscar F. Hild, Chauncey Riccardi, Edward Campan, Harry J. Steeper, Eddie B. Love, assistants to the president.

OCD Series Based on Bombing of Cities Reported Available for Local Sponsors

WITH Axis leaders boasting of raids to come on American cities, the Office of Civilian Defense is releasing a series of OCD programs made in England portraying what it means to be on the receiving end of enemy bombs. The series is reported to be available for local sponsorship and circulation through regional offices of OCD.

Programs feature men and women of British Civil Defense forced to tell personally their experiences, problems and dangers when backyards become the front line. Titled We Have Met the Enemy, the series was recorded in England by the London Transcription Service of BBC, and the records were brought over by cargo plane and transport vessels. According to Marvin Beers, chief of the OCD section, the record was lost en route.

Each program begins with the clump of bombs on London, transcribed during a raid, against the background of ack ack, and wall of sirens. Then the ordinary man of Britain tells his story, interviewed by Lindsey Harrie of the American Red Cross and Brewster Morgan of OWI. There are 26 shows in the series.

Florida Time Change

VOTING to put all of Florida into the Central Time zone, the Florida House last week adopted legislation which in effect puts the state on Eastern Standard Time. At present, Florida is operating in two time zones, with all Florida west of the Apalachicola River on Eastern Time, and the remainder of the state on Central Standard Time. The change would occur Sept. 1.

WFMJ, Youngstown, is going "all out for victory" with a new patriotic rate card in red, white and blue.

Transposition

BIRTH of a baby girl to Lowell C. Smith, announcing TGO, was reported last March 29 in BROADCASTING, and since then C. S. Smith, a bachelor with MBS on the West Coast, has had to protest to Mr. Smith of Missoula at being excluded from the list of transmitters on the West Coast to pass out cigars for an event which he is related only by transposition.

Bellaire Joes Blue

ROBERT BELLAIRE, former foreign correspondent for United Press, who returned to America recently after being interned in Tokyo by the Japanese, has joined the BLUE Network's staff of commentators. Mr. Bellaire, who served in Shanghai and Tokyo as manager of the UP bureau, will start a 9 a.m. review of the news Sundays on the BLUE May 2.

Cudahy Packs Blue

CUDAHY PACKING Co., Chicago, has signed with Goodyear to sponsor Something to Talk About, featuring Chuck Acrey, on 13 CBS midwestern stations, Monday through Friday. The program will circle all odd news items and general commentary will advertise Delrich, the Cudahy margarine. Agency is Grant Adv., Chicago.

Holland on CBS

HOLLAND FURNACE Co., Holland, Mich., has purchased the Friday, Wednesdays, Fridays on a split midwestern network of 24 CBS stations. Program, which will start May 3, has not been determined. Copy will stress Holland Furnace Repair service. Agency is Roche, Williams & Cunningham, Chicago.

Grove Tests

GROVE LABS., St. Louis, last week started a test campaign on two stations, four week test markets for Grove Vitamin products. Chainbreak announcements of 25 and 30 seconds are being used. Donahue & Coe, New York, has been appointed to handle the vitamin campaign.

Griffin Using 70

GRIFFIN MFG. Co., Brooklyn, has renewed its spot schedule for shoe polish, and is using approximately 70 stations. Stunts went into effect on a staggered schedule, February through April, Birmingham, Castleman & Pierce, New York, is agency.

Would Probe OWI

AN INVESTIGATION of policies, methods and practices of Government agencies relating to OWI, and how much the war was proposed in the Senate Friday by Sen. O'Mahoney (D-Wyo.). The inquiry would be by the Senate Judiciary Committee. Admitting his move was prompted by recent resignations from OWI, Sen. O'Mahoney said "I have the utmost personal confidence in Elmer Davis."
FULL TIME ON 5 KW.
AT KQW EXTENDED

An extension of license to operate unlimited time on 740 kw., with 5 kw., to Feb. 1, 1944, was granted KQW, San Francisco, outlet of CBS, by the FCC last week. The permit applies to the station's operation for the period between the end of the license and the new one. This license for one year, which replaces the temporary authorization under which KQW has been operating since 1940, contains a clause which stipulates that the granting of the regular license is not to be construed as a determination that KQW will ultimately be assigned 740 kw., with 5 kw. when conditions after the war permit lifting of the equipment freeze.

Such a clause concerns the competitive applications of KQW and KSFQ for this frequency and power, a case which will not be decided until after the war. The Commission also denied without prejudice the applications of both KQW and KSFQ for construction permits for new transmitter and other equipment.

In its new action, announced April 13, the FCC adopted the findings of fact with a recommendation, which is that the Commission deems it appropriate to point out that the denial of the instant applications and the granting of a regular license to KQW does not resolve the question as to which, if either, of the applicants may be authorized to effect the maximum usage of the 740 kw. channel permitted by the policy.

KQW, originally a non-network station, was earmarked for assignment on 740 kw. under the Havana Treaty allocations. [Broadcasting, Nov. 15, 1944]. It replaced KSFQ as the CBS outlet on Jan. 1, 1942. KSFQ, owned by Wesley I. Dunlap, had applied for the 740 kw. assignment with 50,000 watts, and the competitive applications resulted in a probable opening of the new band, the applications are held in suspension until after the war.

EDGAR KOBAS, BLUE executive vice-president, gave a dinner at the Royal Ball Club last week for members of the network's legal, treasury and general service staffs. The event was one of a series of informal gatherings at which Mr. Kobaik described the origin and development of the network.

FULL RADIO SEASON of major baseball will be sponsored by Cincinnati Gas & Electric Co., which has purchased the Cincinnati Reds schedule for 1943 over WSAI. Sponsor will have nothing to sell. Campaign will be straight institutional. Seated at signing ceremonies is H. C. Blackwell, president of the utility; Standing (1 to r): Kenneth Magers, utility company's public service manager; O. R. Bellamy, WSAI salesman; Robert E. Dunville, WLW-WSAI vice-president in charge of sales; Walter Callahan, WSAI general manager.

End Religious Quackery on Air Is Plea
Of Church Editor Who Fears 'Racket'

POINTING OUT that radio programs the public from quackery in medicine, L. O. Hartman, editor, writing in Zion's Herald, makes a plea for closer regulation by radio stations of false and dangerous religious teachings which find their way into broadcasting schedules.

Mr. Hartman concedes that although religion on the air is in its infancy, broadcasting officials have been singularly open-minded and helpful in promoting church broadcasts. And, he says, they have always been generous with respect to time. "The use of radio for the gospel message, however, is not yet regulated as it should be," says Mr. Hartman. "Any preacher or layman of good character, although he may be sadly deficient in knowledge and training, apparently can either purchase or secure without cost time on the air for his message. As a result, dogmatists, hobby-riders, fanatics, partisans, may gain access to vast audiences and work for a far-reaching damage."

Zion's Herald, Mr. Hartman's publication, is printed in Boston and programs of stations in the Boston area are referred to in the editorial, with particular praise for "The Church School of the Air," broadcast by WBZ-WBZA.

In Mr. Hartman's opinion there should never be permitted appeals for money for the "support of the program" in religious radio programs and warns that dangerous "rackets" will develop unless appeals are governed by the strictest of rules. He recommended that contributions always be sent to the radio station and that an auditing be required of the agency using the time.

"There is no 'gold mine' in the world quite like the millions of radio listeners," Mr. Hartman writes.

WAACs Radio Course

WAACs will be trained as radio operators and technicians for the Signal Corps and Air Forces at two additional radio schools. Classes of 50 are being assigned each week for six-week courses at the Key- stone Schools Inc., Hollidaysburg, Pa., and the United Radio-Television Institute, Newark. For several months WAACs have been learning radio operation at the Midland Radio School, Kansas City, Mo.

Judging Board to Make Fire Prevention Awards

BOARD OF JUDGES for the second annual gold medal awards to press and radio for outstanding service in the field of fire prevention was announced last week by W. E. Mallalieu, general manager of the National Board of Fire Underwriters, sponsor of the awards. OCD Director James M. Landis, Andrew T. Callahan, president of the International Assoc. of Fire Chiefs, and Sol Taishoff, editor of Broadcasting, comprise the board.

Plans for announcement of winners next month were completed at the first meeting of the judges. Gold medals valued at $500 each will be awarded to the winning newspaper and radio station, and honorable mention certificates will be presented to finalists. Last year's major winners were The Berkshire Evening Eagle, Pittsfield, Mass., and KFBB, Sacramento, Cal.

Fire at W75NY

W75NY, FM station of Metropolitan Television Co., New York, was off the air last week while its transmitter was undergoing repairs and readjustments following a fire which broke out in the station's quarters in the Hotel Pierre, New York, on April 10. Fire was discovered at 10:30 p.m., an hour after the station had signed off for the night and was extinguished by firemen. Owners may be out of line for more than a week, explaining to FM listeners why they could not hear W75NY.

