When Herb-Ox bouillon cubes changed their distribution method, they began advertising on the WLS “Feature Foods” program. At the start of the campaign, a survey of one Chicago marketing district showed Herb-Ox in only 7 stores, 14%. At the end of six months, a second survey of this same district showed Herb-Ox in 43 of 50 stores—or 86%—an increase of 72%! Eighteen districts surveyed in the second 13-week period coincided with districts checked in the first quarter. In the beginning, only 98 stores stocked Herb-Ox. On the second call, 239 of 410 stores displayed the product—a distribution jump from 23 to 58%!

There’s more to the story: about how the Feature Foods merchandising crew actually sold goods—arranged store promotions and sampling campaigns—and helped Grocer Walter A. Pauli, pictured here—to whom they sold his first order of Herb-Ox—get increased sales for this product.

We’re now preparing a detailed booklet on Herb-Ox and the “Feature Foods” program. If you wish to receive the complete story, write for it. It all adds up to this fact—WLS Gets Results—and in Chicago, too!
You've Read About It . . .

Now... SEE it!

The Chicago NAB War Conference puts its official stamp of approval on a new plan to standardize mail coverage maps.

Advertising Age, Broadcasting, Printer's Ink, and other advertising journals, praised the action—gave full details of the new standards.

For months the nation's smartest research experts worked with NAB's Research Committee to perfect this new "Standard Mail Map Plan."

WOW's alert research department kept an eagle eye on the progress and development of the new standards. Even before the Chicago meeting WOW issued:

"A COLLECTOR'S ITEM FOR TIME-BUYERS"

. . . the first mail coverage map, we believe, to conform in detail to the new NAB standardization effort.

WOW believes its "Collector's Item" is a real contribution to the industry as well as being a true picture of WOW's comprehensive service area.

Time buyers and advertisers may have a copy of this map—truly a "Collector's Item"—by writing to Radio Station WOW at Omaha or to the nearest office of John Blair & Company.
Advertising Agencies Use

100,000 musical compositions from the
140 SESAC Publishers' catalogs on Commercial Transcriptions
at 2c per composition per pressing
for performance on 885 American Radio Stations.
There are NO ADDITIONAL FEES or charges to
ADVERTISER, RADIO STATION or TRANSCRIPTION COMPANY

For further details—WRITE SESAC PROGRAM SERVICE DEPARTMENT

The Best Music
SESAC IN AMERICA

The Big Green 1943
SESAC MUSIC GUIDE
Lists Top Vocal Music

113 West 42nd St.
New York, N. Y.
The Historic Battlefield of Vicksburg

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states

50,000 WATTS, a clear channel, and five times the power of any station within hundreds of miles—that's WWL!

IF THE DEEP SOUTH is on your program, just one station will do the whole job—
Dinah Shore — James Melton — Kenny Sargent — Irene Beasley — looks like a "Who's Who" of Radio doesn't it? But it's also a "Who's Who" of WSM. For each one of these artists reached stardom via WSM and the WSM market.

For it has long been a creed here that a program is no better than its talent — "the play's the thing." That's why we give so much attention to our talent staff — a staff of 250 artists who can build any type of program for any product or audience — a staff that is now producing five NBC network shows — a staff that can do a selling job for you at a reasonable cost, in the WSM market of mid-war and post-war opportunity.

HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE
AGAINST fog and murk and the black of night, even the keen vision of the air-pilot is not enough to bring a bomber safely home or spot a midnight enemy raider. To the aid of the human eye in such cases must be brought the miracles of science, not in the form of lighting devices but of sound that quite literally *sees*. The modest little vacuum tube holds the magic power to guide a transport plane down an invisible beam to safe landing. With sensitive listening devices now in use, man locates enemy aircraft while still miles away, and guides aloft interceptors to stop them short of their goal. When such trust is imposed upon the goods we make, there is room for only one standard of quality. That standard, very simply, is the highest anywhere known.

**SYLVANIA ELECTRIC PRODUCTS INC.**
Emporium, Pa.

Formerly Hygrade Sylvania Corporation

Established 1901... Makers of Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes and Electronic Devices

**RADIO ON TWO FRONTS**—Ever a source of home entertainment, radio is now—in wartime—a vital necessity at home and in battle. Thus a heavy responsibility rests upon radio tube manufacturers. Not only must present home equipment be kept serviceable for the duration, but the insatiable demands of the battle lines must be met and met promptly. Tube-making is a job upon which Sylvania has lavished its extensive resources and full energies since radio came out of the "crystal" stage. America can count on Sylvania's superlative line of radio tubes—paced by the incomparably rugged "Lock-In"—to measure up to their important assignment.
A Correction, an Apology and a Promise

In the April 26th issue of Broadcasting, due to a revision of scheduling without the necessary copy change, the WNAX advertisement stated that our new tower was in operation with increased night-time power.

We wish to correct that statement and date the situation properly. America’s tallest Tower will be completed in the near future, and then be put into operation on 5,000 watts day and night to expand the WNAX wartime service to new thousands of rural and urban listeners. We are sorry that the advertisement got ahead of the construction men and hope you will forgive the unintentional error.

To the 4,000,000 people . . . mostly farmers producing vital food supplies in the five-state area which this important CBS outlet has served . . . . and to the new thousands soon to be served . . . . WNAX promises continued complete service in all phases of the broadcasting sector in the people’s war.

WNAX
A Cowles Station
Add perhaps 2% of extra "stuff" to the voice of any average staff announcer, and you immediately have a product almost without price.

Here at Wright-Sonovox our staff articulators can speak in any "voice" you wish—from the hum of a mosquito to the ethereal voice of a Stradivarius! Give your imagination a work-out. What account do you have where the very product itself suggests a sound that might be made to speak a more effective commercial—"in words"? What product so powerful that it almost requires a voice of unutterable depth and force? What product so delicate or exquisite that it calls for a voice of silver and crystal?

Sonovox is a new and basic means of giving added dimensions to words. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. Why don't you join them?

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"

CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
Cox Committee Takes Over Files

INNER-WORKINGS of the FCC, extracted from stenographic minutes of its executive meetings over the years, will come to light with the opening of public hearings by the Cox House Committee investigating that agency, expected to be announced within a month.

Though the Committee's Chief Counsel, Eugene L. Garey of New York, has maintained his policy of no public discussion of the inquiry preliminaries, it was ascertained that the FCC's confidential records have been made available to the Cox Committee's quarters in the Old House Office Bldg., over the protest of FCC Chairman James Lawrence Fly. The fact that stenographic minutes had been kept apparently was not generally known.

Each of the seven FCC members, it is understood, will be called to submit to examination by the Cox Committee counsel preparatory to the public hearings. One member—Former Gov. Norman S. Case—already has testified in connection with particular FCC activities. Precisely when the hearings will begin is not disclosed. Chairman E. E. Cox (D-Ga.), of the five-man Select Committee, has said that the hearings will be called whenever Mr. Garey feels sufficient preliminary data have been gathered.

U.S. Rubber Buys Philharmonic For 52 Sundays on the Full CBS

U.S. Rubber Co., New York, has contracted with CBS for 52-week sponsorship of the Sunday afternoon Philharmonic Symphony Orchestra, announced Jan. 25, 1943, understood to be costing the company about $1,500,000 on a package basis.

The series of 52 concerts under U. S. Rubber sponsorship is expected to start May 23 on the full CBS network of 132 stations, with Dr. Artur Rodzinski, newly appointed conductor of the Philharmonic's 104 musicians, directing. Concerts will be heard Sundays, 3-4:30 p.m., from Carnegie Hall, New York, with the contract in no way effecting the orchestra's usual 28-week winter season at Carnegie Hall or its summer evening series from Lewishon Stadium, New York.

Highlight of the broadcasts will be scheduled in the intermissions when Carl Van Doren, author-historian and recently named Pulitzer Prize winner, describes the scene of some famous historical event, after which a well-known actor or actress will deliver the actual words that were spoken. Raymond Hayden (Continue on page 51)
White-Wheeler Bill
Hearings May 25
No Witnesses Listed as Yet;
Networks May Offer Evidence

HEARINGS on the White-Wheeler bill to reorganize the FCC now are scheduled to begin May 25, with spokesmen for the FCC and the industry appearing.

Originally set for May 6, the hearings were postponed until May 14 and then delayed until May 18. The latest postponement was announced last Thursday by Chairman Wheeler (D-Mont.), who pointed out the session conflicted with a meeting of the full committee on railroad rate making.

To Hear Fly

While no formal list of witnesses has been devised, it was understood the committee would hear FCC Chairman James Lawrence Fly as spokesman for the Commission's majority and possibly also other members of the Commission. Tentatively, NBC and CBS plan to present evidence along with the NAB. The trade association already has indicated its support of the White-Wheeler bill (S-814) and NAB President Neville Miller, at the War Conference in Chicago last month, urged united industry action in favor of corrective legislation.

It is presumed other groups also will be represented, with action forthcoming from BLUE or Mutual, the other nationwide networks, as to whether they will present testimony. Similarly, Clear Channel Broadcasting Services, Network Affiliates Inc., and other groups representing segments of the industry are understood to be considering presentation of testimony.

The White-Wheeler bill would divide the FCC into two separate bodies of three members each, one to handle broadcasting services and the other common carriers. The chairman would be stripped of much of his authority. Functions of the FCC would be clearly defined to avoid misconstruction of the Congressional intent.

Spaghetti Schedule

CHIEF BOY-AR-DEE QUALITY FOODS, Milton, Pa. (spaghetti), has placed participation announcements four times weekly, one on WWJ, Detroit; thrice weekly on WLW, Cincinnati; five times a week on Imogene Woolcott on New England Network, and twice a week five times a week on WHK, Cleveland; a five-minute period six times a week on WHAM, Rochester. Continuing, the MBS Boke Carter quarter-hour commentary Tuesday and Thursday on WWJ in New York, 12 noon to 12:15 p.m., and on Mondays, Wednesdays and Fridays on WOL, Washington; WCAE, Pittsburgh; WFIL, Philadelphia; WGN, Chicago. Agency is McJunkin Adv.

OFF TO WAR goes the 370-foot tower of KSO-KRTN's old transmitter, junked to supply 25 tons of steel for use against the Axis. Since KSO-
KRTN built a new transmitter at South Gate, Calif., the northside trans-
mitter and tower had been kept for auxiliary purposes. In addition to 25 tons of steel, the site has now yielded 60,000 feet of copper ground wire which has gone into service elsewhere, under direction of WFB.

McClintock Reretires

MILLER MCCLINTOCK, president of Mutual, will spend several weeks recuperating from the sudden attack of bronchial pneumonia which forced him to cancel a tour of the Midwest and Farwest. He will not return to his New York office until early June. Lester Gottlieb, publicity director of MBS, who had planned to make the trip with Mr. McClintock, is in Hollywood and returns to New York May 15.

Severaid Elected

ERIC SEVAREID, CBS news reporter in Washington, has been elected president of the Radio Corporation of America, Washington, D.C. Earl Godwin, BLUE, is vice-presi-
dent; Richard Harkness, NBC, secretary; Ray Goddard, Trans-Radios security, and Fred Morrison, Mutual, member of the executive committee.

CBS Declares Dividend

BOARD of directors of CBS has declared a semi-annual dividend of 25 cents per share on the present Class A and Class B stock of $2.50 par value. Dividend is payable on June 15, 1943, to respondents' stockholders of record at the close of business on May 21.

Kirby, Mitchell, Macy Made Colonels; Army Also Promotes Warner, Pellegrin

PROMOTIONS in rank for a num-
ber of radio men now in the Army were announced last Thursday at the War Department.

Lt. Col. E. M. Kirby, former NAB public relations director, who heads the radio branch of the Army's Bureau of Public Relations, was promoted to a full colonel. Elevated to the same rank was Lt. Col. Curtis Mitchell, former editor of Radio Guide, who heads the Pictorial Branch in public relations, Col. Kirby, as its affiliate, effective on or about Aug. 15. If there is any delay in shifting the station to Cleveland, WJW will be-
come a BLUE outlet only after it has started operations in Cleveland. Station, headed by Bill O'Neill, will move to Cleveland on 6000 watts, 880 kc., fulltime.

NO DECISION AGAIN IN MONOPOLY CASE

AN EXPECTANT broadcasting industry was again disappointed when the Supreme Court, despite the heaviest decision day of the year, failed to hand down a decision in the hotly con-
tested network monopoly cases.

Pending since the arguments in February, rulings are expected for the last couple of months. Also pending before the Court is the so-called clear-channel case, combining involvement of WJZ, Denver, and WHDH, Boston, the latter having been assigned fulltime operation on KQO's 850 kc. channel. In this case was argued last month.

Legal observers expect both deci-
sions to be rendered by June. When the odds appeared to be in favor of an FCC victory in the highest tri-
al, earlier, the fact that the Court has delayed so long indicates a divided bench with the decision going either way.

Kirby, Mitchell, Macy Made Colonels; Army Also Promotes Warner, Pellegrin

G. Foods Campaign Is Set By Keystone

26 Week, $15 Per Week, On 103 Small Stations

KEYSTONE TRANSCRIPTION Network is being used by General Foods Corp. of New York in a large scale campaign on small sta-
tions. Keystone headquarters said the campaign is regarded as important to increasing importance and value of the small station and the unusual promotion job that can be done by this type of outlet for the nation.
How to Keep Ad Copy Out of Trouble

WE FREQUENTLY point out that in our opinion the officials of the Food and Drug Administration and the Federal Trade Commission are enforcing the authority granted them by the Acts they are enforcing, and that they therefore should be cautioned against unjust interpretations of the particular Acts. Nevertheless, whether we like it or not, the regulation of advertising and of labeling is here and here to stay.

From time to time court decisions have been rendered, either in support or rejection of cases that have been submitted to the courts by either the Federal Trade Commission or the Food and Drug Administration.

Most of these decisions were rendered in interpretation of certain provisions of the 1906 Food and Drug Act, but they carry over and are effective under the 1938 Federal Food, Drug and Cosmetic Act, and also the Wheeler-Lea amendment to the Federal Trade Commission Act, since both of these acts contain similar or parallel provisions.

Facts, the Basis of Copy

In the past it was the custom to use drug products based upon empiricism. Our forefathers and medicine were keen observers and they knew much about the drug products that they used. In many instances we still use a drug product on the empirical basis, but, as we have attempted to make clear, advertising and labeling for medicinal preparations must be based upon statements of fact as far as is possible. In order to make statements based upon facts, extensive research work must be conducted to supply the manufacturer with the facts that place him in an advantageous advertising position. The agency must use such facts as a basis for the copy that it prepares, and it must use the material as fact, and not distort it in any manner.

It seems to me that the day has passed when such extravagant adjectives as "magic," "remarkable," "amazing," etc., can be used with propriety in the advertising of medicinal preparations. The practice of medicine is a dignified profession and one who sets out to prepare medicines intended to relieve human suffering is assuming a peculiarly distinctive responsibility which carries with it dignity. Therefore, the advertising for medicinal preparations should be dignified and in good taste, based upon fact. Extravagant or "scarehead" copy which is usually seen in the so-called "scandal sheets" should not be used.

 inhabitants. Our forefathers and medicines. In the past it was the custom to use drug products based upon empiricism. Our forefathers and medicines. In the past it was the custom to use drug products based upon empiricism. Our forefathers and medicines.
Post-War Set Sales Potential
Estimated 25 Million Yearly

Of $165 Billion Market in 1946, Radio Equipment
Allocated Share of $1,100,000,000

APPRAISING the post-war radio receiver market Edward J. Detgen and Lawrence D. Batson, Bureau of Economics and Domestic Commerce, U.S. Department of Commerce, point out that if an estimated $165 billion annual post-war market for all goods and services is correct, the radio and phonograph manufacturing industry might be expected to produce $880 million worth of home equipment per year. Assuming the average retail price of a set continues at $35 (the 1938-41 average) this would mean an annual sale of 25 million sets in the U.S.

These figures appear in "Appraising the Post-War Radio Market," in the April 29 Domestic Commerce, which is largely devoted to interpretation of "Markets After the War," economic study reported in Broadcasting.

In the earlier report, it was estimated that the total expenditure for radio equipment in 1946 might amount to $1,100,000,000, or 0.67% of a total national market of $156 billion. This proportion will represent the highest allocation from the "consumers dollar" since 1931, when 0.68% of total national expenditures went for radio equipment. In 1930, 0.92% went for this purpose, almost one per cent of all the money spent in the U.S. in that depression year.

High Set Obsolescence

To test their estimates of set sales, the authors compare them with previous experience in the industry. Of 36 million U.S. families in 1942, approximately 30 million owned about 60 million sets. Fifty per cent of these families owned one set each; and the remaining 15 million families owned 45 million sets, of which 15 million sets were primary sets and 30 million a secondary sets.

Assuming a life span of seven years, a high percentage of the primary sets would be obsolete by 1946. It is asked whether this would hypothecate an immediate unsatisfied demand for 30 million primary sets—or a new one for each radio family in the U.S.

Past annual sales have never exceeded 10 million sets. This raises the question whether high sales volume could be expected to continue. In answer, the authors put the importance of the market for replacement of secondary sets.

An important consideration is the possibility of changes in the prices paid for radio receivers. Some radio manufacturers are of the opinion that the benefits of post-war statistics are so great that FM broadcasting and receivers will inevitably replace the present system. From this they reason that the average set will cost less, since it will cost more to build.

In the accompanying table, the Bureau of Economic study summarizes radio production, sales and price statistics to date.

<table>
<thead>
<tr>
<th>Year</th>
<th>Thousands of units</th>
<th>Value ($1,000)</th>
<th>Average price</th>
<th>Thousands of units</th>
<th>Value ($1,000)</th>
<th>Average price</th>
<th>Number of sets</th>
<th>Number of sets</th>
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<td>50</td>
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Castoria Warning Aired On Public Service Basis

COOPERATION of the four major networks in carrying announcements last Tuesday night and Wednesday morning warning consumers and retailers to return to the Centaur Co., Rahway, N.J., all sets of Fletcher's Castoria purchased in the past 60 days, has contributed largely to the success of the company efforts to call in the product when it was discovered that a foreign ingredient was causing nausea and vomiting. According to Harold B. Thomas, vice-president of Sterling Drug Inc., New York, of Centaur, a subsidiary, the company thoroughly "appreciates the efforts of the networks in distributing the warning to stations throughout the country on a "public service basis", despite the fact Centaur had to pay for the announcement.

Centaur's use of radio backed up an intensive campaign last week in every daily newspaper in the country: NBC, ABC, SRC, AT&T and WHTH, for an intensive spot drive, May 8 and 9. Spots may also be used in other key cities in conjunction with showings of the picture. Agency is Donahue Cole, New York.

Spots For Film

UNITED ARTISTS is using spot announcements to promote "Lady of Burlesque," its latest release. In Hartford, birthplace of Michael Shea, featured star, the movie firm bought time on the city's four stations UTC, NBC, WOR and WITF, for an intensive spot drive, May 8 and 9. Spots may also be used in other key cities in conjunction with showings of the picture. Agency is Donahue Cole, New York.

Wheat Germ on WEAF


Small Stations Subsidy Vetoed

OW1 Wants Industry To Carry Program Burden

PLANS for financial assistance to small stations, either in the form of matched cash paid time or through a series of Government produced programs available for local sponsorship are out of the window, so far as OWI is concerned. As OWI has indicated last week when officials of the Radio Bureau returned to Washington from the NAB Conference.

OW1 has had forth virtually unanimous opposition of broadcasters to Government subsidies along any line, but the Small Stations Problem Steering Committee had recommended that the Government process programs for sponsorship in the same way it makes mats available to newspapers.

Radio Bureau officials said, however, there was little likelihood that OWI would expand its producing activities. They said, on the basis of OWI chairman Don Staufer's last meeting with chief of the Radio Bureau, that it was far more probable the Government would curtail these activities.

They pointed out that Elmer Davis is opposed to any form of subsidy long before the convention, but that the Radio Bureau had recommended OWI's limited budget until the NAB meeting, in hope of getting an indication of broadcasters' feelings.

Mr. Staufer said he was convinced that radiomen do not want a subsidy, and that his own plan will work on that assumption until evidence appears to the contrary.

Mr. Staufer told broadcasters in Chicago that OWI intended to depend on the industry to carry the burden of bringing the Government's message to the people. He said it was his Bureau's intention to rely only when the network was doing the job, or no broadcaster was willing to assume the responsibility.

Official of the Radio Bureau pointed out that OWI's limited budget as one reason why producing would be out of the question. They also explain that there would be difficulty in administering that to Government shows if the shows were to be used commercially.

AFRA Panel Named

DR. WILLARD L. THORP, Director of Economic Research of Dun's Review and editor of Dunn's Review, has been chosen as the third member of the American Arbitration Assn., panel which will hear the case of the American Federation of Radio Artists and the Blue over whether talent employed under the Artistic Story service should be paid at the sustaining or commercial scale. Roy S. Durstine, advertising agency president, was chosen as the chairman of the panel. AFRA's selection was Robert S. Lynd of the Columbia U. Dept. of Sociology [Broadcasting, April 19]. Hearing will be held within the next two weeks.
"I HEARD ABOUT IT ON STATION W-H-O!"

Iowa grocers themselves have now backed up what we've always told you about WHO's ability to sell grocery-store items.

Surveyed last November by their own Retail Grocers and Meat Dealers Assn., Iowa grocers said "WHO helps to sell more goods than any other state-wide medium."

Asked which of four media they preferred, they voted as follows:

- For Radio .................. 68.3%
- For Large Newspapers .......... 20.5%
- For Farm Papers .............. 9.4%
- For Billboards ............... 1.6%

Among those who voted for Radio, individual-station preference showed as follows:

- Prefer WHO .................. 71.2%
- Prefer Station B .......... 9.6%
- Prefer Station C .......... 2.7%

(No other station received as much as 2% of votes.)

Study the figures carefully and you'll see some interesting side-lights. Such as that WHO alone received over 5 times more votes than any newspaper—over seven times more votes than any other radio station.

Complete Survey will be gladly sent you on request. Or ask Free & Peters.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
War Is Principal Subject at Columbus

Industry's Performance Is Praised And Challenged at Education Sessions

NETWORK and station representatives attending the annual Institute for Education by Radio at the Deshler Wallick Hotel in Columbus, O., heard themselves alternately lauded and lambasted for their war activities, enjoyed several chances to air their own grievances to OWI men and fought to draw another round in a battle against censorship.

Some 700 delegates from 32 states, Canada and England attended the Institute from April 30 to May 3, held under sponsorship of Ohio State University and devoted this year to the general theme: "Radio in the War and After."

Delegates included network and local station key figures, high school and college educators, university radio station production men, radio writers, government officials and public relations men from the War and Navy departments.

Glade's Talk Is Conference Highlight

Generally accepted as a highlight of the four-day meeting, insofar as commercial radio spokesmen were concerned, was the address delivered May 1 at the NAB sectional meeting by Earl J. Glade of KSL, Salt Lake City, chairman of the code compliance committee of the NAB.

In a hard hitting speech, Mr. Glade laid down the law in the much discussed question of "What Is Public Interest, Convenience and Necessity?" in the process of which networks, advertising agencies, local station managers, the government and the public came in for a share of criticism.

The Institute got under way Friday morning, April 30, with an icebreaker in the form of Mutual's Answering You program, cut for Sunday broadcasting and featuring half a dozen Columbus people to match wits and conversation with their London allies on the topic of the common speech of America and England.

First general session was held Friday night, April 30, devoted to the subject, "Radio's Wartime Strategy," during which Sherman H. Dryer, youthful guiding light of the University of Chicago's radio productions, touched off some fine work that the program is likely to see until the last delegate went home.

Mr. Dryer, author of a recently published book, "Radio in Wartime," said this medium should face the war, but can only inspire. He blamed smaller stations for lethargic attitudes, suggested that they personalize the war for their listeners by dramatizing stories of local boys in the service thereby "reducing war's dimensions to intelligible terms."

Local radio stations are sitting back and letting the networks do all the work of boosting the war, according to M. S. Novik, director of WNYO, New York City, who warned local stations that if they want to save their own skins they will change tactics. Mr. Novik also criticized locals for placing the government's wartime spot programs during ineffective times and said they should be given decent breaks on good times.

Gilbert Seldes, CBS television programs director, stood up for radio's behavior, defending popular programs with the pronouncement that without them people won't listen to the educational and war programs. Mr. Seldes was accused of earmarking for bad spots.

The old and still unsettled question of how far censorship should go in wartime bobbed up again in a session Saturday morning, May 1.

Kobak Talks On War-Time Problems

Next morning, May 1, at a general session on problems of wartime operation, Edgar Kobak, Executive vice-president of the BLUE Network, who led the discussion, started the battle anew by a curt announcement that, as far as BLUE is concerned, it needs no "advisory committee to help it make mistakes."

Getting down to the subject at hand, he declared that problems of wartime operation might be listed as music rights, wages, unions, anti-trust suits, lack of physical equipment, loss of network, newspaper, clearing scripts through government organizations, and the old peace time problems such as requests for broadcast tickets and the perennial sponsor with the niece who is a good soprano.

Mr. Kobak announced he was going to toss out the formal subject chosen for the discussion and substitute another, namely, "How Can Radio Help Win the War?"

He said he believed that radio has not done a good job of "selling" the war and asked for some plan that would do that selling job for the war as a whole, rather than isolated phases such as periodic needs for recruits, for important forces and the domestic angles like saving kitchen fats.

Radio has done a good job of selling morale, he pointed out, but not the war. He advocated a little more subtlety in the choice of words that radio must use to make the people war conscious, such as "sharing," which he said had less harsh connotations than the overworked "rationing." Other speakers at the session were generally in agreement that radio has not done the job it could have done in helping to win the war.

Heller, Novik On Smaller Stations

Lawrence J. Heller, president of WINX, Washington, declared flatly that this was the "war radio" itself until the last delegate went home.

Mr. Dryer, author of a recently published book, "Radio in Wartime," said that radio shouldn't personalize the war for their listeners; they have organized a super-board of strategy long before the war to plan for radio's offensive and defensive actions when and if war should come.

It was more or less a red flag to an industry already touchy because of regulation and those who didn't jump to their feet to disagree that night, cornered Dryer in the hotel lobby in the days that followed to speak their veheome pieces.

The speakers were Carroll Alcott, Far Eastern observer for WLW, Cincinnati; W. W. Chaplin, NBC foreign correspondent; Charter Heslep, news editor, broadcasting division, Office of Censorship; Irwin Johnson, director of developmental programs, WBNS, Columbus; Lt. Col. E. M. Kirby, chief of the radio branch, bureau of public relations, War Department; Cesar Saerchinger, NBC commentator; and W. R. Wills, former Tokio correspondent for CBS.

Censorship Is Widely Discussed

Col. Kirby and Mr. Heslep insisted that military security is the only yardstick censors dare employ in wartime and, despite fairly weak assaults by the correspondents, managed to hold to their point to the satisfaction of one of the largest crowds that gathered for any Eastern of the Institute.

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Don't Ask "How's Business?"

PEOPLE in Nashville don't ask "How's business?" any more. Everybody knows it's fine—never better—in the whole Nashville territory.

Latest reports show these gains over last year in Nashville:
- Retail sales up 57%
- Bank Clearings up 35.45%
- Power consumption (industrial) up 19.45%

With WSIX to cover the market, well-planned sales campaigns in the Nashville area right now are scoring heavily.

For full information about this market and station, contact WSIX or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System

WSIX 5000 WATTS 980 KILOCYCLES
"The Voice of Nashville"
NASHVILLE, TENN.
IRE Bawks At Fly Post-War Project
Would Eliminate FCC From Industry Planning

PLANS originally espoused by FCC Chairman James Lawrence Fly and the Radio Manufacturers Assn. for a post-war planning organization covering manufacturing and research in radio and related fields were rejected last week by the Radio Manufacturers Assn. which proposes an alternative project to be governed by the electronics, communications and radio industries.

At a meeting in New York last Wednesday the Board of Directors of IRE tentatively proposed a plan under which the technical and trade associations of the electronics, radio and industrial fields, including the NAB, set up a Radio Technical Planning Board, to handle all matters relative to these arts except those of government regulation in the post-war period.

Prevented Announcement

The original plan contemplated a governing committee made up of the heads of the FCC, IRE and RCA. Chairman Fly was to have announced perfection of the project at the NAB War Conference in Chicago last month but failure of IIR Board to approve it by telegram blocked this. RCA announced, however, that it had approved a modified version of the original plan. Neither of these plans placed the broadcasting industry on equal footing with the other trade groups.

IRE named a committee headed by Haraden Pratt, vice-president and chief engineer of Mackay Radio and Telegraph Co. to draft a plan along a lines that was to be satisfactory to all groups affected.

Reverses Fly

Roughly, it is understood, a council would be formed to establish membership of the proposed Board as well as outline the scope of its activities. The plan would be a full scale reversal of the original suggestions espoused by Chairman Fly and RCA.

It is understood the IRE suggestions will be that representatives in equal number be named from RCA, IRE, American Institute of Electrical Engineers, and perhaps smaller dealings from the NAB, American Radio Relay League, FM Broadcasters Inc., and lesser technical trade groups in the industry.

On May 18, the Board decided to embark on the Board venture and appropriated $10,000 for the purpose.