Chicago School Station

WBZ, FM station operated by the Chicago Board of Education, started broadcasting April 15 on 42.5 mc. with 1000 General Electric transmitter. The station will operate from 9:30 a.m. to 10 p.m. and on Sundays from 10 a.m. to 5 p.m., and will originate its own program under the direction of George Jennings, acting director of the Chicago Radio Council, as well as rebroadcast programs of Chi- cago schools. E. N. Andre- sens is chief engineer.

More Awards for RCA

FOR THE second time the Harri- ton, N. J. plant of RCA has won the Army-Navy E flag for meritorious services on the production front. RCA's Victor plant at Camden, N. J., has also received the award for the second time. The E pennant and the Maritime Com- mission's M pennant and Victory flag have also been presented to Radomarine Corp. of America.

"The Beam' Is Born

TO MARK the success of its first year, the NAB's Association of Women Directors has begun the publication of a quarterly paper, The Beam. First issue, dated April 1943, contains messages from NAB President Neville Miller and Ruth Chilton, president of the association, as well as gossip, news and editorials on the job of women in radio.
American Home Names Ad Board

Company Was Listed Sixth Radio Timebuyer in 1942

TO COORDINATE and advise on the many and varied advertising activities of American Home Products Corp., Jersey City and its subsidiaries, the company has formed an advertising plans board at 22 E. 40th St., New York, it has been announced by Alvin G. Brush, chairman of American Home.

H. W. Roden, President of Harold H. Clapp Inc., an affiliate of American Home since 1939, has been appointed chairman of the plans board and will divide his time directing the operations of the board and serving as chief administrative executive of Clapp. Other executives of the board include Leo Nejelski, former advertising manager of Swift & Co., and William M. Stedman, former advertising coordinator of R. H. Macy & Co., New York department store, both of whom will be assistant directors. Walter F. Silbersack, vice-president of American Home, has been placed on the board to have charge of all companies employing advertising to distribute their products.

Mr. Brush's announcement specified that the plans board would not "in any sense interfere with or usurp the prerogatives of the various advertising departments of the several companies, which will continue their autonomous operations as in the past." As an advisory body, it will sit in on program and budget planning, and assist in coordinating all operations, especially in connection with the company's relations with its advertising agencies.

In Top 10 Advertisers


WASHINGTON—1943

WASHINGTON—1943

(News York Herald-Tribune, April 5)

Service men swarming in the Union Station:

Mad taxi-hunters prowling indignantly. Hotels with crowded dining rooms and lobbies.

Smart-looking soldier girls of Mrs. Hobby's. Thousands of would-be eaters queued in long lines.

Shuttle of foods, but plenty of strong wines.

Caucuses now, where used to be cotillions:

Excited talk of million-dollar, trillion-dollar.

Dangerous crosstown: wild carreering back rides.

Chair-warming officers with shiny backsides.

Some faces tense, the balance apathetic.

Vast overlapping advertisements will continue to have charge of all companies employing advertising to distribute their products.

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In Top 10 Advertisers


BLUE Selects Durstine In 'True Story' Dispute

ROY S. DURSTINE, head of his own advertising agency, has been named by the BLUE network as a member of the three-judge panel which will decide the dispute between the network and the American Federation of Radio Artists over the status of the My True Story series on the BLUE [Broadcasting, April 12]. Contract between the union and the network provides for arbitration of disputes under the auspices of the American Arbitration Assn.

Mr. Durstine and Robert S. Lynd, member of the Columbia U. Dept. of Sociology, AFRA's appointee as arbiter, will select a third panel member.

Dispute arose when AFRA requested commercial scale payments to actors employed on the My True Story programs, which carry announcements crediting True Story Magazine as source. BLUE is broadcasting the series on a sustaining basis, and declined to pay talent more than the sustaining rate.

BOB KRIEGHOFF, new to radio, has joined the announcing staff of WTOL, Toledo.

KAY KYSER FAILS IN ARMY PHYSICAL

KAY KYSER, M. C. of the NBC College of Musical Knowledge and OWI consultant, was rejected last week by Army medical officers in Los Angeles. An induction center examination revealed that the 37-year-old band leader has a hernia and arthritis of the spine.

OWI Director Elmer Davis had unsuccessfully sought Kysers's deferment, along with seven other radio headlineurs, because of essential civilian activities for OWI—"developing the mechanics of using radio programs to disseminate war information and helping us to entice the list of other radio stars and programs," Mr. Davis said.

Appeals from the I-A classification of Kysers's local draft board at Rocky Mount, N. C., were sustained by State Selective Service Headquarters and later by the White House [Broadcasting, Mar. 29]. Kysy denied that he had filed the appeals and announced he was "ready to do what my Government wants me to do". Now that he has been rejected, he plans to "keep on doing what I have been doing—and that is everything possible to help in the war effort."

GENERAL STATE ASSEMBLY bill, designed to give radio and film talent agents a separate classification from legal status of employment agencies, was recommended for passage by the California Segrate Labor Committee in early April.

21 YEARS AGO WE STARTED TO GROW

Sales are SOARING in ALBANY, GA.

WGPC 1450 KC C B S

Represented by SPOT SALES Inc.
PROGRAM MEETING HELD IN CANADA

MORE than 50 Canadian Broadcasting Corp. officials and department heads met in Toronto last week from all parts of the Dominion for a national program conference at the Royal York hotel, the first such gathering since the appointment last November of Dr. J. S. Thomson as general manager.

The meetings were under the chairmanship of Charles Jennings, supervisor of program planning, acting for E. L. Bushnell, general supervisor of programs, who was ill. All sessions were attended by the general manager, Dr. Thomson, and the assistant general manager, Dr. Augustin Frigon. Both urged that all discussions be directed at maintaining and improving standards of CBC's "product—that is, what comes out of the loud-speaker."

Davidson Dunton, head of research and reports branch of the Wartime Information Board, Ottawa, participated in a general discussion on the relation of public opinion trends to CBC public service broadcasts.

Reports were given by the five CBC regional representatives—Ira Dilworth, Vancouver, for British Columbia; H. G. Walker, Winnipeg, for the Prairies; D. Claringbull, Toronto, for Ontario; Omer Bouchard, Montreal, for Quebec; and George Young, Halifax, for the Maritimes. Reports were also presented by the various department heads of the national program office at Toronto.

CAKE CUT BY KGW
Portland Station Celebrates
21st Birthday

KGW, the NBC affiliate in Portland, Ore., celebrated its 21st birthday last Wednesday with a two-hour show in the city's public auditorium. Arden X. Fangborn, managing director, writes that rain did not reduce a capacity audience of 4,200. Admission was free, by invitation extended through radio, and newspaper space.

The program, by station talent, featured over 100 persons including three orchestras. In one-man skits, m.c. Homer Welch, KGW's program director, portrayed radio 21 years ago, radio today, and radio 25 years in the future. James Abbe, BLUE commentator, spoke briefly on a newcomer's responsibility in broadcasting.

Claxton was the huee birthday cake, rising to stage level on an electric elevator. The audience shared the cake.

George E. Deming

George E. Deming, vice-president and secretary of the Philco Corporation, died last week at his home near Bryn Athyn, Pa. He was 55 years of age. Born in Philadelphia, he was graduated from the U. of Pennsylvania in 1912, joined Philco in 1917 as superintendent of the then small storage battery factory. He is survived by his wife, Mrs. Ethel Beck Deming, and two sons, George E. jr., and John Howard.

CBC OVERSEAS UNIT GETS NEW MEN, CAR

OVERSEAS UNIT of the Canadian Broadcasting Corp., headquarted at London, England, has recently added personnel and a new mobile unit, according to John Kannawin, in charge of the unit. Art Holmes, engineer during the 1919 and 1927 tours, is back with the unit after a year at CBY, Toronto; Paul Dupuis, CBC Montreal, and Andrew Cowan on CBC Toronto, have joined the unit, which also includes Peter Stursberg, CBC Vancouver; Paul Johnson, CBK, Windsor, Sackville, and Alex MacDonald, CBC, Toronto.

Kannawin reports that he has added a new, smaller and more mobile car, to supplement the unit which the CBC took over in 1939 when the first unit went to Great Britain with the first Canadian troop contingent.

The overseas unit produces a number of shows dealing with the activities of Canadians in Britain. These programs are received in Canada at the CBC short-wave station at Ottawa from the BBC and are aired in Canada on Saturdays and Sundays each week. On Saturdays, according to the latest listings, starting early in the afternoon, are aired Khaki Scrapbooks, half-hour army program; Canadian Sport Programs, quarter-hour program; Wings Abroad, air force quarter-hour program; Canadian Calendar, half-hour evening feature. On Sunday morning, Gentlemen With Wings, 25-minute program on air force activities; and Sunday noon, half-hour army program Regimental Roundup.