Bachter to Pictures

WILLIAM A. BACHER has resigned as radio director of Sherman and Marquess and Warner Bros. Pictures he soon will start work with Howard Hawks on the movie "Battle Cry." Mr. Bacher will continue until replaced thru the agency on CBS Tuesday 8:30 to 8:55 p.m. by Colgate-Palmolive-Foot Co., Jersey City (tooth powder).

Babitt Introduces Soup On NBC Daytime Period

B. T. BABBITT Inc., New York, maker of Bab-o and other clean- ing preparations, has produced a new dehydrated soup bearing a trade name tying in with a character in one of its product's serial, "Bab-o and Harum." Named Aunt Polly's Soup Mix, the product was first advertised on the serial April 19, coinciding with the script activities of "Aunt Polly," who has become engaged in a soup-making project.

Product will be advertised on an slot on NBC's program, "Bab-o and Harum," and on a new NBC serial scheduled to start May 31, "Lend a Hand." NBC will continue with the slot on new 86 stations [BROADCASTING, April 12]. Company discontinues CBS broadcasts of David Harum, May 31. Agency is Dusne Jones Co., New York.

Grade Label Study Scheduled May 24

AN "AGGRESSIVE" Congressional study of OPA grade labeling and standardization plans has been promised by Cabinet members (D-Calif.), chairman of a subcommittee of the House Interstate and Foreign Commerce Committee, which will begin public hearings under the fell scheme (Res. H. May 24.

A letter from Rep. Lea (D-Calif.), chairman of the full commerce committee, last week asked OPA Chief Prentiss M. Brown to postpone issuing his stabilization order already issued or contemplated. Mr. Brown reserved comment, but other OPA officials said compliance would cripple all OPA's price ceiling plans under the President's "hold the line order."

Viewpoint Changed

Early in the week it was indicated that Mr. Brown had again changed his mind on grade labeling of the 1945 fruit and vegetable pack- age. He had decided in December that the regulations were impractical.

An order repudiating the grade labeling requirements is reported to have lain on Mr. Brown's desk since the same time he had asked 15 women's organizations protested to President Roosevelt and Eco- nomic Stabilization Director James J. Crowley for repeal of the order, and Miss Faith Williams, of the Labor Dept. cost of living di-

cision, endorsed their position.

Serving on the Committee with Rep. Boren are Sens. Early, Mollie Halljock (R-Ind.) who raised the grade labeling issue in Congress. Also on the committee are Reps. Beckworth (D-Tex.); Myers (D-Penna.); Harless (D-Ariz.); Brown, (R-O); Wolverine (R-N.J.).

In calling the public hearings, Rep. Boren explained that the com- mittee would determine whether the agency was exceeding its authority.

TESTING STUDIO and equipment newly installed by Radio-Recording Division of NBC, Hollywood, to transcribe West Coast shows produced under auspices of Special Services Division of War Department, is this Government production staff and NBC engineer. Recording contract cov- ering programs shipped overseas to the project was signed in late April. Equipment-checkers (1 to r) are Tom McKeon, formerly producer of William Esty & Co., on CBS Blondie, sponsored by R. J. Reynolds Tobacco Co.; Lt. Victor Quan, technical; Silvio Carachini, NBC engineer in charge of the dubbing unit, and Pvt. Bob Welch, onetime NBC producer on the weekly Jack Benny Show, sponsored by General Foods Corp.

BATTERY OUTPUT REPORTED UP 25%

EFFORTS of WPB officials to re- move a shortage of farm-type radio batteries are having some measure of success, it appeared last week on the basis of preliminary reports on April production figures, now being published by WPB Consumers Durable Goods Division.

With returns still incomplete, a spokesman for WPB said that the May 1 production rate for dry cells for home radios was about 25% above the April 1 rate. No actual figures are yet available but WPB has reported that the production rate has been about 200,000 monthly [BROADCASTING, March 29].

On the basis of these reports, even the present increased rate would fail to meet the demand. WPB has estimated that production of batteries for civilians must await prior claimants.

Wm. J. Slocum

WILLIAM J. SLOCUM, well-known sports writer and baseball contact man for General Mills Inc., died last Thursday in New York following a heart attack. He was 59. Since 1933 he has been in charge of General Mills baseball radio sponsorship. He is survived by four sons, Bill Slocum Jr., special events director of CBS; John Francis, with the publicity department of 20th Century-Fox; Charles, a ser- geant in the Army, and Francis Edward, who lived with his father.

Made Chicago Manager

ALLEN KOEBLER, for the past six years a salesman of WTMJ, Milwaukee, was appointed manager of the Chicago offices of North Central Broadcasting System effective May 1. Previous to his work on WTMJ, he was manager of the Chicago Tribune classified advertising department for 11 years. His offices are at 360 North Michigan.
Detroit produced approximately four billion dollars' worth of war and civilian goods during 1942. This was about double the dollar value of production in any prior year. Today, Detroit is producing war materials alone, at the rate of one million dollars' worth hourly! Factory employment in Wayne County, which is largely Detroit, increased from 537,000 in January, this year, to 565,000 in March.

Whether you have merchandise to sell or a good name to uphold, your story should be told in Detroit now. WWJ will take your message into more Detroit homes than any other radio station in this great market.
Bankhead Introduces His Bill To Pay for Government Space

Asks for 25-30 Million Dollars to Be Disbursed By Treasury in Newspapers; Radio Eliminated

THE LONG-HERALDED Bankhead bill for Government purchase of advertising in newspapers, largely to relieve the plight of small newspapers in outlying areas, was introduced in the Senate last Tuesday. It is based on a Gallup poll, the Banking & Currency Committee, of which his author, Senator Bankhead, of Alabama, is a ranking Democratic member. No mention of radio was made in either bill.

Branded even before its introduction as a measure smacking of subsidy, the bill coincided with all advance predictions as to scope and content. It provides for a spend of 25 to 30 million dollars, at least half of which is to be spent in small newspapers, to be disbursed by the Secretary of the Treasury in cooperation with specialized publishers associations, to promote bond sales and also, at the Secretary's discretion, for other Government advertising purposes. The hitch, however, remains that the money is to be spent in such fashion as to "completely safeguard" freedom of the press, as seen in a provision widely regarded as direct purchase of editorial space in addition to advertising.

NAB, ANPA Oppose

In this respect the measure provides that the money is to be spent for advertising space and "for the publication in such newspapers in connection with the preparation of information, sales arguments and appeals relating to and promoting or encouraging such sales." Both the NAB, at its war conference in Chicago last month, and the ANPA, at its annual meeting in New York, resolved against Government subsidy in any form and specifically turned thumbs down on a measure such as the Bankhead bill. It was freely predicted that the bill would be widely opposed by the metropolitan press. OWI likewise has gone flatly on record against paid Government advertising. Government advertising to be nationally effective, it has been estimated, would entail expenditures of some $360 million dollars a year, rather than the palty 25 or 30 million dollars covered in the Bankhead bill.

No explanation was forthcoming regarding failure of the measure to cover radio. When the original report on Senator Bankhead's plans gained currency six weeks ago, the Alabaman said he would consider radio. "I don't see why," he said in his behalf last week that he could not make the bill all-inclusive and that it was possible the measure would be amended in committee, or perhaps other bills might be introduced to take care of competitive media such as radio, magazines and billboards.

Under the bill (S-1073), Secretary Morgenthau would be directed to purchase during each fiscal year, beginning with that ending June 30, 1945, not less than 25 million dollars nor more than 30 million dollars of advertising space in newspapers for the security sales and the related publication of "information." The space would be divided equally among newspapers of general circulation holding second-class mailing privileges, with the proviso that not less than one-half of the aggregate made available during each fiscal year "shall be expended for the purchase of such advertising space in weekly, semi-weekly, tri-weekly and monthly newspapers."

Ad Men Would Assist

The Treasury Secretary, in cooperation with "recognized existing publishers associations to be designated by him (including one such association representing only daily newspapers, one representing only weekly newspapers, and one representing only newspaper advertising agencies)" would prescribe regulations for carrying out the campaign.

The campaign, according to the bill, is to (a) secure the best financial results for the United States consistent with such programs; (b) completely safeguard the freedom of the press; (c) fairly allocate advertisements to individual newspapers; (d) prepare material for submission to newspapers for use as advertisements; (e) avoid interference in any manner with the independence of any newspaper or its responsibility in serving its readers; (f) keep the war finance campaign in all of its phases as nonpartisan as possible; and (g) protect editors and publishers in their right to publish criticism of the policies or conduct of the Secretary of the Treasury or of any other public official whenever they determine that such criticism is justified.

The measure also provides that for the purpose of carrying out the advertising programs in their respective agencies, the Secretary of Agriculture, War Food Administrator, Price Administrator, and chairman of the War Manpower Commission, may, with the consent of the Secretary of the Treasury, spend for newspaper advertisements such sum of money as he may determine to be expended under this act as the Secretary of the Treasury may approve."

End Six Months After War

The legislation would terminate six months after the cessation of hostilities.

The enacting clause sets forth that the bill's objective is to provide for the more effective use of idle currency in aid of the stabilization program and the war effort, and in order to improve the credit structure by relieving the Federal Reserve banks and the various other members of the banking system of the necessity of purchasing additional vast amounts of United States bonds and other obligations. If enacted, the measure would greatly assist small newspapers, making the Government their biggest advertiser. But it is freely predicted that the momentum could not be stopped with the initial appropriation and that pressures from other newspapers and competitive media, plus application of scientific advertising buying, as against "political" buying, would mean expenditure of hundreds of millions for space and time.

JEAN HERSHOLT, radio film actor who portrays Dr. Christian on the weekly CBS program bearing that title and sponsored by Cheesbrough Products, Inc., has recently signed contract for his sixth consecutive year as star of the series.

WEEI Promotes Horton To Asst. Manager

KINGSLEY P. HORTON, sales manager of WEEI, Boston, since December 1938, has been promoted to assistant manager of the station, and director of programs and sales. At the same time, H. Roy Marks, WEEI sales executive for many years, has become assistant sales manager.

Mr. Horton has been with CBS since his graduation from Syracuse U. in 1931. Originally, he was account executive with WFBF, CBS outlet in Syracuse, then with Radio Sales, New York, before joining WEEI.

Ted Swift has been made a sales executive by Mr. Horton, having come to WEEI following association with Joseph Hershey McGilvra, of New York.

OWI to Publish Guide For Women's Programs

A NEW OWI guide for women program directors was announced by Ted Swift, assistant chief of the Radio Bureau station relations division, at the 14th Institute for Education by Radio in Columbus last week. The OWI, Mr. Swift said, will be used monthly, and will recommend war program themes.

The OWI Radio Program Guide, according to current plans, will contain an idea-exchange column for corporate and sales suggestions. The Allocations Division will assign special subjects to the Women's Guide, just as they are allocated to network shows and other Radio Bureau operations. It will be written by Rosalie Anderson, formerly Nancy Dixon on WTAM WGAZ, Cleveland, and WRC, Washington.

Artra Cosmetics on 8

ARTRA COSMETICS Inc., New York, will pay the Sutra network $25,000 for Cream in an intensive 13-week spot campaign starting May 17. Firm officials, who are participating in women's interest programs from two to three times weekly on WITC WEID WJAR WHAM WAYG WGR WOR. Artra used participations on the Yankee Network for last year's campaign. Agency is Murray Breeze Associates, New York.

ANA Meeting June 2-4

ASSOCIATION of National Advertisers will hold wartime conference in New York at the Hotel Waldorf-Astoria, June 2-4. Chairman of the program committee is C. C. Carr, Advertising manager of the Aluminum Co. of America, Pittsburgh. No details as to speakers have yet been released.

PAA Meets June 22-23

TO MEET wartime conditions, the 40th annual meeting of Pacific Advertising Assn., to be staged in San Francisco, has been rescheduled for June 22-23. The Fairmont Hotel has been designated as headquarters. Jack Clark is conference committee chairman.
"Your station is doing an outstanding job on farm news and coverage of the farm field!"

A LETTER the other day from James G. Patton, National Farmers' Union president, made us at KLZ feel mighty good. The statement above is a direct quotation from it, closing with: "You are rendering a real public service."

From such a source, that's a real pat on the back. It places high value on the farm service which KLZ has tried to render in its area.

Farmers are really important people today. Their job of food production is as vital as any. But farmers have always been important in KLZ's thinking, planning, and programming. KLZ's farm editor conducts the "Farm Service Program" every morning, a roundtable of farm leaders and agricultural experts every Saturday, and many other special services.

Farmers are important in today's sales picture. They have money to buy more things than they've ever had in their lives before ... and they can buy more things than their city cousins ... gasoline for farm use, for instance.

KLZ stands high with Colorado farmers. KLZ is the station which will take your message, sales or otherwise, to them ... surely and economically.
Sarnoff Describes All-Out War and Post-War Activities

RCA's CONSOLIDATED gross income for the first quarter of 1943 amounted to $67,283,965, an increase of 52% above the gross of $44,141,709 for the same period of 1942, David Sarnoff, president of RCA, told that company's stockholders at their annual meeting, held in the RCA Bldg., New York, last Tuesday.

Net profits before taxes, he stated, were $8,896,111 for the quarter, up 18% from the net before taxes of $7,564,533 for the previous year's first quarter. But, he added, an increase of 29% in provisions for Federal taxes for the quarter reduced the net profits after taxes to $2,666,733, a decrease of 3% from last year's net after taxes of $2,606,758. Earnings per share of common stock for the quarter were 12.9 cents this year as compared with 13.4 cents last year. Estimated Federal income taxes for the quarter were 46 cents a share this year, 35 cents last year.

All-Out for Victory

Reviewing RCA's activities in this second year of war, Mr. Sarnoff said that "our every effort in manpower and facilities is concentrated on our country's goal for victory." He pointed to a display of flags received by RCA for meritorious service: three Army-Navy "E" flags won by the RCA Victor Division plants at Camden and Harrison, N. J., and by the Radiomarine Corp. of America in New York, and the United States Maritime Administration "M" pennant and Victory Flag also awarded to Radio-marine.

Stating that on May 1, 1943, RCA personnel numbered 38,027, an increase of 9% since the beginning of 1942, Mr. Sarnoff said that 4,589 RCA employees have joined the country's armed forces. The stockholders present joined him in a moment's silent tribute to the 19 who have given their lives to the nation's cause.

RCA has had "no strikes, no disruption of production and little absenteeism," Mr. Sarnoff reported, adding that a survey in the Philadelphia-Camden area showed RCA to have the lowest absenteeism of any company studied, with less than 1%, whereas other industries went as high as 12%.