Needlecraft Series

NATIONAL NEEDLECRAFT Bureau, New York, has started parations on Nancy Bond's "Woman of Tomorrow on WJZ, New York, and on Mary Maragaret McAvoy's "CBS Women on WOR, New York, for New Encyclopedia of Modern Sewing. Drive started on WEAF and extended to WJZ toward the end of March. Agency is Kenyon & Eckhardt, New York. Composed of representatives of the sewing supply industry, the bureau is also engaged in promoting home sewing through sewing lessons and radio scripts sold to department stores for use on programs sponsored by the latter.

Redmond Charge Answered by OWI

Connor, Defense Bureau, Denies WHP Complaints

(See earlier story on p. 83)

DENYING that OWI's files contain any record of a plan from WHP, Harrisburg, for coordination of government activities, Richard F. Connor, chief of the Radio Bureau Station Relations Dept., promised in a letter last week that suggestions for improvement of the Bureau's operations would receive prompt attention.

Mr. Connor was answering a letter from Dick Redmond, director of war programs at WHP, who written NAB President Neville Miller and OWI Chief Elmer Davis complaining that radio was not used effectively in the war.

Cites Correspondence

Answering the letter, Mr. Con-

norr referred in detail to corre-

pondence between OWI and Mr. Redmond. He said neither the files nor anyone in the bureau had information about plans or offers from OWI. He was more eager to improve the capacity audience and the effectiveness of the radio. He was more eager to improve the capacity audience and the effectiveness of the radio.

"Any attempt on my part to answer at length your many com-

ments concerning the operations of OWI would be only to repeat what you undoubtedly already know," Mr. Connor wrote. "That is the fact the 21 regional OWI cons-

ultants, in addition to the station advisory board, selected by and representing the radio industry throughout the nation, have as-

sisted in guiding the policies of this organization."

"We have very gracefully ac-

cepted their suggestions as the

barometer of industry thinking. . . . I am sorry your views do not coincide with theirs. They have publicly condemned this Bureau and its war time operations. . . .

"You may be sure that every member of this Bureau and the 21 Regional Radio consultants and Station Advisory Board are equally interested in winning this war, and using radio facilities to the utmost in accomplishing that aim. We all eagerly welcome constructive plans and ideas toward that end."

UNIVERSAL MICROPHONE Co., Inglewood, Calif., in anticipation of a post-war market, has appointed Frater & Hansen, San Francisco, as its foreign representatives.
KOIL ON SCENE AS FLOODS HIT OMAHA

KOIL's special events department was on its toes when one of the worst floods in Missouri river history struck Omaha and the Council Bluffs, Ia., area last week. With hundreds of thousands of acres already inundated earlier in the week throughout the valley, thousands of soldiers, Civilian Defense workers and high school boys worked frantically all day and night Thursday to reinforce weakened dikes.

The climax came when dikes on both sides of Omaha's vital municipal airport broke and a wall of water rushed across the field and into the residential district of East Omaha. With Foster May, widely-known midwest radio reporter at the mike, KOIL's special events department presented a series of graphic word-pictures telling of the evacuation of hundreds of families from the stricken area.

Meanwhile, the station turned over its facilities to the Army, Red Cross, Civilian Defense and other relief agencies in order to assist in rescue work.

FREE VITAMINS

To Employees of CBS With

-Vimms Getting Call

FREE VITAMINS to CBS employees desiring to take them over a four-month period is the latest plan to be tested at CBS, following a survey among the personnel which revealed that nine out of 10 persons approved of the idea.

Of the large selection of vitamin pills now on the market, CBS has chosen Vimms, the Lever Bros. Co. product, to feed its staff. It is not new around New York, it is understood, as BBDO, the Vimms agency, gives its employes three a day, while Ruthrauff & Ryan and J. Walter Thompson Co., both handling products made by Lever, supply Vimms to their staffs on request.

BROTHERS IN SERVICE, both former employees of WSMB, New Orleans, 2d Lt. John E. Wheelahan (right) was radio operator for two years, now in training for the Army Air Corps. Aviation Cadet Harold M. Wheelahan, who did clerical work in summer vacations, is training for the Naval Air Corps after being recalled from active duty on a PC boat in North Africa.

Kem to Extend

AS THOUSANDS of amateur gardeners join the nation's farmers in this year's spring planting, a consumer campaign for Kem Liquid Plant Food, and Kem Automatic Feed Units gets under way, starting off with thrice-weekly sponsorship of Woman's Radio Hour on WTIC, Hartford, Conn. which started April 13, will extend to other markets, according to J. M. Mathes Inc., New York, agency in charge. Firm is Kemical Corp., Oradell, N. J.

Script Pickled


MBS Rate Card

MBS has just issued Rate Card No. 11, dated March 1, 1943, which supersedes Card No. 10 issued last summer. Network now includes 200 stations, with a total full evening hour gross rate of $22,555. Format of the new card is the same as that of No. 10, classifying stations by "A," "B" and "C" groups in accordance with Mutual's volume discount plan.

Suit Dismissed

DISMISSAL of a $100,000 damage suit, brought by Irving Bibo, Hollywood songwriter-publisher, against ASCAP for alleged violation of the Sherman anti-trust law and asserted discrimination against his efforts to be taken into the organization as a publisher-member, was ordered April 12 in Los Angeles Court by Judge Ben Harrison.

Concurrently an anti-ASCAP bill proposed by New Mexico state legislators was killed in committee on April 13 when proponents failed to enlist sufficient support to bring it to a vote.

Mullen Lauds Free Air

SUPPORT given American radio by American companies sponsoring programs is "American cooperation in the best tradition of free enterprise," Frank E. Mullen, NBC vice-president and general manager, told the radio audience April 11. Mr. Mullen spoke at the conclusion of the final broadcast in the current series of NBC Symphony Orchestra concerts.

Kilo Joins CBS

Kilo, Grand Forks, N. D., on May 1 will become a CBS bonus outlet, available with KDAL, Duluth, the network announced last week. KILO, owned by Dalton Le-Mazurier, operates on 1440 kw., with 1,000 w. daytime power and 500 watts nighttime.

21 YEARS AGO WE STARTED TO GROW

SAN FRANCISCO
WFIL, Philadelphia, sponsoring a "Basketball Tournament of Champions" for the benefit of the Red Cross War Fund Drive, realized $10,000. The Tournament brought together for the first time the champions of four school-boy leagues. Tom Moorhead, WFIL sportscaster, conceived the idea and succeeded in bringing these teams together in two evenings of games at the Coliseum of U. of Pennsylvania, to attract 13,000 people to the games. Mr. Moorhead, who is also a member of the public relations department, is director of sports events for the Red Cross Drive in the city.

GCY, Winnipeg, on March 13, 1943, completed 20 years of continuous broadcast radio. The first broadcast started in 1922. Because of the war no special celebrations were held. Latest figures show that 70% of GCY's staff at the outbreak of the war are now active.

WICC, Bridgeport, Conn., in a recent war bond drive conducted by Joseph Lopes, supervisor, and featuring matches with the WICC Bowling Girls, sold $500,000 worth.

WILL GROWING number of American troops in the European theatre, CCR, EDM, has announced new arrangements with Special Services Division of the United States Army to air big-time U. S. team tours through the entertainment of the American Army and civilian personnel in the district.

UP has installed in its Denver bureau a new relay ring on its experimental radio news wire. The wire, radio stations for North and Rocky Mountain regions will be transmitted through the relay center, in a move to release the reports by 12:05 CST at maximum speed, and to make possible an expanded regional coverage. Formerly assistant to the central division radio news manager, Mr. White, has been transferred to Denver to manage the bureau.

THREE STATIONS to acquire the AP radio news wire from Press Assn. are: WCME, Coltort; WCAP, Asbury Park, N. J.; and WDEV, Waterbury, Vt.

WIO, Dayton, has assigned regular weekly spots to the sponsor's series, produced on alternate weeks by Wright Field, and United Service Command. The Wright Field series will air every Tuesday at 8:00 p.m. and Sunday at 12:05 p.m. on WIO.

WSAI, Cincinnati, is to originate America's Town Meeting of the Air to 125 Blue network stations on April 15, with Charles P. Taft, native Cincinnati now assistant director of the Defense Health and Welfare Service of the FSA in Washington, as principal speaker.

KTU, Tulsa, has made its facilities available for a week for an all-soldier broadcast from Camp Gruber, 50 miles away in the Cakun Hills region. Eastern Oklahoma. Candidates will be auditioned by Capt. William H. Terry and Lt. Art Neely, program director of KTU, and Mr. Neely will act as master of first of the half-hour programs, which were written by public relations officer Maj. Troy Chalmers, with station manager, on April 8.

WLS, Chicago, in a drive under the direction of Berndt D. Butler, president, and Glenn Z. Snyder, manager, is conducting an intensified drive among its agricultural listeners for the production of corn, and distribution of food. The station has adopted the theme "Food for Humanity: Produce—Save—Share." The drive will be made in cooperation with Prairie Farmer, affiliated with WLS.

START of a Victory Garden in the forefront of CBS's Hollywood was given an auspicious dedication with Mayor Fletcher Bowron of Los Angeles, Donald W. Thurber, Pacific Coast vice-president of the network, and Maureen O'Hara and Grosche Marx attending. Ceremonies were broadcast on KNX.

WMRN, Marion, O., recently aired the Army-Navy E ceremonies for the Swanssoo Rubber Co., marking the seventh month of such ceremonies, all public service presentations of WMRN. Transcriptions of each program are presented to the company involved.

KLS, Oakland, has returned to a 24-hour schedule as a wartime service. From its newsroom in Fox News Theatre, Oakland, KLS presents Off Stage 5, daily, with Orpheum Theatre Theatre, twice weekly.

WCKY, Cincinnati, and the local Red Cross are conducting a Drive for the Cross Blood Donor Service. The opening ceremonies rededicated the Fountain Square Destroyer USS Victory, war effort headquarters in which local WAVES and SPARS took part and opened a new recruiting station.

WAAT, Jersey City, which devoted more than 18 hours of air time to the Red Cross drive in March, is extending use of its facilities to North Jersey communities whose drives are. The Red Cross drive in April, to meet their Red Cross drive. Daily broadcasts through March originated from an outdoor theatre at Military Park, Newark, featuring national figures and stars of radio, stage, and screen. All soldier programs were aired direct from the scene.

KPIU, St. Louis, Mo., operated by the Evangelical Lutheran Synod, in an annual report for 1942 revealed progress of the station, including an increase in time in the air, boost of power from 1,000 to 5,000 watts, installation of a new transmitter and other equipment costing over $100,000.

CKW, Vancouver, Canada, has signed for Funny Money Men syndicated series produced by Allen A. Funt, New York. Negotiations are now under way for sale of the series in South America and New Zealand.


TED COLLINS, radio producer, has purchased (WYD) and the popular program will produce two RKO pictures, one of them, "The Life of Marie Dressler," starring M trim Smith, whose soundtracks on CBS are handled by Mr. Collins. Later, the movie unit will produce "The Thirteen Men," starring George Jessel.

COOKING UP A GAG for initial broadcast of the new CBS Camel Comedy Caravan were Jack Sholl (left), m.c. of the half-hour program, and Thomas Lucenbill, New York vice-president in charge of radio for William Esty & Co. Mr. Lucenbill was in Hollywood to plan the "Famous Radio Ads" that will be sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

WEEKLY instructions for Victory Gardeners are given in W5T, Boston, by Jesse H. Bemfild, W5E Agricultural Director, on the "Famous Radio Ads" that will be sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).
PHILA. STATIONS
USE JOINT SURVEY

A CROSSLEY survey rating for Philadelphia stations was started April 12 on a cooperative basis.

The Philadelphia Plan, as the Crossley survey is known, is said to have come from a suggestion made by Roger W. Clipp, vice-president and general manager of WFIL. Mr. Clipp was instrumental in getting three of the four major network stations and two independent stations to agree in their definition of the proper criteria for a survey, their market as to areas to be surveyed, what hours are to be covered and what survey techniques are to be used. They jointly employed Crossley Inc., New York, to make regular monthly market analysis. The agreement is on a yearly basis.

The cooperating stations include WFIL, BLUE; WCAU, CBS; and WIP, Mutual, among the major network stations. KYW, GMC, had not announced its decision last week. The independent stations subscribing to the general plan of audience measurement are WPEN, affiliated with the regional Atlantic Network, and WDAS. The other Philadelphia stations, WBG, WHAT and WTEL, are part-time independents.

The Philadelphia Plan calls for emphasis on a personal interview system rather than the telephone technique, since only 46% of the homes in the market to be studied have telephones. The interviews will be based proportionately on the distribution of income strata.

WCOP Hearing Continued

HEARING on the application of WCOP, Boston, for renewal of its license, originally set for May 17, has been continued by the FCC on motion by the licensee, Massachusetts Broadcasting Corp., and set for June 16. A petition to take depositions was passed over to the motions docket to be held May 12.

WCOP, independently operated station and member of the Bulova operated Atlantic Coast Network, was cited last December [BROADCASTING, Dec. 21, 1942] with respect to its foreign language programs. Commission investigators have studied the activities and connections of Italian language announcers, and the hearings will cover methods of selecting and investigating personnel, their qualifications, and supervision of programs and sales.

WLAW Petition

APPLICATION for transfer of control of Hildreth & Rogers Co., licensee of WLAW, Lawrence, Mass., from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, co-executors under the will of Alexander H. Rogers, was made last week to the FCC. Alexander H. Rogers was president of Hildreth & Rogers, publishers of the Lawrence Daily Eagle and Tribune. Irving E. Rogers is vice-president and Harold B. Morrill assistant treasurer of the publishing firm, which in 1941 became the Eagle-Tribune Publishing Co. and was separated from the radio business.

21 years ago we started to GROW. In 1922 KPO was a tiny 100 watt station. Today KPO's power popularity market coverage and low cost-listener make KPO the most productive (draft-exempt) salesman in the rich Northern California market. Alert advertisers are enjoying a rich slice of KPO's 21st birthday cake. Are you?
A NEW TYPE of program short- waved from Britain to the United States will be scheduled in series by WLW, Cincinnati, beginning Sunday, April 25, when an English clergyman talks on "Church By the Side of the Road".

This idea is to reduce feature material of life in England under war conditions to a regional area such as is covered by WLW and to bring small communities in England into close touch with similar communities in this country.

Plan grew out of conferences a year ago between James D. Shouse, Crosley vice-president, and Noel Newsome, BBC. It was felt that use of WLW, in a "local station" setting, would enable the BBC to particularize its message to a given section of the country instead of taking in everybody—and the resultant wide range of interests.

Opening the new series, WLW will broadcast Saturday, April 24, a "Truly American" half-hour to Britain. Governors of Ohio and Indiana will appear and also Sir Norman Angell, Noble prize winner in 1933, and Dr. James Martin, of the BBC Board of Governors. James Cassidy, WLW special events director, worked out a plan with BBC whereby the programs are to be short waved to New York and carried from there to Cincinnati by wire.

REP. WASIELEWSKI DEFENDS WAR TIME

WARNING that other more bur- denous measures may be necessary to curtail the use of electricity if wartime is repealed, Rep. Thad F. Wastielewski (D-Wis.), urged in a talk on WTMJ, Milwaukee, last Sunday that state legislatures dis- continue their efforts to overrule the concurrent Congressional resolution that established fast time.

He pointed out that fast time saves electricity, and in addition, eliminates confusion resulting from certain States and localities having daylight-saving time while others remain on standard time. He said that farmers who are clamoring for fast time may have a just grievances, but he said war "they are sabotaging the war effort," and that legislators who agree with them are "rendering disservice to the farmers and their country."

Wartime is used by Canada, New Zealand, the countries of Europe, and China as well, he pointed out. "They are people of practical experience," Wastielewski said, and "they do not make a change in time just to make changes."

Oppose Liquor Bill

A SPECIAL meeting of the Board of Directors of the Advertising Club of Washington (D.C.) was called to oppose a bill pending in Congress to prohibit the use of prices in liquor advertising in the District of Columbia. The directors pointed out in a resolution ad- dressed to Congress that no offer- ing is complete that does not protect the public on the price to be paid and that such a prohibition would be contrary to good trade practices.

Sound Appetites

TOO REALISTIC are the sound effects of Pete's Kitchen, Bud Baldwin's Saturday morning program on WHIO, Dayton. While he rambles on with commercials, mythical patrons are served, via sound, with doughnuts and coffee and drop nickels in the "juke box" to provide music. Baldwin has had to turn down listeners who telephone to ask whether they may come in for a cup of coffee.

Petri Wine on MBS

PETRI WINE Co., San Francisco, will sponsor a half-hour on Mutual based on the Sherlock Holmes de- tective stories, starting April 29. Firm has been using spot radio for the past year. Basil Rathbone and Nigel Bruce will be featured in the dramatizations, produced by Glenn Heilch. Program will be heard Fri- day, 8:30-9 p.m. on 56 stations. Agency is Erwin Wasey & Co., San Francisco.

Paramount Spots

PARAMOUNT PICTURES, New York, in addition to special network and spot campaigns for individual pictures as they are released, is using spot radio on a regular basis for local showings. Film company in 35-word live announce- ments between chain breaks on a varying basis per week, on one or more stations in 35 cities through- out the country. Schedule was set last September. Agency is Buchanan & Co., New York.

Mr. Mittendorf, who acquires a minority interest in the station, is one of radio's pioneer executives. He was part owner and manager of WKRK from 1926 until 1934 and managed WIND from 1935 until 1941. He has already brought his family to the Twin Cities.