Termin RCA's plants "giant arsenals of radio," he said that the RCA laboratories are developing new instruments for armed forces of the United Nations, the most modern radio equipment in the world and the company's factories are turning out radio-electronic apparatus for planes, submarines, tanks, jeeps, battleships, PT-boats and mechanized units. Relieving men for other essential work, RCA is enlisting more women in its plants, he said, citing the program for training women radio technicians organized in cooperation with Purdue U., with 87 women now enrolled in the course, completion of which will qualify them for immediate assignment as engineering aids in RCA plants.

News Interest Up

"Speaking of broadcasting, "the form of radio most closely associated with our daily lives," Mr. Sarnoff said: "The American people, because of a free radio and a free press, are the best informed in the world. The tremendous public interest in news has led to great expansion of news broadcasts. Radio has become the public ear to the war." RCA's broadcasting services, NBC and the BLUE, he said, "by their contribution of time, facilities and talent, are participating daily in the war programs both at home and abroad. Thousands of special wartime announcements have been broadcast by both NBC and the BLUE. War bonds totaling many millions have been sold and continue to be sold as a direct result of radio appeals."

Tribute to Sponsors

Mr. Sarnoff also paid tribute to the advertising sponsors, who continue, he said, "in wartime as in peace, to be keynotes of the American system of broadcasting. To them a salute is in order, for they are responsible for much needed programs to entertain the people of this country amid the tiring tasks of war. Many of their programs are being shortened to the American forces overseas.

RCA Communications, in cooperation with the Government, provide transmitting and receiving facilities for military and other Government departments, Mr. Sarnoff stated. In addition to the company's radio-telephone circuits that link the United Nations, RCA radio-photo circuits operate between New York and London, Stockholm, Moscow, Cairo, Hawaii and Australia, and America's cultivation of science which is proving to be its salvation in the men of science have thrown up ramparts around Victory, and have provided armor for the preservation of liberty. To this country, the most powerful industrial nation in the world, competent to be the arsenal of Democracy.

"When the first story of wartime radio told to RCA, I believe, will be the symbol of 'first in war' in all phases of radio—research and invention, engineering and development, of directions, and of communication. Our job ahead is to maintain RCA and radio 'first in peace.'"

To Redeem "B" Stock

On the company's financial affairs, Mr. Sarnoff reported that the Board had voted to redeem the 11.4% of "B" preferred stock on July 1, after which its capitalization will consist of 900,000 shares of $3.50 cumulative first preferred stock and 13,981,016 shares of common stock. On April 15, he said, RCA sold its remaining shares in Radio-Keith-Orpheum Corp. for $6,495,747, approximately the value of the radio-telegraph circuits that were carried on RCA's books. He also mentioned the Supreme Court's dismissal of the suit of the Department with the Government, which later entered into in 1932 by the Government, RCA, General Electric Co., Westinghouse Mfg. & Electric Co. and other companies in the settlement of the anti-trust suit.

Stockholders reelected Gano Dunn, Edward F. McGrady, De Witt Millhauser and Edward J. Nally to the board of directors for new three-year terms, ending April, 1946. Arthur Young & Co., RCA's present auditors, were chosen to conduct the independent audit of the company's books at the end of 1943.

Statement of consolidated gross income of RCA Victor, contained in the company's annual report, shows that of the total of $197,024,056, RCA derived $85,613,610 from its broadcasting companies, NBC, and NBC Manufacturing Co., totaling $122,595,897, communications, $14,497,197, and other source $7,317,352. The broadcasting revenue was 8.6% greater than in 1941.

$1,000,000 Manuscript

ARTURO TOSCANNINI's manuscript of his arrangement of "The Star-Spangled Banner" offered to the highest bidder in War Bond auction. The manuscript, a recording of a concert of the NBC Symphony Orchestra, went to William T. Grant, Kansas City, for an estimated $1,000,000 in War Bond auction. The highest bid was entered through NBC affiliate, KXW, of Kansas City, on behalf of the half of the insurance company which he heads. Presentation of the manuscript was made by Niles Trippell, NBC president, at the May 2 broadcast of the NBC Summer Symphony. Easter concert resulted in $10,180,016 in War Bond sales for seats in New York's Carnegie Hall.
Ten Thousand Watts on 1010 KC.*

Clear Channel.

New RCA 10 E Transmitter.

The only Columbia Station in Arkansas.

The Arkansas Station with the Greatest Coverage.

KLRA

LITTLE ROCK, ARK.

Affiliated with The Arkansas Gazette

Represented Nationally by The Katz Agency, Inc.

New York • Chicago • Detroit • Atlanta • Dallas
Kansas City • San Francisco

*5,000 Watts at Night.
Listening Boards Will Assist
In 1944 Peabody Selections

Regional Groups, Chiefl y of University People. To Report on Programs Within Their Areas

AN IMPORTANT departure in the methods of selection of winning programs will be followed in the future by the George Foster Peabody Awards Board, according to an announcement by Dean John E. Drewry, School of Journalism, U. of Georgia, following last week's announcement of 1943 honors to WOC in Columbus. The university, with the cooperation of the NAB, makes the annual awards.

To aid the board in its selections, listening boards are being set up in institutions of higher learning over the country. At least twice and possibly three times each year, members of the listening groups will make reports as to significant broadcasting activities within their respective areas.

Editors, Publishers

Method of selection in the three years the Peabody awards have been given has been through a board consisting principally of editors, publishers and representatives of advertising and broadcasting.

Awards in 1943 [BROADCASTING, March 28] as announced to the public at the Institute for Education by Radio last week went to Dr. Charles Collingwood, CBS correspondent, for "outstanding reporting in the news"; The Man Behind the Gun, CBS, for "outstanding entertainment in drama"; The Standard Symphony, NBC Pacific Coast, for "outstanding entertainment in music"; A Field With Faraway Mac, weekly series on WHA, Madison, Wis., for the "outstanding educational program"; Our Hidden Venerable Disease, a three-episode series on KOAC, Corvallis, Ore., for "outstanding public service program by a local station—1,000 watts or under"; The Home Front Report, weekly program on WGBR, Charleston, W. Va., for "outstanding public service program by a regional station—up to 10,000 watts."

The personnel of the committee thus far completed:

U. of Southern California: Dr. Ivan Rand, chairman; School of Journalism; Dr. Max T. Krome, assistant director of the School of Music and Director, radio department; and Herbert E. Farberman, cinematography department.

U. of Georgia: Miss Carolyn Vance, assistant professor of journalism; Hugh Hodgeson, professor of music; Dr. Albert Sore, professor of political science; Dr. B. G. Williams, professor of sociology; and W. P. Butler, assistant professor of journalism.

U. of Illinois: F. S. Siebert, director, School of Journalism; Frank E. Scholer, journalism instructor and program director, WILL; Lambert F. Deming, director of music, WILL; George Jennings, professor of education, Northwestern; and Alred McFarland, program director, Chicago, and Albert Crews, director, radio department, School of Speech, University of Illinois.

State U. of Iowa: Wilbur L. Schramm, director, School of Journalism; Charles L. Sanders, assistant professor of journalism; H. Clay Harshbarger, assistant professor of speech; Mrs. Pearl Bennett Evron, program director, WSUI; Carl H. Menzer, director, WSUI.

Mark Elbridge, vice-president and general manager, Louisville Courier-Journal and Times; Joseph N. Jackson, literary editor, San Francisco Chronicle; Waldemar Kaempfert, science editor, New York Times; Alfred Meyer, publisher, New York City; Dr. E. Keith Tyler, director of evaluation of college lecturers, Ohio State U.; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, president, "Yaddo" (artists and writers foundations, Saratoga Springs, N. Y.); Edward Woeke, editor, Atlantic Monthly; Earl Gladie, chairman, NAB committee on committees; and Dr. S. V. Sanford, Chancellor, University System of Georgia.

The Peabody awards are designed to give educational recognition and encouragement to the broadcasting industry and to perpetuate the memory of the benefactor and life trustee of the U. of Georgia.

Additional regional committees will be announced later. Mrs. Dorothy Lewis, coordinator of listener activity, NAB, is in charge of this activity.

"Lone Ranger" Award

GENERAL MILLS, Inc., Minneapolis, has presented a certificate of merit from the New Jersey Women's Press Club for the Lone Ranger children's program, sponsored on the Blue Network in behalf of Cheriolets. Awards also went to Lisa Sergio, commentator of WXER, New York, and Womanpower, CBS, presented in cooperation with the War Manpower Commission to help women find places in the war effort. Presentations took place at a luncheon in Newark, N. J., May 8, which featured an address by William C. Cot- with, assistant to Dr. James T. Angell, NBC public service committee; and poster by "Should American Radio Teach?"

Thomas Honored

LOWELL THOMAS, BLUE commen- tator, received the annual award of merit of the Poor Rich- ard Club at a banquet meeting of the Philadelphia advertising group, May 4. The "Poor Richard Silver Medal and Citation of Merit," was bestowed in recognition of "outstanding achievement in current literature, the art of reporting and appraising current events, and to the radio and motion picture art." Mr. Thomas presented his regular news program, sponsored by Sun Oils, to the audience of the meeting, through WFIL, Phila- delphia.

NAB Women Meet

INCREASING NEED for women in the services was stressed by Capt. Ruth Morton of WAAC, and Lt. Hazel Markel, Radio Division of Navy Public Relations, at the first annual meeting of the Assn. of Women Directors of NAB held April 29 during the NAB War Conference in Chicago. The group re-elected its slate of officers: Ruth Chilton, WSYR, Syracuse, presi- dent; Mrs. B. L. Wiegardt, WTAG, Wor- center, secretary; Rhea McCarthy, WCOL, Columbus, treasurer; and Renae Kelling, assistant coordinator of listener activities of NAB. The re- sults of a special study on women's audiences were distributed at the meeting.

JOHN KIERAN, "expert" on Infor- mation Please, NRC program spon- sor, spoke for the New York Sun, has been named a member of the commit- tee on public interest of the Com- munity Service Society of New York.
ACTUALLY—THERE'S A FISH THAT CLIMBS TREES!—

BUT—THERE IS NO RADIO STATION IN CHICAGO OR DETROIT THAT COVERS THE GRAND RAPIDS-KALAMAZOO AREA!

We wouldn't go so far as to say that average radio sets in the Grand Rapids-Kalamazoo Area can't pick up a Columbia program from Detroit or Chicago. All we say is that the vast majority of them don't.

Figure it out for yourself. If you had a bad "fading" condition in your neighborhood (as we do here in Western Michigan)—and if you had a really good Columbia station within a few miles of you—would you trouble to tune to another Columbia station say 150 miles away?

WKZO is a 5,000-watt station, on 590 K.C., broadcasting the best of Columbia and local offerings from the center of the second richest big market in Michigan. Let us—or Free & Peters—show you why we're your one best bet for Western Michigan!

WKZO covers all Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Life Reports 91.9% Radio Families

Market Data Covers Impact of War On American Life

ONE YEAR after Pearl Harbor, according to a report issued last month by Life magazine under the title "The Impact of War on American Families," 81.2% of the families reported at least one member in the armed forces and 19.8% had at least one member engaged in war work.

Home radios were reported by 91.9% of the families, although 4.2% of these reported their sets out of order.

Other pertinent data included the fact that 5.5% of all reporting families had shifted from below to above the $2,000 cash income level, 46% of all families reported higher incomes; 50.2% owned cars, but 59.9% of the homes were out-of-order, with 65.3% of the families still operating their cars estimating present tires would not hold up for more than another year.

Impact on Cross-Section

Preface of the 60-page report, signed by H. D. Everett Jr., research manager of Life, describes the study as "a measurement of the war's impact on a cross-section of American families." It was taken by the Magazine Audience Group about a year after the attack on Pearl Harbor during the regular interviews for Life's "Continuing Study of Magazine Audiences." Study was conducted by Crossley Inc.

Detailed report of radio ownership and operation reveals that of 5,971 families reporting, 5,897 had radios in working order, 228 had out-of-order sets, and 484 of the homes were without radios. When the homes are broken down by economic levels the report reveals that all "A" and "B" homes had radios in working order. Of the out-of-order sets, 8.6% were found in "C" homes, 48.4% in "D" homes and 50% in "E" homes. Of the radioless homes, 3.5% were in the

RADIO ADVERTISERS

Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Representatives
WEED & COMPANY


Page 24 • May 10, 1943

BROADCASTING • Broadcast Advertising
This grimly humorous insignia represents one of the most exciting units of America's fighting services... the Motor Torpedo Boats. Roaring out of the morning mists, or the blackness of the midnight hour, these swift and deadly MTB's have played havoc with the pride and joy of Tojo's navy. And the men who run these greyhounds of destruction are the epitome of any young boy's hero... tough, and smart, and daring. The brilliant exploits of these boats and their crews will require a lengthy chapter when the full story of this war is finally written.

For more than 18 years, WTIC has served the people of Southern New England faithfully and well. During that time, WTIC has established... and adhered to... an unusually high standard for both informative and entertainment programs. The resulting listener-loyalty, combined with the fact that family income and radio ownership here are far above the national average, means that your advertising message over WTIC's facilities is more than an invitation to sales... it is a direct and immediate creator of them. That is why we continue to remind you that

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood.
**Merchandising & Promotion**

**WGAN Campaign**

LOCAL advertising campaign of WGAN, Cleveland, to focus attention on programs and personalities featured by the station was centered around two-column insertions in various Cleveland daily papers including pictures and stories of two programs in each of the different ads in a four-week period. Double-sized car cards appeared in over 1600 streetcar and buses in Cleveland in various colors, each carrying pictures of four different program personalities heard on given nights.

A similar set of cards bearing the words “Buy the brands they advertise” were displayed in Cleveland retail drug, grocery and department stores selling the products advertised on WGAN. In addition, movie trailers showing time and features of outstanding nighttime programs were shown at a downtown theatre, and over 450 chainbreaks emphasized daily programs which were being plugged in the newspapers. M. M. Scott, assistant executive of the Cleveland office of Fuller & Smith & Ross Inc., handled the promotion.

**Hats and Cats**

BOOKLET containing advice on spring hats and coiffures, offered on Peggen Fitzgerald’s Strictly Personal programs on Mutual, will be followed up by another on summer hats, which will also include information on the care and feeding of cats. Spring booklet was requested by over 11,000 women.

**Listener’s Guide**

A LISTENERS GUIDE containing editorial and news stories about station and network programs and personalities is mailed by WKNE, Keene, N. H., to a paid subscription list, station charging 10c for six monthly issues. After three months WKNE pronounces the idea a success.

**Ten Thousand Hats & Cats—Air Change**

**Drama Champ—Extra-Curricular**

TEN thousand promotional cards with push-button tabs attached have been printed by WTOP, Washington, in connection with the recent change of call letters from WJCS to WJJS. There are nine sets of the WTOP cards on three sizes on each card. These letters have been sent to the 235 radio servicemen and radio retailers in the Washington area with sets of ten cards enclosed. Plugs are given at station breaks and during local shows urging listeners to request the tabs. Those phoning in pledges during a recent War Bond selling day at the station were sent a set of tabs.