WLOL is being acquired by Mr. Atlass, brother of the Chicago CBS vice-president, from Charles W. Prosser, owner of WLOL; his brother, David J., and Beatrice L. Devaney, executrix of the estate of Judge John F. Devaney. Previ- ously the probate court in Minne- apolis approved transfer of 46% of the stock held by the Devaney estate [BROADCASTING, April 12].

Mr. Atlass will have controlling interest with the remainder of the chain to be divided among John Carey, manager, and Art Harre, commercial manager of WIND, and Mr. Mittendorf.

Hedda Hopper Sues

CHARGING breach of contract in two separate radio deals, Hedda Hopper, Hollywood commentator and columnist, filed suit on April 13 in Los Angeles Superior Court for $495,000 damages, naming Andrew (Lotton) and Lennen & Mitchell, New York, as defendants. Complaint claims a breach of two agreements with the agency.

BURNT HERSHEY, commentator and foreign correspondent, is prepa- ring a book on postwar commercial aviation, tentatively titled Tomorrow We Fly. Dush-Sloan & Parco, New York, will bring out the book this summer.
Labor Freeze Limits Employe Hiring

Provision Is Made for Essential Industries

In New Order

A FREEZE order limiting the hiring and transfer of employees in all American industry, but providing special benefits for broadcasting and other essential activities, was announced by New Deal Manpower Chief Paul V. McNutt Saturday, as Washington administrators moved to put the President’s anti-inflation “hold the line” order into effect.

Earlier this week, the War Labor Board had clapped the lid of its regional offices to approve wage and salary adjustments based on gross inequalities and inequities, a step which will hold up pay raises anticipated by many hundred radio employees.

Executive Edict

The McNutt action was designed to carry out a direct edict from Mr. Roosevelt that the Chairman of the War Manpower Board shall approve only new employees, except as specifically authorized, when the transfer involved a wage or salary higher than that received by such employees in his last employment, unless the change will aid the effective prosecution of the war.

To put these policies into effect, Mr. McNutt ordered:

1. Employers engaged in essential industries shall be free to hire at any wage workers now engaged in industries not included in the list of essential activities.

2. Employers operating industries not listed as essential may not hire men from essential industries if the wage rate exceeds the rate most recently earned.

3. Employers engaged in essential activities may not hire workers from other essential activities if the wage or salary to be paid exceeds that most recently received.

The McNutt order leaves wide authority in the hands of local WMC officers, permitting them, for instance, to declare activities “locally essential”, thus extending to them advantages of essential activities.

Major result of the order, however, is to freeze workers at their present earning level, except in areas of critical labor shortages, where operators of essential activities are still free, under Government observation, to offer wage incentives. In the remainder of the country, however, broadcasting employees and others may change jobs within the industry, but must not accept increased wages or salaries.

The result of such regulations would be to give operators of essential activities, such as broadcasting, a pick of the manpower of industries not included on the essential list, WMC officials point out. At the same time, it is intended to prevent “pirating” of help within the industry, and between essential industries, and to prevent operators of industries not on the essential list from hiring men away from essential activities.

The WLB curtailed activities of its regional offices a few hours after Mr. Roosevelt rescinded its power to grant increases in cases involving “gross inequities and inequalities”. Under the anti-inflation program, WLB continues to grant adjustments within the “Little Steel formula” and in so-called “substandard cases”.

35 Radio Cases Held Up

According to Lawson Wimberly, international representative of the International Brotherhood of Electrical Workers ( AFL), at least 35 cases between IBEW and radio stations are likely to be held up under the new regulations. The WLB has ordered that all cases involving inequalities, which cannot be decided within the range of the Little Steel formula, or of standards of living, must not be approved.

In issuing the order, WLB said that even arbitrators’ awards made prior to April 8 but not approved by the regional WLB must now be discarded.

IBEW has not yet decided how to dispose of its pending “inequity” cases, Mr. Wimberly said. The union is awaiting further clarification and reexamining the cases to see if they can be brought within the Little Steel or substandard categories.

AFL members of the WLB last week challenged the order as a breach of faith by the Government with the no-strike agreement of Dec. 23, 1944. They said the WLB would no longer be an effective instrument of cooperation among labor, industry and public groups, since its powers to deal with disputes involving inequities and inequalities was withdrawn.

At a WLB press conference last week, Chairman William H. Davis said regional boards would return applications submitted by employers and unions seeking increases on the basis of inequalities and gross inequities. Employers of fewer than nine persons are exempt from the new order, he said, and other employers would have time to make wage and salary adjustments in individual cases for promotions, reclassifications, or merit.

RMA Plans Study

Of Postwar Radio

Committee to Make Plans for

Civilian Radio Production

A SPECIAL committee of the Radio Manufacturers Assn. will be named shortly to study postwar problems, Paul V. Galvin, RMA president announced Friday following the spring meeting of the RMA Board of Directors. The survey will cover renewed production of civilian radio as the military program declines, and related problems.

The Committee on Postwar Planning will look into the whole postwar radio service, Mr. Galvin said, including television, FM, and production problems such as peace-time employment, termination of war contracts and disposition of inventories.

Making Civilian Tubes

The Directors also discussed current problems of military production, with manpower getting special attention. M. F. Balcom, chairman of the RMA Tube Division reported that tube makers had assumed responsibility for approximately 2,000,000 replacement tubes monthly for civilians, and that production was underway. The tube program was arranged with WPB.

Two other items of business included a decision to retain the name “Radio Manufacturers Assn.” and discussion of arrangements for the RMA War Production Conference. Substitution of “radionic” for “electric” had been considered, but the Board decided the present name was adequately descriptive.

RMA’s War Production Conference will be held in Chicago June 10. War production problems will keynote the meeting, with prominent government officials invited to take part in the discussions.

Probe to Start

(Continued from page 9)

likelihood of protracted hearings on the Senate side. While committee members said definite plans had not been formulated, it was thought that the subcommittee would be disposed to incorporate the record on the Sanders Bill introduced last session, which generally parallels the White-Wheeler measure. Extensive hearings were held on this bill, with testimony from FCC Chairman Fly and Commissioner T. A. M. Craven, as well as representatives of the industry and other groups identified with radio. Chairman Fly opposed the bill in toto; Commissioner Craven favored most of it.

In all likelihood representatives of the FCC will be asked to testify. The committee, however, is expected only to seek non-repetitious testimony relating to those aspects of the White-Wheeler Bill which differ from the original Sanders measure. These deal largely with the question of equality of time for discussion of controversial issues. It was indicated the committee prefers not to consume time traversing ground already covered in the House proceedings last year.

Members of the committee, in addition to the two authors, are Hill (D-Ala.), majority whip; Clark (D-Idaho), and Austin (R-VL).

SALES SORTA DULL IN SHARP (Ky.)

We hate to be blunt, but it would take a lot of stomping to what your sales in Sharp (Ky.)! You see, 57.5% of Kentucky’s buying power is concentrated in the Louisville Trading Area, where folks do 17.3% more retail buying than the rest of the State combined! ...To give your business an edge in the Louisville Area, you need only WAVE—the station that gets ’em lathered up, around here, at lowest cost. See what we mean?

SALES

SORTA DULL

IN

SHARP (Ky.)

WAVE

WE SAYS "WFDF Flint Michigan says I should give up my gasoline for you men in uniform."

RUSSELL'S CHARLESTON, W.VA.

WAVE
Education by Radio Institute
To Meet in Columbus April 30

Chief Topic Is "Radio In War and After:" Many Government Officials on Program

INSTITUTE for Education by Radio meets in Columbus, O., April 30 through May 3 with leading representatives of educational and commercial stations alike in attendance. Topic this year is "Radio in the War and After."

Government as usual will be well represented with the following participating: James L. Fly, FCC chairman; Ray C. Wakefield, FCC commissioner; William B. Lewis, Philip H. Cohen, Elmo C. Wilson, Robert Martin, Elaine Ewing, of OWI; Charter Heslep, Office of Censorship; Lt. Col. E. M. Kirby, War Dept. Public Relations Bureau; Lt. Com. M. S. Reichner and J. Harrison Hartley, Navy Department Public Relations Department.

From Dept. of Agriculture
Also, from the Department of Agriculture: Maurice L. DuMars, Office of Information, and Morse Salisbury, Director of Information. From the Office of Production, R. E. Loder milk, and from the War Manpower Commission, W. W. Charters, chief of training division. As usual a broadcast will originate from the conference. This year it is titled "Answering You" and will be handled by Mutual and the BBC Friday, April 30, at 10:30 a.m.

Large delegations will represent the network companies: BLUE includes Edgar Kobak, executive vice-president; Grace Johnsen, women's and children's program director; John Vandercook, commentator; H. R. Summerman, public service division director.

CBS: John K. Churchill, research director; Myman Bryson, director of education; Leon Levine, assistant education director; William N. Robson, producer; Charles Worces ter, farm editor; Deems Taylor, music consultant; Robert J. Landry, director of program writing; Prof. John T. Frecerick, literary critic, and Gilbert Seldes, television director.