**Change in the Air**

WORCESTER Mass., really felt a recent “change in the air.” WTAG switched its network affiliation and used all media—newspaper ads, posters, movie trailers, announcement to notify the public. Teaser campaign using slogan “next week more than ever, you’ll want to listen to WTAG” preceded the change, with “now more than ever” week following. Network air celebrities sent transcribed greetings for broadcast, and a two-minute introduction publicizing CBS shows accompanies all newscasts. Sunday Telegram devoted the entire radio section to the campaign, with dailies giving their radio pages to it.

**Extra-Curricular Public Service**

PUBLIC SERVICE to Charlestonians by WCHS, Charleston, W. Va., took the form of a window display on a busy downtown street which explained the workings of point rationing. Obtaining about 2500 addresses from a solicitation ad in the newspaper, the station sent a kit containing a card listing the weight and number of points, and a leaflet which explained how to buy the can attached to the kit.

**MISSION ACHIEVED**

shouts this task force of community leaders over a four-station network, originating at WKY, Oklahoma City, when news arrived that Oklahoma City had subscribed more than $40,000,000 to underwrite construction of the cruiser USS Oklahoma City. In the front row (l. to r.): Dan Hogan, president, City National Bank & Trust Co.; King Price, Norman, Okla., bond chairman; Robert A. Hefner, mayor, Oklahoma City; Mrs. George Key, A.W.S. chairman; Robert S. Kerr, governor of Oklahoma; Gayle V. Grubh, manager of WKY; Orrin Simon, advertising manager of the Oklahoma City Chamber of Commerce task force. Back row (l. to r.): H. J. Jones, collector of Internal Revenue; G. R. McAlpine, fire chief; J. I. Meyerston, Oklahoma Publishing Co., advertising and promotion manager; Lt. Com. Frank Adam, Navy recruiting officer; Hugh Harrell, War Savings Staff county chairman; George Green, War finance committee district secretary.
Mr. J. C. Eggleston  
Radio Station WMC  
Memphis, Tenn.

Dear Joe:

It isn't often that I write to station managers regarding their station promotions; in fact, this is the first time I have ever done so. However, I was so impressed with your recent WMC brochure entitled "For Your Facts File," that I did want to congratulate you on it.

This booklet contains all the necessary station information, presented in a concise, accurate and usable manner, and in exactly the way in which both the Radio Executives Club and the AAAA Time Buyers Committee, with which I am associated, desire them. The coverage maps give all of the necessary information in a picture which we can readily accept, and your audience figures also give some interesting basic information on WMC.

I am also glad to see that you have eliminated the usual useless engineers' and receptionists' pictures, which take up so much space and don't mean a thing as far as we are concerned.

If all stations would follow your example and give us booklets like this on their stations, our files would not be cluttered up with useless material and the buying of time would be a pleasure. So, thanks very much and here's hoping that the others will follow your lead.

With heartiest approval and congratulations, I am, with kindest regards,

Very sincerely yours,

John D. Byrne  
Radio Department

This letter, from one of the nation's outstanding time buyers, is entirely unsolicited, and does not represent an endorsement of Radio Station WMC. It is, however, a high tribute to WMC's latest BOOK OF FACTS — a publication which should interest alert agencies and advertisers the country over. Radio Stations, interested in securing a copy as a guide for similar publication for themselves, may have one without cost or obligation by writing WMC, Memphis, Tennessee.
Another key area...

KGDM

"VOICE OF CALIFORNIA'S ONLY INLAND SEAPORT"

Westinghouse

PLANTS IN 25 CITIES OFFICES EVERYWHERE
Today, the versatile Stockton area is "doubling in brass" for Victory. From its fertile farms come needed foods; from new war plants flow weapons for fighting men.

To this vital area, KGDM's new Westinghouse 5-HV transmitter is speeding news, information, entertainment . . . substantially increasing the range of the "Voice of California's Only Inland Seaport."

The skill and experience that has made these fine Westinghouse transmitters the industry's measure of performance are now engaged 100% on war duty; will be until the Axis calls it quits. "Walkie-talkies", radio locators, aircraft transmitters . . . many types of radio apparatus for war are now flowing from the plants of Westinghouse to major fighting fronts.

To wage war more effectively, Westinghouse radio research talent is probing deep into the field of electronics. And one thing you can count on is this—when the story can be told and Westinghouse war-born developments revealed and turned to peacetime use . . . the radio industry will benefit to the full.

TIMETABLE OF PROGRESS
KGDM—STOCKTON, CALIFORNIA

1926—5 Watts, 3 daytime hours daily.
1928—To 50 Watts.
1930—To 250 Watts.
1936—To 1000 Watts.
1943—To 5000 Watts with Westinghouse 5-HV Transmitter. Becomes principal CBS outlet for Central Valley Section of California.
Shunning Subsidy

THE BROADCASTING industry does not seek succor from its Government in the way of subsidy, direct or indirect but will try to use its own ingenuity in solving the financial problems of its “loser” stations. That was made abundantly clear at the NAB War Conference in Chicago when practically unanimous opposition was expressed to any direct Government purchase-of-time plan.

Now comes Senator Bankhead, of Alabama, with his well advertised bill for a $25,000,000-$30,000,000 fund to be spent for newspaper advertising, half of it in small newspapers—journalism’s counterpart of radio’s “loser” stations. The measure makes no provision for radio. Mr. Bankhead says he can’t make the bill all-inclusive; that perhaps other media in trouble can be cared for in supplementary measures, or perhaps through amendment of his measure.

Radio, as the NAB conference so pointedly expressed itself, wants no part of the Bankhead plan, or any other subsidy. There is extreme doubt whether his proposal will get to first base anyway. ANPA, at its convention last month, took almost identical action on the subsidy issue. These expressed attitudes, and the fact that the Bankhead measure makes no bones about stating that the money is to be spent for publication “in connection with such; advertising of information, sales arguments and appeals relating to and promoting or encouraging such sales” of Treasury bonds and other Government promotions, augurs for rather stalwart opposition.

Yet radio has a right to resent the discriminatory nature of the proposed legislation. Again it’s a case of concluding that radio, as a licensed medium, must give its time away. Or perhaps it’s because radio hasn’t made an impression upon those in politics as a fighting medium.

All other considerations aside, the problem of the small station, in outlying areas, is tough. The War Conference action, while it maintained the laudable policy of a free and “unkept” industry, nevertheless doesn’t pay the bills of stations in the red or alleviate their manpower troubles. The station owners, while they have kept their self-respect, in some cases unquestionably feel they are just as far away from a solution as ever.

The statistics gathered by the FCC and cited at the War Conference failed to reveal that the difficulties of these smaller stations are worse than a year ago. But the outlook is bleak, with the descending spiral in local business, and with national business practically nonexistent for these outlets. Most of these stations have been chronic losers, it was shown.

Several proposals for alleviation of the problem were advanced in Chicago. Most of them were not premised on sound business. Those which proposed that national advertisers buy all small stations were impractical. On the other hand, we have always felt that the better secondary markets would be bought nationally, if properly packaged, promoted and sold.

The NAB meeting did the only thing it could do—urge Government agencies to process programs dealing with the war effort which can be sold locally and nationally. The biggest problem of the minor market station is manpower. Competent programming personnel is scarce. The Government, on the other hand, can pre-fabricate its programs in the same way it makes mats available to local newspapers for advertising sponsorship. The NAB also authorized a committee to set up machinery for the pooling of salable ideas for these stations.

The pinch may get tighter before it gets easier. The FCC, we feel, should ask Congress to amend the law (particularly in the light of legislative hearings on the White-Wheeler Bill this month) to allow stations in economic straits to suspend operation for the duration without prejudice to their return to the air when the war is won. The FCC says this can’t be done under the existing law.

Concerning Copy

SCAN the breakdown of broadcast advertising last year—or for any recent year—and you’ll find that substantially half of the industry’s volume comes from the food, drug and cosmetic fields. The industries are radio’s leading customers.

It behoves broadcasters, therefore, to know more about the advertising and exploitation problems of their best customers. These manufacturers of branded or “proprietary” products have regulatory headaches of their own, quite apart from those confronting broadcasters in the handling of such business. These inhibitions and restrictions affect their radio commercials as well as printed word advertising.

Leading authority in this field is Dr. Frederick J. Cullen, executive vice-president of The Proprietary Assn., 61-year-old trade group which has performed outstanding service for its members in matter of state and Federal regulation of these fields. Nine years ago the Association inaugurated its present activities in the self-regulation of members’ advertising. Success of its activities is reflected in diminution of formal complaint.

Dr. Cullen’s organization has as its objective keeping its members out of the kind of trouble which follows when advertising copy oversteps the bounds of legality or good taste. He has censored thousands of proprietary medicine advertisements, and is the leading authority in this work.

In this issue we publish an article by Dr. Cullen on the legalities and lawbreakers and pitfalls that confront the uninitiated copywriter who tries to hit the ball with every script or layout. He gives the legal whys and wherefores in a valuable reference guide to all who come in contact with advertising copy. We commend it to all radio people who carry responsibility for what is said over their microphones. It should be preserved—and applied.

John L. & Jimmy

PRESIDENT ROOSEVELT, in his Fireside Chat last week on the coal miners’ crisis, called attention to the “no strike” pledge of labor unions shortly after Pearl Harbor. He termed the United Mine Workers’ action a breach of faith.

Those words of the President apply apply to another kind of “strike” having a distinct and direct bearing on the war effort. When AFM Czar James C. Petrillo forbade members of his union to record for transcriptions of phonograph records last Aug. 1, he called a strike. It has been in effect since. Not a single transcription or phonograph record for cus-
MRS. ROYAL MILLER, wife of the owner of KROU, Sacramento, is acting as manager in the absence for the duration of Bill Thompson, who is in the Navy as a commissioned officer. D. E. Landy, sales manager, is acting in an advisory capacity to Mrs. Miller.

CAPT. GRIFFITH THOMPSON, general manager of WBVN, Brooklyn, before joining the Special Services of the Army, in Ohio Hospital, Staten Island, N. Y., underwent treatment for head injuries in a shell several weeks ago.

F. J. HEALY, former vice-president in charge of the lighting division of Sylvania Electric Products, New York, has been appointed vice-president in charge of operations. In his new position, Mr. Healy will be responsible for all manufacturing operations in both the lighting and radio-tube divisions.

J. J. CLAREY Jr., foreign advertising manager of Bristol-Meyers Co., New York, and recently elected president of the Export Adv. Assn., has been named chairman of the committee on radio and press, a division of the Export Division of the World War Committee, for the New York metropolitan district. Foreign Trade Week will be observed May 22 with special meetings to be held at the Hotel Astor, New York.

JACK HOWELL, former manager of WHNL, Oklahoma City, has joined the Navy and is taking basic training at Camp Peary, Williamsburg, Va.

SIDNEY DEAN, former account executive of J. J. Clarke-Thompson Co., New York, is a recent graduate of the Army Air Forces OCS.

FRANK FENTON, time salesman for WLW in New York, is now attending the Army Air Forces Officers' Candidate School at Miami Beach.

DR. AUGUSTIN FRIGON, assistant general manager of the CBC, Montreal, will spend two weeks in Jamaica making a survey and recommendation of the possible establishment of radio broadcasting services on the West Indian island. Dr. Frigon has been requested by the Canadian government to advise on the best type of organization from the technical and administrative points of view.

ARTHUR SIMON, general manager of WPEN, Philadelphia, has gone to the Mayo Clinic at Rochester, Minn., for a two-week physical check-up.

DAN PARK, former salesman of KKYW, Philadelphia, graduated from OCS last week. He is father of a baby girl born during his active duty in the Army.

KEN KENNEDY, account executive at KTMS, Santa Barbara, has been transferred from that station's Denver Station, and replaces A. E. B. Forte, recently inducted into the Army.

JOHN W. ELWOOD, general manager of KPO, San Francisco, is on leave to take a trip to New York and Washington, D. C., expecting to return about the middle of May.

MERWYN MCCABE, account executive of KFRC, San Francisco, recently left his father, the late Mr. McCabe.

ENSIGN JOSEPH H. ZIASS, attached to the War Plans Section, Office of Naval Communications, Washington, D. C., was promoted to rank of lieutenant (j.g.). He formerly was with the radio law firm of Louchs & Scharfield.

MILLER McCLINTOCK, Mutual president, has been appointed a member of the executive committee of the Federal Radio Educational Committee of the U. S. Office of Education.

HUGH GAGE of the sales department of CKWS, Kingston, Ont., has been transferred to the commercial department of CFCH, North Bay, Ont.

HAROLD LEVEY, of Washington, D. C., and Mrs. Edgar T. Hanson have joined the sales department of WOL, Minneapolis.

DON S. ELIAS, executive director of WWNC, Asheville, N. C., has returned to his desk after a tonsil operation.

LEWIS F. CURTIN, formerly with HDO and NERB, as ex-radio publicity head of the New York World's Fair, has been advanced to the rank of lieutenant colonel at Camp Wheeler, Ga. After brief service with the radio branch of the War Department Bureau of Public Relations, Col. Curtin requested troop duty and has subsequently earned promotions at Camp Wheeler as commanding officer of the Tenth Training Battalion.

LEWIS W. WATERS, formerly vice-president in charge of research and development of Allied Foods Corp., New York, has been named to the newly created post of vice-president in charge of scientific relations. Thomas M. Hector, formerly manager of the company's central laboratories in Rochester, has been named director of research and development. Mr. Waters' new position comes in recognition of the increasing importance of a scientific approach to the basic problem of this industry.

BENNET LOWRY, former office manager of AFL-Radio, Inc., New York, and former director of the radio division of the Office of the Coordinator of Inter-American Affairs, has joined CBS as employment manager, according to an announcement last week by Francis C. Barton Jr., CBS personnel manager.

J. J. CLAREY JR., who resigned in February, 1942, as president of Empire Broadcasting Co., has been re-elected head of the association at its annual meeting in New York Wednesday, April 26. All other nominations on the slate (BROADCASTING, April 26) were elected.

Wm. D. Murray

WILLIAM D. MURRAY, 42, vice-president of the Hudson Adv. Co., New York, and on May 2 at his home in Yonkers, N. Y. Mr. Murray joined the agency, which was founded by his father, after his graduation in 1921.

He is survived by his parents, his wife, a sister and two brothers.

FDR Miner Rating

PRESIDENT ROOSEVELT's four network address on the coal strike May 2 was heard by a listening audience of 10,001,000 persons, according to a survey made by C. E. Hooper Inc. and released by CBS. Rating of 56.7 compares with report on the President's Lindbergh birthday talk, Feb. 12, which received a Hooper rating of 57.1. Presidential talk on Washington's birthday was rated at 46.2.
HOWARD GRAY, chief announcer of KPVD, Los Angeles, is the father of a girl born April 19.

ALVIN WILDER, news analyst-commentator, on April 30 started a twice-weekly quarter-hour commentary on KFI, Los Angeles, Friday, 5:30-6 p.m. (PWT), and Sunday, 10:45-11 a.m. (PWT), in addition to his four-weekly series on KCBS, that city.

WILLIS O'BORN, formerly in charge of BLUE Hollywood mailroom, has been shifted to that network's announcing staff as vacation announcer.

ABBOTT TESSMAN, Hollywood announcer on the four-weekly quarter-hour Raymond Graham Swing program, sponsored by Socony Oil Co., on WHITE stations, has been inducted into the Army. Henry A. (Hank) Weaver has taken over Mr. Tessman's duties.

TOM BREENE, Hollywood m.e. of the six-weekly Breakfast at Sardi's cooperatively sponsored on BLUE stations, in late April received the honorary title, "Commander of Hollywood Flight Squadron, U. S. Navy," in recognition of recruiting work for that branch. A squadron was organized from applicants whose enlistments followed Breeneman's talk on opportunities in naval aviation during a recent broadcast.

FAYE SILVER, of KROY, Sacramento, has joined KHUR, Watsonville, Calif., as director of Women's programs.

MILLS, musical director of the weekly NBC Fibber McGee & Molly, sponsored by S. C. Johnson & Son, Inc., has been elected Southern California vice-president of Beta Theta Pi, social fraternity.

RAY ROGERS, program manager of WOFI, Bristol, Tenn., was named "Bristol's Leading young 1942 citizen" by the Junior Chamber of Commerce. He was cited for his work promoting 15% War Bond Savings. Red Cross, Salvation Army, and the Junior Chamber of Commerce.

ELIZABETH HART and Louis Rowen, staff announcers of NBC, Chicago, were married at Waukegan. Ill.

WILLIAM B. RAY, director of news and special events of NBC, Chicago, is the father of a boy.

ROB KESTEN, program director of CKWS, Kingston, Ont., has been commissioned a lieutenant in the Royal Canadian Corps of Signals, and is training at Three Rivers, Que., and Brockville, Ont. Before joining CKWS he was a freelance producer at Toronto, and with Arndel Adv. Agency, Toronto.

CX STRANGE, formerly of CEGH, Timmins, Ont., has been appointed program director of CKWS, Kingston, Ont.

VERNON BARTLETT, BBC news analyst, and a member of the British Parliament, will be heard on the May 20, his arrival in this country for a lecture tour. This will be his third visit to America.

PHIL CLAYTON, of CKCR, Kitchener, Ont., has been appointed program director of CKWR, North Bay, Ont.

PAUL WHITEMAN, BLUE Network musical director, was in San Francisco the latter part of April to confer with KGO Manager Don Searle, Bob Dwan, program manager, and other executives on plans for musical programs originating in San Francisco.

BETTY BERRY has joined the sound effects and transcription department of WEZ, Boston.

CECIL WOODLAND, continuity director of WSNY, Schenectady, on April 10 married Anne Graber, of Schenectady.

GEORGE THERINGER, sports commentator of WSNY, Schenectady, has enlisted in the Marines and will be succeeded by Carol (Pink) Gardiner, former light-heavyweight wrestling champion.

MARY LOU EVANS, new to radio, has joined WXTG, FM affiliate of WTAG, Worcester.

KATE SMITH, CBS star of two General Foods programs, marked her twentieth year on the air May 1—her 33rd birthday. Actual celebration took place April 30, on her regular Friday night program, now originating temporarily from the West Coast. Agency for Kate Smith's programs is Young & Rubicam, New York.

AL ROBINSON has returned to the announcing staff of WRGB, Augusta, Ga., and Bill Wolford, staff vocalist, is now announcing in place of Dick Goode who joined the Army.

STELLA HOLOWELL, writer, following a four-year absence, has rejoined continuity department of KIIM, Santa Barbara, Cal., and is assigned to Women's Page of the Air.

ROLAND J. SCHUMACHER, head of the traffic education division of the St. Louis Police Department and conductor of the weekly program, So It Can't Happen to You over KXOK, St. Louis, has been promoted to the rank of lieutenant. Landis Wilkinson, announcer, has received orders to report for active duty as a flying cadet in the Army. He will report to Camp Sheppard, Texas, for preliminary training.

MAX MELLINGER, former announcer of KFOG, Long Beach, Calif., has joined KFDB, Los Angeles.

BETTY BREWER of the KXOK, St. Louis, continuity department, was married last week to Lt. Paul Ley of the Army Air Forces. They will live temporarily in Colorado.

PVT. WALTER WINKOPP, announcer-producer known as Walter Windsor when on WMCA, New York, WSBN, Birmingham, and KLO, Salt Lake City, is now handling a weekly all-soldier show, Full in for Fun, over KVEC, San Luis Obispo, Cal., where he is stationed with the 33rd Special Service Unit. Pvt. Eddie King, formerly with KPO, San Francisco, is in the same unit.

BOB KNOX has joined the announcing staff of WIBG, Philadelphia.

JOANNE ROBERTS succeeds Franklin D. Little, now an aviation cadet, as traffic manager of KTRK, Phoenix.

HUNTER CATCHCO, formerly of KPAB, Larelle, Ia., has joined announcing staff of KFVU, Los Angeles.

ERNIE MORGAN, production manager of CBR, Vancouver, has been appointed Pacific Region program director of the Canadian Broadcasting Corp. Andrew Allan, CBS Pacific Region director, is the chief, succeeds Morgan as CBR production manager, while retaining control of the drama division.

DAVID MANNING, announcer of KFVD, Los Angeles, is the father of a boy born April 27.

BROADCASTING • Broadcast Advertising
THE FIRST
100 SPONSORS
ARE THE
HARDEST!

100th Sponsor Signs Up
Radio’s Most Sponsored Program

Last week Fulton Lewis, Jr., Mutual’s Washington Commentator, accepted his 100th current sponsor, making the newscaster radio’s “most sponsored personality.”

Lewis’ commentaries (Monday through Fridays, 7 P.M. EWT) are cooperatively and locally sponsored in individual cities by different advertisers, ranging from a men’s hand laundry to a concrete construction and supply company.

His radical innovation in sponsored broadcasting soared under the impetus of typical Lewis’ scoops. Proof of his ability was noted this year when the Alfred I. DuPont Radio Commentator Award for outstanding reporting of the news was awarded to...

FULTON LEWIS, JR.

... tell him at your one time quarter hour rate per week. Wire or write WILLIAM B. DOLPH,

WOL
WASHINGTON, D. C.

Originating from WOL Washington, D. C., affiliated with the MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising
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FRED SCOTT, announcer of WKRC, Cincinnati, has reported to the Army in Louisville, to enter OCS. It was erroneously reported in the April 20 issue of Broadcasting that Fred Dodge, who is program director of WKRC, had been inducted. He is still on the job.

JACK MOSMAN, an assistant director in network operations, resigned from CBS April 30 to join the Navy as an ensign, after seven years with the network.

BILL REID has joined CKMO, Vancouver, as announcer, coming from CKWS, Kingston, Ont.

KEN BENNERTT, former announcer of KFI, Hollywood, has joined KPIKEA Los Angeles, replacing Rollie Thomas, recently inducted into the Army.

ELLEN TARSHIS, former continuity editor of WKIP, Poughkeepsie, is now with the international division of NBC.

SUBSTITUTING for Velma Michener, mistress of ceremonies of "Budget Brigade" on KLZ, Denver, is Pete Smythe, station's new program director, backed up by Les Wedlans, KLZ music director. Station didn't say whether Denver has a womanpower problem.

ROBERT H. WESSON, publicity director of KGO, San Francisco, has been promoted to manager of promotion and publicity for the station, replacing J. Gilbert Paltridge. Janet Matter, former assistant in the press department, will handle publicity under Mr. Wesson's direction.

JERRY SOESBEE, formerly of WPTF, Raleigh, N. C., has joined the announcing staff of WWNC, Asheville, N. C.

JOHN HENKES has joined WLOL, Minn., as announcer, coming from KYVO, Fargo.

CATHERINE RUTHERFORD, new to radio, has joined WWNC, Asheville, N. C., as copy writer and director of women's programs.

JOHN J. ANTHONY, conductor of the Good Will Hour, is the subject of an article in Saturday Evening Post, which is sponsored by Ironized Yeast Co. on the BLUE on Sunday evenings.

ORRIN E. DUNLAP Jr., director of information of RCA, has contracted to write a book, "Radios 100 Men of Science," for Harper & Bros., to be published next spring.

PAUL BARON, band leader, has joined CBS as a staff conductor.

JOEL CHESNEY, announcer of WINS, New York, has taken on additional duties as assistant production manager. Mr. Chesney was formerly announcer of WAAT, Jersey City, and previously announcer, chief of continuity and traffic manager of WPPG, Atlantic City.

JOE WHITE, onetime singer on NBC's Silverbow program, and now with the network's record library, broke his leg last week, and is recovering at Roosevelt Hospital, New York.

LIEUT. (j.g.) JERRY DANIUZ, former director of publicity of WOR, New York, has been reported on active duty somewhere in the Atlantic. He has been in the Navy for the last year, stationed in the New York area.

JOE NOVENSEN, former announcer of WFMZ, Philadelphia, has graduated from OCS and has been commissioned a second lieutenant in the Army Air Corps.

WALLY SHELTON, former announcer of WCAU, Philadelphia, has received his commission as second lieutenant at the Army Air Force Communications Cadet School at New Haven, Conn., and is assigned for duty in Florida.

LARRY THOMAS, news announcer of WDAS, Philadelphia, leaves this week to join the Army.

ROY PICKETT, former announcer on Detroit stations, has joined KIEV, Glendale, Cal.

NORMAN ROSTEN, poet whose scripts have been heard on NBC's "Cavalcade of America," sponsored by E. 1. DuPont de Nemours Co., has won the Lola Ridge Memorial Award of $100 from the Poetry Society of America. Award was for a group of five "Poems of Our Time."

BILL HART, announcer of WDR, Hartford, has been named president of the station's "Strictly Swing Club," which has more than 15,000 members. Hart succeeds Russell Naughton, who has just entered the Army. The Strictly Swing program is heard each Saturday afternoon for an hour, and the club has been in existence for more than five years.

PAUL J. CLARKE, announcer, has left WTM, Cedar Rapids, Ia., to join KVOK, Colo.

ARNIM POLSTER has left WOAI, San Antonio, to join WTAJ, Norfolk, Va., as announcer. He will be known as Allan Polster. William Warren, formerly with the New York Times, has joined the staff as announcer.

STUART HANNON, traveller-scholar, on May 2 started a weekly quarter-hour news commentary on BLUE Pacific stations, Sunday, 10:45-11 a.m.

CATHERINE SIBLEY, writer, producer and lecturer, has been named director of public service for KPO, San Francisco. She replaces Leonard B. Gross, who has gone into military service.

LOUISE LANDIS, manager of the press department of KPO, San Francisco, recently resigned to join one of the government agencies in San Francisco.

DARYLE HITCHINS, announcer, formerly of KLX, Oakland, Cal., has joined WDES, Philadelphia.

ARTHUR SILVERLAKE, Hollywood radio-film actor known professionally as Arthur Lake, and portrayed by many as the weekly CBS Blondie, in a recent Los Angeles Superior Court action legalized his professional name.

GEORGE CARAKER, news commentator of KPO, San Francisco, recently began a series of lectures on the war situation in the San Francisco Basin.

POLLY WHITAKER, former announcer at stations in St. Louis and Lancaster, Pa., has joined WDAS, Philadelphia.

ARTHUR SILVERLAKE, Hollywood radio-film actor known professionally as Arthur Lake, and portrayed by many as the weekly CBS Blondie, in a recent Los Angeles Superior Court action legalized his professional name.

ROLAND DAWSON, for the last year production manager of WCHS, Charleston, W. Va., was named production manager of WIP, Philadelphia, succeeding Varner Paulson, who went into the Army. Dawson previously was associated for 13 years with WJSV and WOL, Washington, D. C.
Russ Johnston Moves

RUSS JOHNSTON, Pacific Coast program sales manager of CBS, Hollywood, has joined McCann-Erickson Inc., as Hollywood radio director and agency producer on the weekly CBS Grapevine Roscoe, sponsored by Roma Wine Co. Inc. Mr. Johnston will continue, however, in his former post until Donald W. Thornburgh, Pacific Coast vice-president of CBS, Hollywood, returns from current conferences with New York network executives and chooses a successor.

WINS Defense Day

WINS, New York, turned over to the local Civilian Defense Volunteer Office its entire broadcasting time, May 6. While commercials were retained throughout the day, sponsored and sustaining programs were either devoted entirely to airing appeals for the CDVO or carried spot announcements in behalf of the agency's needs.

Centaur Drive for ZBT May Exceed Last Year

CENTAUR Co. Division of Sterling Drug Inc. will start its annual spring and summer campaign for ZBT baby powder May 17, with a slight increase in time purchase over last year. Schedule includes twice-weekly participations on Adelaide Hawley’s Women’s Page of the Air on WABC, New York, and three-week sponsorship of quarter-hour units of Martin Block’s Make Believe Ballroom on WNEW, New York. Hitchhike announcements for ZBT will be broadcast weekly from April 6 to Sept. 1 on Lorena Adams and Young Widder Brown, NBC daytime serials sponsored respectively by Bayer Co. and Chas. H. Phillips Chemical Co. divisions of Sterling. Pedlar & Ryan, New York, handles the ZBT advertising; Bayer and Phillips accounts are handled by Blackett-Sample-Hummert, New York.

Editor's note: This corrects item published in May 3 issue, page 64.

COVERING A BILLION-DOLLAR MARKET!

800,000 PIECES OF MAIL RECEIVED ANNUALLY!
and they not only "write in"
BUT THEY BUY!
600,000 PIECES INCLUDED PROOF OF PURCHASE
AND HERE'S WHY!

KWFT SERVES...
39% OF ALL RADIO HOMES IN TEXAS
56% OF ALL OKLAHOMA RADIO HOMES

"GOOD LUCK" ON ANY SCHEDULE DIRECTED TO THE SOUTHWEST

*5,000 WATTS DAY *1,000 WATTS NIGHT

620 K, THE CHOICE SPOT ON THE DIAL
KWFT WICHITA BROADCASTING COMPANY
Wichita Falls, Texas

National Representative—PAUL H. RAYMER CO.

GEORGIA FULLER, formerly of the program department of NBC Chicago, has been transferred to the international broadcasting division of NBC New York.