The program follows:

FRIDAY, APRIL 29
10 a.m. Ballroom
Demonstration and Discussion
Sterling Fisher, president, assistant public service counselor and director Inter-American U. of At." Demonstration of "Answering You" (broadcast in part) with Stephen Por traffic manager, BBC, New York; Alistair Cockburn, correspondent. The London Times chairman: two Americans, two Canadian radio representatives. Following broadcast, discussion by: Mr. Bryson, chairman; Bob Gillette, educational programs representative; R. S. Lambert, CBC educational advisor.

10 a.m. Room 1408
Informal Tea for Newcomers
I. Keith Tylor, director, Institute for Education by Radio, chairman.

8 p.m. Room 1408
Radio's Wartime Strategy
Articulation of Wartime Years of Education, Ohio State U. presidents, Participating: Grace Johnsen, chairman; Sterling Fisher, director of radio production, U. of Chicago; William Bruce Miller, manager, public service department and of war programs, NBC; Mr. Robson, and others. Citations for the program will be made by National Association of American Educators. Excerpts of Educational Radio Programs will be made.

10:15 p.m. Room 1408
Mr. Tyler, chairman. For chairman of working groups, section meetings, roundtables.

SATURDAY, MAY 1
8 a.m. Ballroom
Problems of Wartime Operation
Howard L. Bevis, president, Ohio State U., presiding. Mr. Kobak stating the problem. Participating: Robert J. Coleman, director, W.K.A.; Easton; Lawrence J. Hepler, president, WINX, Washington; Charles Johnson, planning supervisor; Mr. Lewis, Mr. Robson, director, W.K.A.; Mr. Seldes; Mr. Wakefield.

Problems of News Broadcasting
Harvey H. Davis, vice-president, Ohio State U., presiding, Participating: W. W. Chaplin, NBC foreign correspondent; Mr. Heslep; Lt. Col. Kirby; Lt. Com. Reichner; Cesar Turena, chairman; Peter F. Osterlund, historian, commentator; Mr. Vandercook.

Religious broadcasts; "Of Men and Women," demonstration.

2:30 to 6:30 p.m. Room 1449
Agricultural and Homemaking Broadcasts
Mr. DuMars, chairman. Participating: Mr. Salisbury; Ed. Hubbell, director, Mutual; Miss Heslep, WKN-WCLE, Cleveland; Richard B. Hall, WOL, Amos. 1:20 to 6:30 p.m. Room 1449
Broadcasting by National Organizations
Par. Stewart, assistant to Mr. L. L. Heslep, executive director, American Red Cross. Chairman, 2:30 p.m. Parker, director.

Children's Programs
Gloria Chandima, Children's Theater and Radio; Asm. of Junior Leagues, chairman; Participating: Myman Bryson, director; Miss Heslep, executive director, CBC; Mr. Lewis, chairman; M. Q. March, chairman; NBC; Mr. Johnson, others.

2:30 to 6:30 p.m. Room 1408
School Broadcasting
George Jones, active director, Radio Corporation of America, public school division; Participating: Genevieve Pate, CRC; Operator, KONE, Portland, Ore.; Miss Elizabeth Gilmore, KBPS, Portland, Ore.; Miss Vaclavick, KDAK-Portland, Ore.; Miss Schottky, Girl Scouts of America, New York.

Religious Broadcasts
Albert P. Farrelly, president, Chicago Theological Seminary, chairman. Participating: Mr. L.W. Anderson, chairman. Chairman, 2:30 to 6:30 p.m. Room 1449
College Courses in Radio
Albert Carr, director, radio department, Northwestern U., chairman.

2:30 to 6:30 p.m. Room 218
B. Burton, chairman. Participating: Mr. Lewis, others.

1:15 p.m. Room of Mirrors
Radio and Reading
Wilfred F. Schreiber, assistant professor of education, Ohio State U. chairman. Members of "SM" will originate from this study group.

4 p.m. Ballroom
Documentary Reporting
T. C. Kline, director, National Association of Educators, Ohio State U. president, presiding. Participating: Mr. Johnson, chairman, "Foreign Language Teaching by Radio"; Mr. Jones, chairman, "Teaching English as a Second Language in Secondary Schools"; Mr. Heslep.

8 p.m. Room 1440
International Broadcasting
Marguerite Fleming, Radio Workshop, South Bend, Ind. Chairman, Participating: Mr. Cohen; Mayor Harold K. Wren, War Department, Mr. Whitesett, WGBU, Columbus, and others.

National Asn. of Broadcasters
Neville Miller, president, national association of Educational Broadcasters (closed meeting).

Gilbert D. Williams, program director, WBAA, Lafayette, Ind., presiding.

9:15 p.m. Room 1448
Women's Education, WGBU, Rochester, N.Y., presiding.

Mr. Kobak, and others. Chairwoman, "Teaching Program Discrimination." Ray G. Johnson, chairman, "Radio and the Post-War World." Participating: Mr. Kobak; Mr. Bryson; Mr. Siepmann, others.

Other meetings held in conjunction with the Institute include Associations of Women Directors, NAB; Association for Education by Radio; Chicago School Broadcast Conference.

Room numbers refer to the Desh-Wallick hotel.

The Telecaster
1200 N. Michigan Ave., Chicago 10, Ill.

THE Telecaster
AN InformatioN Center for Women's Education

And this job takes priority over All
—With W B I G

A Columbus Broadcasting System Affiliated

EDISON R E C E A R C H A T I O N
EARLE C. ANTHONY, INC.
790 KC • 5000 WATTS DAY AND NIGHT
LOS ANGELES • BLUE NETWORK

Ask your Agency to ask the Colone!

BROADCASTING • Broadcast Advertising

Page 46 • April 19, 1943
in the CONTROL ROOM

GEORGE RITCHIE and Tommy O'Ferris, operators of Blue Chicago, have joined the Royal Canadian Air Force. Ritchie as wireless mechanic and Lewis as aircrew.

PAUL CRAM, chief engineer of WSBN, Birmingham, has been teaching a class in radio engineering at Birmingham-Southern College and has been asked by the college authorities to teach a class in higher mathematics.

JOHN A EVANS, technician, August W. Hierwirth and Linus Murray, maintenance men, have joined WTMJ, Milwaukee.

GABO RAY, chief engineer of WIGO until he joined the Army, has been commissioned a Captain and is stationed at Fort Monmouth.

BENTON CARR, technician, KFMB, San Diego, Cal., has joined CBS, Hollywood branch, and has been assigned to the network's technical staff as transmitter engineer.

THOMAS M. KELLEHER, in charge of sales and services at World Broadcasting System, New York, has been named manager of the recording studios of WGN, Chicago, and WING, Detroit, with supervision of the studios, has been made technical director.

FRANK RIDGEWAY, chief engineer of WTOP, Toledo, has been commissioned a first lieutenant in the Air Forces and was to report for duty April 15.

TED R. WOODARD, WFPD, engineer and shop steward of ACA Eastern District, has been commissioned a lieutenant in the Army and was to report for duty April 16.

HOMER OBUCHON has joined the technical staff of KGFJ, Los Angeles, succeeding Michael P. Molyer Sr., who resigned to join KFAC, Los Angeles.

LUTHER CRUMBAUGH, technician of KGGC, Long Beach, Cal., has joined shortwave station KNX, Los Angeles, with Carl Dinman of KFAC, Los Angeles, replacing him at KGIG.

BOB WEKES has joined the engineering staff of KFHK, Sacramento, replacing Lyle W. Simms, who has joined the armed forces.

DON HOOVER, announcer-operator of KJUP, Dayton, Ohio, is to take leave of absence to enter aviation cadet training in the Army Air Forces.

FRANK KIRTON, operator of CKOC, Hamilton, Ont., has joined the Royal Canadian Air Force as wireless operator.

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

"GOOZEY LIPSTICK" PROGRAM

Schematically Union-Star

"This broadcast does not constitute an endorsement of our product by the Army!"

STREAKLESS VIDEO

Better Scanning Claimed in

Bell Patent

NEW FORM of television scanning, patented by Dr. Herbert E. Ives, Bell Telephone Laboratories, is said to remove streaks, according to Service Science. Patent is 2,315,621. Dark streaks in present-day television transmission are due to the narrow, rapidly moving beam of light passing over imperfections in the sensitive screen.

Dr. Ives’ invention uses one of two methods. Either the beam is made wider in one dimension by passing through a cylindrical lens or it is caused to oscillate very rapidly up and down. It is later restored to its normal state by being put through a second lens or by having the kinks ironed out by a second oscillation device in phase opposite to the first.

The imperfections in either case are averaged out of the wider path so the beam is made narrow again.

EUGENE Y. BURROWS, engineer of KGGF, Coffeyville, Kan., has joined the local CAA War Training Service in the radio maintenance department. He will continue a part-time schedule at the KGGF transmitter.