JACK COSTELLO, NBC announcer (right), as he receives an Honorary Degree of Litt. D., in recognition of his announcing on The Catholic Hour, from St. Bonaventure College, Olean, N. Y. Presentation was made by Father Thomas Plassman, president (left).

JOHN ELLIOTT, Hollywood writer on the weekly NBC Chase & Sanborn Show, has joined the writing staff of that network.

SOT. LARRY HAYS, writer-narrator of the weekly Mutual Halls of Montezuma half-hour series presented under auspices of the U. S. Marine Corps, and formerly Vallejo, Cal., station manager, has been commissioned a first lieutenant.

HUGH W. MORRISON, former supervisor of talks for the Canadian Broadcasting Corp., Toronto, and now assistant to the president of British West Indian Airways, New York, is the father of a boy.

FRANCES JENSEN, who came to KNIC, Amarillo, Tex., from KSAL, Salina, Kan., as continuity writer, is in addition now teamed with musical director Eddie Baumel at the organ in early morning songs. Don Boles, new to radio, has joined the staff as announcer.

MELVIN DRAKE, manager of KGIF, Coffeyville, Kan., and Dick Campbell, program manager, are fathers of baby boys, and Bert Powell, continuity chief, is father of a baby girl.

RON RAWSON, new announcer of KXOK, St. Louis, will broadcast all home games of the Cardinals and Browns with Frankie Laut, who is now in his third year of play-by-play descriptions on KXOK.

BOB HAFTER has been given the production assignment on the weekly CBS Hollywood Showcase when the series expanded to Pacific stations of the network on April 30.

HELEN WILDERMUTH, BLUE’s head of program analysis, left the network April 7, to join the Red Cross Overseas Military Relief Service as staff assistant, after six years with NBC and BLUE.

EVERETT F. GOODMAN, vice president of Harry S. Goodman Radio productions, has enlisted in the Army and is to take Office training in the Chemical Warfare Corps.

DENNIS DAY, Hollywood vocalist-comedian featured on the weekly NBC Jack Benny Show, is scheduled for an overseas entertainment assignment during mid-June. The half-hour variety series concludes current season with May 30 broadcast.
WASHINGTON SERVICE COMMITTEE of Philadelphia's Poor Richard Club, advertising agency group, discussed advertising's contribution to the war effort on the Sweet Land of Liberty program sponsored by the Land Title and Trust Co., on WFL, Philadelphia. Around the mike (1 to 7) are Don Martin, producer and director of the show; William Berry, a former president of Poor Richard; Harold Le Duc, advertising manager of the Bell Telephone Co.; Jason Johnson, narrator of the program; Jerome B. Gray, of Gray & Rogers Adv. Agency; John Gnagy, advertising executive of the John Wanamaker department store; Peter L. Schauble, president of Poor Richard.

WLB Grants Rise In AFRA Salaries
Allow 4½ to 10% to Talent of Seven Companies

The War Labor Board has notified the American Federation of Radio Artists that it has approved the 10% increases in minimum scale in network sustaining contracts as agreed upon by AFRA and the networks last winter. Increases were made retroactive to Dec. 15, 1942, date on which the agreements were reached, the Board's letter states.

Similar 10% increases for staff announcers on separate staff contracts on the Blue and NBC in New York and Chicago were also approved by the WLB. A 6% increase requested under all staff contracts, including announcers, production and sound effects men and assistant directors, at KNX, CBS station in Los Angeles, was curtailed to 4.5% by the WLB, since this amount represented the Board's computation of the differences between increases already allowed by the "Little Steel" formula. The KNX employees had granted and the maximum 15% achieved increases of approximately 10% when their contracts were renewed in 1941.

Within 15% Formula

The WLB approved 10% increases in the NBC and CBS sound effects contracts in Chicago, but made them retroactive to Jan. 1 and Jan. 17 respectively, dates on which these increases were agreed on by AFRA and the networks. The Board did not approve 10% increases for the sound effects men at WGN, Mutual station in Chicago, nor for staff announcers at WTAM, CBS station in Cleveland, however, since both of these contracts had been signed in 1941 within the period of the "Little Steel" formula and the increases received at that time used up the 15% maximum.

Also disapproved was the 10% increase agreed to by AFRA and the Don Lee Broadcasting System for present staff employees, since Don Lee already pays rates 10% above the minimum, but the WLB approved this increase for new employees. In this, and in the WTAM announcers' and the WGN sound effects men's contracts, AFRA is studying the "Little Steel" formula for possibilities of applying for reconsideration of applied-for increases by the WLB.

Approval of the 10% increases in the network sustaining minimums by the WLB is believed to presage similar Board approval of 10% increases in minimums in AFRA's commercial code, which is now awaiting WLB action.

WWL TECHNICIANS WIN ARBITRATION

Ruling that technician's wages at WWL, New Orleans, present a gross inequity, J. Willard Ridings, arbitrator for the U. S. Conciliation Service, last week recommended wage increases for members of the International Brotherhood of Electrical Workers serving as transmitter engineers and control room operators at the Loyola U. station.

Outcome of the arbitrator's decision, which followed "cooperative" and "friendly" discussions, remains in doubt however, in view of the national stabilization policy at present prohibiting wage increases on ground of gross inequity.

The arbitrator found for the union on both issues, the first being one scale for both transmitter engineers and control room operators, and the second, the wage increase. Mr. Riding said 28 of 32 50,000 watts stations had uniform pay scales, and that it apparently "is the general practice of the industry." He found WWL paid an average of 53.49 weekly to technicians compared to $57.78 for ten similar stations. Decision is retroactive to Nov. 16, 1942.

WBBM Sustainer

Another in a series of CBS affiliate-built programs [Broadcasting, April 12] is now heard every Wednesday night, 12:05-12:30 a.m. under the title Forty Chicsagoans. Caesar Petrello's orchestra, Jack Fulton, singer, the Robert Childe Choir and guest soloists are heard in a program of modern and semi-classical music. Series originates at WBBM, Chicago.

Test Your Knowledge of Panama

1. What percentage of Panama's present population speaks English?
2. Name the Panama station that carries English programs exclusively every evening.
3. How can you tell your advertising story to the big, rich English-speaking Panama population?

XOH \[ \times \] XOH Z \[ % \] 105.1
Rep: Malachy Guzman Co., Inc. 9 Rockefeller Plaza, New York City

Broadcasting • Broadcast Advertising

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HOK-HP5K
640 Kc.
6,000 Kc.
Colon, Panama
DOUGLAS AIRCRAFT Co., Santa Monica, Cal., as part of its current employment campaign on May 7 started sponsoring weekly spot announcements on KFJ and KECA, Los Angeles. Contracts are for 13 weeks. Firm also sponsors a varied schedule of five-minute transcriptions on those stations as well as KMPO KHJ KNX. Essig Co., Los Angeles, has the account.

FOREST LAWN Memorial Park Assn., Glendale, Cal., on May 3 increased participation in Art Baker's Notebook on KFI, Los Angeles, to five times per week. Contract is for 47 weeks. Firm also sponsors five-weekly quarter-hour series, Bill Hay Reads the Bible, on KNX, Hollywood, as well as weekly quarter-hour Sunday afternoon program, This Is Bill Hay, on KNX, that city. Agency is Dan B. Miner Co., Los Angeles.

PODOLORE Motors Inc., Los Angeles (used cars), on May 4 increased its three-weekly quarter-hour newscast schedule on KECA, that city, to six periods per week. Contract is for 59 weeks. Firm also sponsors six weekly half-hour participations in Stuart Hamble on KFV and KRFW. Allied Agencies, Los Angeles, has the account.

BENSON SHOPS, Los Angeles (Women's apparel), is sponsoring a weekly half-hour transcribed musical program, Pan American Rhythms, on KECA, Los Angeles, Sunday, 4:30-5 p.m. (PWT). Contract is for 6 weeks, started May 1. Glasser-Gailey & Co., Los Angeles, has the account.

BU-TAY PRODUCTS Inc., Huntington Park, Calif. (Rain Drops water softener), on May 10 starts a three-weekly announcement schedule on KARM, Fremont, Cal., and on May 17 adds 6 announcements per week on KIST, Boise, Idaho. Contracts are for 13 weeks. Agency is Glasser-Gailey & Co., Los Angeles.

HAIGHT THEATRE, Hollywood, is a local theatre attendance campaign which parallels transcription of the current film, "Journey Into Fear," is sponsoring a six-minute spot announcement schedule varying from one to three announcements daily on 9 Los Angeles area stations (KECA KFW KMC KMPC KFAC KRKD). Campaign, started April 18, is scheduled to continue during run of the picture, which is now booked for 8 weeks. Placement is through Dean L. Summa, Hollywood.

BROOKS Inc., Los Angeles (clothing chain), is sponsoring a five-weekly quarter-hour afternoon newscast, in addition to a similar early evening period six times per week on KECA, Los Angeles. Contract is for 52 weeks. Firm also sponsors a weekly-quarter-hour Sunday newscast on KFJ, that city. Hillman-Shane-Breyer, Los Angeles, has the account.

HELENA RUBENSTEIN Inc., New York, through its newly appointed agency Pettingell & Fenton, New York, has started weekly sponsorship of Alice Hughes, costume commentator, on WMCA, New York. Quarter-hour program is aired in behalf of Rubenstein cosmetics each Monday. Firm has not used radio for several years.

WILSON FLY PAD Co., Hamilton, Ont., on June 14 starts Hank, the Yodeling Ranger, one-minute programette on 22 Canadian stations three times daily alternate days, alternate weeks. Account was placed by A. McKim Ltd., Toronto.


INTERSTATE BAKERIES Corp., Los Angeles (bread), in a 13-week spring campaign which started during early May, has increased its total schedule of spot announcements on KNX and KFJ, to 24 per week, and added from 5 to 7 similar announcements weekly on 5 other Los Angeles area stations (KFWB KFAC KMPC KFAC KRKD). Firm, in addition on May 3 started sponsoring Boke Carter for 13 weeks on KXO, El Centro, Cal. Firm also sponsors a six-weekly day newscast on KEMI, Santa Barbara. Agency is Dan B. Miner Co., Los Angeles.

COOPER BREWING Co., Philadelphia, is promoting its Cooper-beer with a nightly-five-minute period on WFIL, Philadelphia, called News Highlight of the Day with Norman Jay doing the commentary. Started May 3, the series is scheduled for 25 weeks, placed thru Ernie A. Buckley Agency, Philadelphia.

ESSLINGER Inc., Philadelphia (Esslinger beer), has added a third station to cover a third market for its weekly variety show, The Flavor Liners, which originates each Wednesday evening at KYW, Philadelphia. In addition to feeding the program to WBAR, Atlantic City, KYW now feeds the half-hour program to WDEL, Wilmington, Del. Agency is Gray & Rogers, Philadelphia.

BURMA-VITA Co., Minneapolis, has taken 25 minutes daily participation, six times weekly, in the Musical Clock morning show of KYW, Philadelphia, for Burma Shave. Scheduled at 6:15 a.m., the five minutes is devoted to a round-up of the day's lighter and unusual news happenings by Leroy Miller. The transcribed commercials feature Burma Shave humor.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 2 starts dramatized announcements 4 times weekly on 20 Canadian stations, for 26 weeks. Account was placed by A. McKim Ltd., Toronto.

WFTB on CBS

WFTB, Sarasota, Fla., will join CBS in the near future as a bonus station available with the network's Florida Group. WFTB operates full time with 250 watts on 1450 kc.
Hooper Proposes Monthly Ratings
Uniform Station Coverage Audit in 1944, He Says
C. E. HOOPER head of the firm of the same name, proposed to approximately 400 station men at a War Conference breakfast in Chicago that monthly ratings be provided in the future. This service will meet two specifications laid down by both buyer and seller: average performance and frequent publication and will be a supplement to and not a substitute for the continuing measurement of radio listening.

Uniform Coverage
Bringing forth expressions of interest from station men was Mr. Hooper’s announcement that a uniform station coverage audit is planned for 1944. “This will not be the same method used by any one heretofore but will be more easily made with the help of the lessons which have been learned in the practical experience in which the industry has had with all methods,” Mr. Hooper told the breakfast audience.

The audit is proposed as a uniformly comparative reflection of listening. It will mirror listening in a cross-section of all homes in cities, towns and rural areas and will be comparative between cities, towns and farms. Base for the report will be counties and it will be comparative between counties.

“Every person whom the market research of the firm which has such listening is significant will be reported,” Mr. Hooper said.

Wool-Foam Testing
WOOL NOVELTY Co., New York, making its first radio venture, will start a test campaign on KSTP, St. Paul, for Wool-Foam, a wool- cleanings agency in which company will use Betty Baxter’s women’s interest program on that station. Agency is Redfield-Johnstone, New York.
REALITY WAS KEYNOTE of the Nancy & Ned broadcasts over KFEL, Denver, after the expected arrival of five-day-old Mary Esther Hansen, who patiently awaits conclusion of this broadcast from the hospital bedroom of Mrs. Hansen. Mr. and Mrs. Hansen take the title roles in the Public Service Co. show. The story’s approach was written into the script.

Penn Using Godfrey

PENN TOBACCO Co., Wilkes-Barre, on May 3 started its second campaign on WABC, New York, for Julep Cigarettes and Willoughby Taylor Smoking Tobacco. Sponsor is participating six-times weekly on Arthur Godfrey’s early morning program as part of a schedule of quarter-hour news programs on a total of 16 stations. Agency is H. M. Kiesewetter Adv., New York.

OBVIOUSLY, sir, you’ve never advertised in the Spartanburg market. Because if you had, you’d not only know that Spartanburg is the center of South Carolina’s No. 1 market, but some other vital statistics as well.

To wit: That it’s a market with half a million prosperous people (75% white), 73,670 radio homes, $52,000,000 in industrial payrolls, farm income well over $42,000,000, annual retail sales exceeding $100,000,000.

You’d probably know too that WSPA is the dominant radio station in the Spartanburg market—with far more listeners than all outside stations combined. 300% more in Spartanburg, on a day and night average—as shown by the latest Hooper Station Index!

Now that you know all that, how about it?

Camp Croft’s 25,000 soldiers just 5 miles away!

South Carolina’s FIRST Station

Spaertanburg, S. C.

5000 Watts Day

1000 Watts Night

CBS Affiliate • 950 KC • Represented by Hollingbee
Army Says It Won't Solicit Paid Ads, Y&R Gets WAAC Recruiting Contract

MILITARY personnel will not be permitted to solicit paid advertising, and the Army probably will not buy radio time in behalf of WAAC recruiting, according to a letter dated May 5 from Lt. Col. William E. Slater of the Army Service Forces. (Col. Slater in civilian life was sports announcer for WOR, Mutual.)