BYRON WINGET has left WLW-WSAI, Cincinnati, to join the CBS sound effects department. Walter Peterson, now head of sound effects for CBS, and Don Winget, brother of Byron Winget, is now head of that department at WLW-WSAI.

BOB JENSEN, field engineer of NBC Chicago, has been transferred to NBC Hollywood. Wilson Knight, formerly of Blue Chicago, has joined the engineering staff of NBC Chicago.

EX-RADIO PEOPLE Sought for Jobs

EXPERIENCED radio personnel not now employed in broadcasting are invited to sign up with the NAB for full or part-time work. The call was issued by Howard S. Frazier, NAB director of engineering, who says the manpower situation in the industry, and especially in technical positions, is more critical every year.

Wanted particularly are persons with radio telephone operators licenses or other qualifying radio experience. Women and physically handicapped men are acceptable. Amateurs, retired technicians or others, out of the ranks are requested to register name, age, experience, preferred job location, time available, salary requirements and other data with Mr. Frazier at NAB headquarters, 1760 N St. N.W., Washington, D.C.

War Manpower Commission has designated broadcasting an industry essential to the war effort. Mr. Frazier says he has already been registered from 37 states and the District of Columbia.

Navy Day at Club

DESCRIPTION of the Marines’ fight to take Guadalcanal, Nagasaki and other South Pacific islands, as told by a Marine who was there, was highlight of Tuesday’s meeting of the Radio Executives Club, designated “Navy Day.” Mr. was Lt. Arthur Deutsch, Radio Section, Navy’s Office of Public Relations. Lt. Bob Edge, New York public relations division, Coast Guard, and former hunting and fishing expert, spoke. Out-of-town guests were Ted Arnold, WHRB, Rock Island, and John Carey, WIND, Gary.

Engineers Off to War

THREE ENGINEERS at KMOX, St. Louis, have joined the armed forces. Raymond P. Barnhart, becomes second lieutenant in the Signal Corps, Fort Monmouth, N. J. Paul J. Shock is now at Howard U. as a lieutenant (j.g.), Navy Communications. Walter R. Cleary is stationed in Miami as second lieutenant in the Troop Transport Command, Army Air Forces.

Keystone Totals 89,653 Hours

UNDER a special allocation plan worked out with the OWI and the Treasury Department, and put into effect last August, stations affiliated with the Keystone Broadcasting System have broadcast an aggregate of 89,653 hours of sustaining war effort programs prepared by the transcription network.

IN A THREE-WEEK tour of eastern cities starting April 19 Royal Lobby, CBS program sponsored by Colgate-Palmolive-Peet Co., Jersey City, will visit Paterson, N. J., Washington, and Baltimore. Ted Bates, Inc., New York, handles Palmolive Shave Cream, C-F-P product advertised on the program.

GEORGE E. STEWART, NBC recording supervisor in New York, is in Hollywood for conferences with NBC’s West Coast headquarters. Si Tsuchi, recording engineer, has been transferred to Hollywood from NBC’s New York office.

THE END OF THE RAINBOW

Let WAIR guide you to that everlastin"
Decisions...

APRIL 10 TO APRIL 16 INCLUSIVE

AUGUST 13

KGMS, Steubenville, Ohio—Granted license cover 1600, change frequency to 1140, hours to unlimited, power to 5 kw., D.A.N. new transmitter.

WBWB, Welch, W. Va.—Granted license renewal for register and proof.

KGW, San Jose, Calif.—Granted license renewal to 612, unlimited on 740 kw., 6 kw. until new prelude application submitted.

KSFQ, San Francisco—Denied without prejudice application for CP.

April 15

WORK, York, Pa.—Granted mod. CP extension, completion date March to June 18, 1945.

WJAS, Pittsburgh—Granted license cover CP as mod, for power increase. D.A.N.

NTOC, Savannah—Granted license cover CP as mod, for power increase. D.A.N.

KVOO, Tulsa—Granted license cover CP as mod, for power increase, change hours, new transmitter. D.A.N.

WOCF, Boston—Continued hearing scheduled May 17 to June 16, 1945 (action on motion).

Applications...

APRIL 13

WLAW, Lawrence, Mass.—Involuntary transfer control to Alexander H. Rogers, deceased, to living E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, co-executors under will of Alexander H. Rogers. deceived (601 shares common stock).

APRIL 15

WSIC, Chicago—Decreed license cover CP, as mod, for new FM station, in part. W. C. Iliff, hearer.

April 16

WBBN, Boston—Granted license renewal for 890, change frequency from 1050 to 1150, time Eastern (PWT).


KGEZ, Kalamazoo, Mich.—Mod. CP to change frequency to 1460 and 1890 kw. dismissed without prejudice at request of applicant.

April 16

Baylor U. and Radio Co., Corpus Christi, Texas—CP new station 1010 kw., unlimited power, D.A.N.2, amended to change name to Baylor University and Caro R. Collins, from unlimited, to D to sunset at Little Rock, Ark.

Tentative Calendar.

WMAM, Huntsville, Ala.—Hearing on mod. licenses for 570 kw, 100 w. N. 250 w., D. unlimited, WKAQ, Yanks, B. D., participating. Petition reconsider and grant opposition thereon, pending (April 31).

WKWB, Buffalo—Hearing on license renewal (April 26).

Network Accounts.

All Time Eastern Wartime unless indicated.

Parkers Replace Dinah For Bristol-Myers’ Mum

Bristol-Myers Co., New York (Mum), through Pedlar & Ryan, that city, on April 30 replaces the weekly quarter-hour program, In Person—Dinah Shore,4 and Parker Family on 121 BLUE stations, Friday, 8:15-9:30 p.m. (EWT), with transcribed reprise of Coast Coast repeat, 8:15-8:30 p.m. (PWT). Recently signed to a term contract by Warner Bros. Miss Shore will deviate more markedly in film assignments. She will retain for balance of the current season her spot, unless featured vocalist on next weekly NBC Time to Smile, sponsored by Bristol-Myers Co. for Ipessa, Sal Patinelli. Completion of the latter radio contract it is understood she will not return when the program resumes in the fall. Miss Shore is slated to head her own variety program next season. Young & Rubicam, New York, services the latter account.

Perfume One-Timer

PRINCE MATCHABELLI Perfumery, New York, has followed up its first venture into radio in December, with another one-time broadcast on CBS. The film was in the 1:30-1:45 p.m. period April 18 for a concert by an ensemble featuring genuine historic string instruments, joining in with the trad mark name of one of the perfumers—Stradivari. Agency is Morse International, New York.

RCA Sells RKO Stock

SALE by RC’ of its h-line of the securities of Radio Corporation of America was announced last Thursday by David Sarnoff, president of RCA, who stated the sale price was approximately $65,000,000 in a cash transaction. Purchasers are a group headed by Dillon-Read & Co., New York.

Retail Accounts

PURE OIL Co., Chicago on May 16 engaged KOLK, Oakland, Calif., on NBC stations, Mon. thru Fri., 7-8 p.m. Agency: L. Burnett, Chicago.

Network Changes


FEDERAL COMMUNICATIONS COMMISSION

NEW BUSINESS

Dwight Edwards Co., San Francisco (coffee), on April 12 started for 52 weeks, the world’s first regular all-color television show, Chet Huntley on 8 CBS West Coast stations (KNX KARM KBOY KMIR KFRC KNEW KGBC) Mon., Wed., Fri., 8:15-9:15 p.m. (PWT). Agency: Leo Burnett Chicago.

Dr. Floyd J. Johnson, Los Angeles (real estate), on April 11, started for 52 weeks, Dr. Floyd J. Johnson, on 50 Mutual-Doman Los stations. Sun., 4:45-5:30 p.m. (PFT). Agency: Broadcast Adv., Hollywood.

Wright Automatic Machining Co., Detroit, Mich. on April 17 started E award broadcast on 66 MBS stations, 4:15-5:15 p.m., sponsored by Harvey Massey, Atlanta, Ga.


You keep customers when you keep spots before their ears!

* Ask a John Blair Man about Spot Radio

John Blair & Company NATIONAL RADIO STATION REPRESENTATIVES

Erie

MINNEAPOLIS ST. PAUL

BROADCASTING • Broadcast Advertising

Page 48 • April 19, 1943
WANTED

STATION MANAGER for station located in the east, 1000 watts, daytime, local, independent. Must have management background, thorough knowledge of FCC rules and regulations, some technical knowledge, and experience in handling personnel. Those of draft age need not apply. Substantial salary. Write full details.

Box 550, BROADCASTING

JANSKY & BALEY
An Organization of Qualified Radio Engineers

SERVICES OF BROADCASTING

Radio Engineers

Radio Equipment

Radio Engineering Consultations

Radio Equipment

WANTED


Announcer—Must be dependable and ambitious. Good pay and permanent job for W.S., New York. Write, telephone WDCO, Durham, N. C.

Salesman—For 5 kW regional in large Southern city. Must have good name record and good background. Drawing accounts against returns-consider unlimited for good man. Give full details and draft status on reply. Box 585, BROADCASTING.


Chief Announcer—Draft deferred, permanent position. Good pay, excellent opportunity for right person. Progressive Illinois station, near Chicago. Box 522, BROADCASTING.

Capable Announcer—For local network station with heavy schedule. Please furnish all information. First letter. Box 585, BROADCASTING.

Announcers and Combination Men—Blue Network station in Western town of 75,000 population. Prefer 45 deferments. Unless good, don’t answer. State salary and details in first letter. Box 522, BROADCASTING.

Engineers—Several openings for transmitter and studio engineers with midwestern network station. Some openings up to 20. Beginning salary $47.50 week. Box 542, BROADCASTING.

Chief Engineer—With knowledge Western Electric low pressure equipment. Will locate and operate Western New York. Good salary, good living conditions. Permanent. WHDL, Olean, N. Y.

Engineer—First class only—draft deferred. For network station in Pacific West. Want better than average man for assistant chief engineer post. Give all information and salary desired. Box 560, BROADCASTING.

Announcer—Capable of handling news and do good commercial selling job. Write giving full particulars and draft status and salary desired. Send audition record to WHNL, Sheboygan, Wisconsin.

COMBINATION—Good commercial announcer and good technician for remote studios of 5 kW net station. State experience and salary desired. Box 560, BROADCASTING.

Announcer—Give experience, abilities. Permanent. Box 569, BROADCASTING.

Situations Wanted

The Experienced Man You Need.—For public relations, publicity or station relations director. Desirable position metropolitan station network. An experienced announcer and public relations director, with newspapers, employment. Employed. Box 529, BROADCASTING.

Announcer—Four years experience. Also experience in acting, as musical director, and assistant program director. Will consider worthwhile proposition with future. Large station, transcription upon request. Box 507, BROADCASTING.

ANNOUNCERS—COMBINATION


Chief Engineer—Or combination man. Network station located in Southern city, weekly. Permanent, not succeeding draftee. Reference required. Box 551, BROADCASTING.

Cox Committee Names Ex-FBI Agent Its Chief Investigator

Drew Pearson Article Stresses Alleged Reprisals By Committee Against Edward J. Lord

WITH ITS FORMAL inquiry still a month away, the Senate Hoover Committee on Investigate the FCC continued preliminary activity on several fronts last week and announced the appointment of William Larson, Chicago investigator of FBI fame, as its chief investigator.

Additional questionnaires covering activities of members of the FCC had been distributed. It was learned at the Commission, and several field inquiries are being conducted. Chairman E. E. Cox (D-Ga.), in announcing the Larson appointment, said that "considerable progress" is being made and that many aspects of the FCC's broadcast operations are being covered.

Pearson Story Draws Fire

Criticism of the Cox inquiry in this week's issue of The Washington Daily News, in an article by Leonard F. C. Bernsten, was branded at Cox Committee headquarters as emanating from "one of the FCC members." It was pointed out that Rep. Cox is not on trial before the committee.

The Pearson article said that the FAC investigation had been launched because the FCC had recommended criminal action against Rep. Cox as an outgrowth of his purported improper representation before the FCC of WALB, Albany, Ga. Somewhat similar reports, obviously emanating from the same source, were published elsewhere.

Particular reference was made in the article to alleged reprisals by the Cox Committee against Edward J. Lord, former manager of WALB, and now in Florida. Mr. Lord, it was reported, had been indicted by a Georgia grand jury on the charge "larceny from a house," based on contentions that he had deposited a number of documents in the WALB files pertaining to Congressman Cox's activity and had also removed one letter.

Expense Accounts Questioned

The additional questionnaires sent to FCC members related to long-distance telephone calls made by and to commissioners, and to radio sets purchased by the FCC for use of commissioners. It was ascertained that N. F. Coreton, chief of the FCC Supply Section, was interrogated by Cox Committee investigators in executive session last Monday regarding the radio set purchases, after which the questionnaire was dispatched.

Travel vouchers of commissioners, dating back to their appointments, also are being examined.

Information of this character, it was reported, has been requested from the General Accounting Office covering dates of trips at Gov-

KVOO GETS LICENSE FOR FULLTIME 50 KW

KVOO, Tulsa, last week formally joined the select group of fulltime 50,000-watt stations with the granting of a regular license to cover its high-power construction permit by the FCC.

Authorized under the reallocation of 1941 to operate with fulltime on 1170 k.c. with 50,000 watts, the station has been using the maximum allowable power during the daytime, with 25,000 watts at night. By virtue of directional antennas used by the Tulsa station, along with WWVA, Wheeling, on the same frequency, both stations now operate fulltime with the maximum power.

WWVA began its 50,000-watt operation several months ago.

WJAS, Pittsburgh, last Wednesday was granted a license by the FCC to cover its construction permit for 5,000-watt fulltime operation on 1320 kc.

'Squire' Expands

ESQUIRE PUBLICATIONS, Chicago, has expanded current promotion started in December on the Pearson article, Coronet, with 15-30 one-minute spot announcements each week, each month preceding a total of 35 stations. Markets include Chicago, Cleveland, San Francisco, Seattle, Houston, Jacksonville, Detroit, Orange, California, New York, Agency is Schwimmer & Scott, Chicago.

until 1935 he was in charge of the Detroit office.

Leaving FBI in 1935, Mr. Lar-
son for five years was chief of plant protection forces of the Fish-
er Body Division of General Mo-
tors. Since 1940 he has conducted his own consulting investigating firm.

No word was forthcoming from the FCC regarding the replies to the questionnaires from the committee. It was understood last week, however, that the questionnaires had not been returned to the committee, presumably because of the mass of detail to be covered.

April 18 May See Monopoly Decision

Docket Priority Given Under Urgent Deficiencies Act

POSSIBILITY that the Supreme Court will hand down its decision today (April 19) on the highly controversial network monopoly case was seen in Washington. If the court does not act, the ruling cannot come until May 3 at the earliest, in view of the Easter recess of the tribunal.

Argued in February, the court had been expected to announce its decision a fortnight ago because the case had taken priority on the docket having been brought under the Urgent Deficiencies Act. There was considerable speculation in Washington over the highly important ruling, affecting the right of the FCC to regulate contractual relations of networks and stations, with the predominant view that the court would be divided.

Seven of the nine members of the court sat for the argument Feb. 12. Associate Justice Black disqualified himself because his brother-in-law, C. J. Durr, is a member of the FCC. Justice Wiley R. Rutledge, another member of the court, did not yet have his seat.

KOA-WHHD Case

The court also has before it the KOA-WHHD case, involving a clear channel breakdown and the right of the FCC to exclude stations from intervening in cases of this kind. The case was argued April 8-9. A decision is not expected for several weeks.

A Jefferson bi-centennial statement by Associate Justice Felix Frankfurter also aroused considerable interest because of his reference to purported abuse of the media for the dissemination of information. He alluded to the effect of public industrial civilization through "misuse and manipulation of modern devices, chains of newspapers, cheap magazines, popular polls, and the movies," declaring these have enlarged opportunities for "arousing passions, confusing judgment and regimenting opinion."

A senior New Dealer, Justice Frankfurter's comments were sharp editorial criticism from David Lawrence, well-known newspaper editor. He attacked the whole New Deal concept of suppression of freedom of the press, radio and the other media.

WHIT's First Year

F I R S T A N N I V E R S A R Y of WHIT, New Bern, N. C., will be ob-
served Wednesday with ceremonies at the Carlern USO Club at the command of Capt. W. J. Melville Broughton of North Carolina as principal speaker. Talks will be broadcast over three other stations as part of the Tobacco Net-
work. Also attending will be commanding officers of adjacent mili-
tary camps. Officers and directors of the station will observe the event with a special dinner.

"Wot an Army! You Wuz a Radio Announcer Back in the U. S. A. . . . I Wuz a Truck Driver!"

Page 50 • April 19, 1943
• This may sound like one for Ripley, but it's true: A group of top, year-round Salesmen is available on any time basis, as you may desire.

• They are prepared to cover every phase of sales operation, from introduction of new products to distribution of point-of-sale merchandising.

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

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

A program needs more than coverage in order to go places in a sales way. It needs depth ... something not always visible on the surface.

When cruising the Oklahoma City vicinity with your radio advertising, check the depth of radio coverage from the charts of C. E. Hooper, Inc.

WKY is the station that gives you coverage ... more coverage with its center-of-the-dial 930 kilocycle frequency than any other Oklahoma City station. And WKY's coverage is deep ... from 70% to 300% deeper than any other Oklahoma City station.

WKY has 43.5% of the morning listeners, 56.8% of the afternoon listeners, and 60.6% of the evening listeners. Those are the 5-months averages, October, 1942, through February, 1943, as measured by Hooper.

That's the kind of coverage that gives radio advertising a chance to go places and return home loaded to the gunwhales with results.

WKY
OKLAHOMA CITY

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