Addressed to Fred Fletcher, manager of WRAAL, Raleigh, the letter clears up an apparent discrepancy in Army policy occasioned by a previous letter to Mr. Fletcher from Lt. Gen. Breben Somervell. This letter answered a complaint from the station manager against ad solicitation by a WAAC officer for two Raleigh newspapers [BROADCASTING, April 12], and stated the policy of the Women's Army Auxiliary Corps is that WAAC recruiters shall not be used to solicit paid advertising. Furthermore, the letter continued, "The splendid cooperation of the radio industry, both by individual stations and by network groups, has been of such inestimable value to our WAAC recruiting effort that sponsored advertising can be completely dispensed with."

Meanwhile, WAAC recruiting headquarters in Washington confirmed the award of an advertising contract for WAAC recruiting to Young and Rubicam. The Y & R campaign, which is expected to continue until July 1, will use newspapers, buying space for copy urging women to "get in and fight." No radio time is scheduled, nor will the campaign make use of other ad media.

This campaign seemed to be in conflict with General Somervell's statement that sponsored advertising could be completely eliminated. However, last week's letter from Col. Slater to Mr. Fletcher throws further light on the matter.

Text of Letter

The letter to you of April 22 from the Commanding General of the Service Forces has been called to my attention. It occurs to me, as a former radio employee, that there might be a change for misunderstanding of a part of this letter.

The intent of the letter is to state that it is not necessary for WAAC members to solicit sponsored advertising in various communities throughout the land. In fact, even if it were necessary, military personnel would not be allowed to make any solicitation. It may still be necessary to have certain forms of national advertising in behalf of WAAC recruiting.

At the same time, further assistance from radio, in the same fine and effective manner that such assistance has been given in the past, is still needed with reference to WAAC recruiting. Your help, and that of many other radio men, is deeply appreciated.

Mr. Fletcher, in his complaint addressed to the Secretary of War, had written that he could not understand the necessity of having recruiting officers of the armed services sell advertising locally to merchants in order to get proper display support from the local press. He explained that WRAAL had donated two 10-minute periods of well-established women's shows and two announcements a day to WAAC recruiting.

WALTER ROTHCHILD, president and general manager of Abraham & Straus, Brooklyn department store, and president of Metropolitan Television, operator of W75NY, has been elected president of the Retail Research Assn. and the Associated Merchandising Corp.

OWI Names Hymes Connor Successor

JOHN D. HYMES, timebuyer of Foote, Cone & Belding, will succeed Richard Connor as station relations chief of the OWI Radio Bureau, Don Stauffer, chief of the Bureau announced Friday. Mr. Connor leaves OWI May 15 to join Mutual as station relations executive.

The Radio Bureau's new station relations chief started with Lord & Thomas in 1934, and remained with the firm when it became Foote, Cone & Belding last winter. In 1940, he bought over $3,000,000 worth of radio time for Lord & Thomas clients.

In addition to the duties as station relations director, Mr. Hymes will also be director of research for the Radio Bureau, having charge of analysis of all current OWI activities. He will continue to work through established research organizations, however, Mr. Stauffer said.

Mrs. Elaine Ewing will remain with the Radio Bureau as assistant chief of station relations.

AT THE request of the U. S. Coast Guard, six CBS artists will entertain the boys at the Coast Guard Training Station, Manhattan Beach, Brooklyn, on May 11. M.C. will be Bob Hawk, and other artists include Walter Casell, Jere Sullivan, Louise Wilder, Elizabeth Keller, and Nat Brunoff.
Hopper Suit Moved

SUIT FOR $495,000 filed on April 13 by Hedda Hopper, Hollywood commentator and columnist, against Andrew Jergens Co. (lotions), and Lennen & Mitchell, New York, was ordered transferred from Los Angeles Superior Court to Federal Court, by Superior Judge Alfred L. Bartlett, on April 28. Attorneys for defendants requested the transfer on ground that neither company is a California corporation. Lotion firm, it was pointed out, is an Ohio corporation, and advertising agency is incorporated under laws of New York. Miss Hopper, resident of California, filed action in local court claming breach of two agreements. (Broadcasting, April 15.)

Denouement

LISTENERS won't let radio short-change them by signing off right in the middle of a good story. At least so it seemed at WOR, New York, after Michael O'Shea, film star, had failed to finish a Hollywood tale on Martha Deane's program because time was up. Station's switch-board was flooded with calls from women virtually demanding to hear the end of the story. O'Shea had to return to the program next day to tell how it came out.

Kaye Starts Two-Month Old Gold Tour May 12

TWO-MONTH road tour of Sammy Kaye's Wednesday evening series on CBS for Old Gold cigarettes will start May 12 when program originates in Albany. Announcer Red Barber will make tour taking Wednesdays off from his baseball broadcasts.

Broadcasts on the tour, to which will be added entertainment by Kaye's orchestra for service camp enroute, follow: May 19, Indianapolis; May 26, Youngstown; June 2, Chicago; June 9, Milwaukee; June 16, Akron; June 23 and 30, Detroit, and July 7, New York. Agency for P. Lorillard Co., New York, sponsor of the series, is J. Walter Thompson Co. New York.
Boler Resigns at KSJB, New Appointments Made

JOHN H. BOLER has resigned as president of the Jamestown Broadcasting Co., KSJB, Jamestown, N. D., according to announcement last Tuesday in St. Paul. He is succeeded by Leonard McNiel, whose appointment was approved at a special meeting of the board of directors. The board also appointed D. A. Clayton as secretary, re-elected Howard S. Johnson as vice-president and Harlan Ohde as a director. Mr. Ohde will also continue as resident manager.

Mr. Boler is a principal stockholder in the North Central Broadcasting System and retains his position as president and general manager of the system. He is also president of KVOX Broadcasting Co., Moorhead, Minn., and stockholder in that corporation.

Food Chain's Chef

SAFEWAY STORES of Texas, grocery chain, have bought BLUE'S Mystery Chef for broadcast on KGKO, Fort Worth and Dallas, with an initial contract covering five programs weekly for 13 weeks. To promote the program, Safeway is printing and distributing 6,000 of the Chef's weekly recipes. Distribution is through Dallas and Fort Worth stores, but listeners in other areas may write in.

Enter Service

ROY MAYPOLE, writer-producer of WABC, New York, has resigned to join the Marine Corps as combat correspondent. Joyce Farnham has left the CBS radio sales department, where she was assistant in promotion, to join the Clubmobile Division of the American Red Cross Overseas Unit. The network news staff has acquired the services of Beth Zimmerschied, as editorial assistant on Report to the Nation. She is a recent graduate of Columbia School of Journalism.

Crosley Profits Up

FIRST quarter of 1943 for Crosley Corp. and subsidiaries shows a profit of $1,125,329 after charges and federal income and excess profit taxes, equal to $2.06 a share on 444,360 shares of capital stock. Net profit for comparable 1942 period was $91,138 or 71 cents a share. Net sales were $19,262,816 against $5,342,633.

Allan B. Miller

ALLAN B. MILLER, 27, director of the Clear Channel Broadcasting Service, died suddenly in Washington May 2 after having taken ill in Chicago during the NAB War Conference. He had been named by CBBS, representing independently owned Class A clear channel stations at the annual meeting of the organization in Chicago, April 27.

Mr. Miller, who had had diabetic tendencies, became ill in Chicago but returned to Washington following the conference. His doctors reported he would be well in a few days. On May 2, however, he took a turn for the worse and died shortly after reaching a Washington hospital.

A newspaperman, Mr. Miller had joined CBBS in March, 1941, as assistant to Victor Sholis, director. He left the post of chief of the press division, Department of Commerce, to join Mr. Sholis, who had been his predecessor at the Department. When Mr. Sholis was inducted into the Army last December, Mr. Miller was named his successor.

A native of Duluth, Minn., Mr. Miller graduated from the U. of Minnesota School of Journalism in 1935 and was editor of the university daily. He joined the New York Journal as a reporter upon graduation and was transferred to INS a month later. After working with INS in New York for two months, he was transferred to the Washington bureau. He handled the 1938 political campaign for the Washington Times. In 1939 he joined the Department of Commerce as assistant chief of the press division, becoming its chief 18 months later.

While in Washington, Mr. Miller covered Congressional hearings on extension of NRA and AAA. During that time he entered George-town Law School and was graduated in 1939. He was admitted to practice before all the courts in the District.

Mr. Miller is survived by his mother, who resided in Washington, and his wife, the former Helene Frank. Interment was in Superior, Wis., last Tuesday.

Ringling On Air

GIVING preference to those stations which have cooperated in the past in giving free promotion, Ringling Bros., Barnum and Bailey Circus, will buy time in towns and cities to be visited following completion of its current engagement in New York this month. Circus has been using spot announcements on key stations in that city through Caples Co. [BROADCASTING, April 5, 1943].
Radio Gave 765,190,000 Impressions To Government in Sample April Week

RADIO gave the Government 765,190,000 listener impressions during the week of April 26-May 2, the OWI Radio Bureau estimates. In other words, the industry enabled Uncle Sam to deliver his war message theoretically to every resident of the country at least six times during that period.

These figures, based on Hooper ratings of programs carrying OWI Scheduled Campaigns, cannot possibly take into account the spontaneous efforts on commercial programs or the additional efforts of individual stations in behalf of the Second War Loans, the Radio Bureau cautions.

Second War Loan

During that last week in April, the Second War Loan got an estimated 219 million listener impressions, 29% of the Radio Bureau's effort. Recruiting messages for WAVES and SPARS had second importance, with 161 million impressions, while the anti-black market drive was third with 123.3 million.

Other OWI campaigns, and their radio circulations were: Victory Gardens, 99 million; Absenteeism, 90 million; Home Forces, 34 million; United Nations, 15.4 million; Fighting Forces, 12.5 million; The Enemy, 6 million; The Issue, 3.2 million; Working Forces, 1.2 million; Post-War World, 1 million.

These circulation figures, compiled by the Radio Bureau, are part of the machinery used in allocating topics for future broadcast. Estimated listener impressions, officials of the Radio Bureau explain, are an important factor in the assignment of topics to various programs under the network allocation and other OWI plans.

Altogether, OWI estimated last March, the Radio Industry has given $66,000,000 in time and talent to the Government [BROADCASTING, March 29]. Of that figure, $71,270,000 was free.

Here is how the Radio Bureau used donated facilities in the week that began April 26:

The Second War Loan, getting particular attention at that time, was on 45 network commercial and sustaining programs with estimated listener impression rating of 129,150,000. In addition, 801 network and independent stations carried 21 one-minute announcements for an additional 90 million impressions.

Another 45 network and sustaining programs, with a circulation of 116 million, carried announcements for WAVES and SPARS. Again, 21 one-minute announcements were placed, this time on 324 independent stations, with a circulation totaling 45 million.

The war against black markets was carried on another group of 45 network commercial and sustaining programs, with Hooper circulations estimated at 120 million. A 15-minute Uncle Sam transcription, circulation of 3.2 million, was also devoted to this subject.

Victory Gardens were on 37 live and transcribed national spot and regional network programs, reaching 9 million. The main effort here was left to the 21 one-minute announcements on 801 network and independent stations under the Station Announcement Plan. Circulation of this OWI media is estimated at 90 million.

Absenteeism also reached 90 million under the Station Announcement Plan, while Home Forces were handled by nine programs under special network assignments reaching 26 million, and five special network feature assignments, reaching 7.7 million.

That week, the Uncle Sam series of 15 minute transcriptions, for local sponsorship, was devoted to Home Forces, with the story of how the Black Market operates; United Nations, dramatizing the story of a Dutchman who escaped the Nazis; The Issues, with an eye-witness story of a sea trip to Archangel; The Enemy, based on an incident in Antwerp, under which a father kills his son for joining the Nazis; and Fighting Forces, with a salute to Flying Fortresses. Uncle Sam is credited with a circulation of 3.2 million.

149,000 people—more than the population of the entire state of Nevada or Albany, New York—have moved into Cook and five adjoining counties since the last census was taken.

The attention of the 149,000 people—who inhabit this great invisible city—is presented as a bonus to the advertisers who place their campaigns on
Ruthrauff to Red Cross
As Kelley Joins Army

F. BOURNE RUTHRAUFF has been granted a leave of absence as vice-president and account executive of Ruthrauff & Ryan, New York, to serve as chief of the radio section of the American Red Cross. He assumes his new duties in Washington, May 10, replacing Lamar Kelley who will enter military service this week.

Mr. Kelley, who has been in charge of radio for the Red Cross since war was declared, developed the overseas radio set-up, arranging shortwave shows to and from overseas areas. The radio section also handled the war fund campaign, achieving a record in radio support for the Red Cross drive last March. Before coming to the Red Cross, Lamar Kelley handled the Major Bowes program for Ruthrauff & Ryan. He now joins the Army after several months of effort to get into active service.

RKO May Expand
RKO Pictures, New York, has had NBC's Radio-Recording Division transcribe a quarter-hour interview with Pat O'Brien and Robert Fel- lows, star and producer of the forthcoming film Bombeurier. The interview, by Bill Stern, NBC sportscaster, will be broadcast in mid-May on the Texas Quality Network and possibly elsewhere. Company is considering extensive use of radio on a regular basis, following its successful use of this medium in exploiting Hitler's Children, but has announced no details of its plans as yet.

K49KC Ownership
K49KC, pioneer FM station in Kansas City, is licensed to the Commercial Radio Equipment Co., headed by Everett L. Dillard, consultant radio engineer. The station was listed as associated with KMBC, Kansas City, owned by Arthur B. Church, in Broadcating, May 3. The Church station is WXYZ, licensed experimentally for FM. Broadcasting regrets this error. K49KC has been on the air since August and is not affiliated with any other standard broadcast station.

Additional WNRC Awards Announced
As Mrs. Rhode Leads Luncheon Talks

EXPRESSING faith in radio's power to help win the war and to forge a lasting, international peace, Mrs. Ruth Rhode, former U. S. Minister to Denmark, delivered the keynote address at the Women's National Radio Committee's ninth annual awards luncheon in New York last week.

Guests and radio listeners were told of the committee's choice of programs best serving the war effort, obtained through polling its 28 member organizations. Plans of the top winners have been announced earlier [Broadcasting, May 31] but 12 runners-up were made known for the first time as "honorable mention" awards to two New York stations.

WMCA, WQXR Awards

Singed out for special commendations, but not covered in the national poll, were WMCA, for "programs furthering democratic ideals and public service," and WQXR, for "musical programs of unusual quality and interest."

Raymond Gram Swing, winner of the WNRC news analysis award for his BLUE programs, stressed the importance of truth and courage in the current conflict. "... this crisis will not be solved by the leaders alone," he said, "but by the contribution of numberless men and women, a contribution not of action, but of fidelity to a standard within themselves."

Runners-up in news analysis programs, headed by Mr. Swing's news broadcasts sponsored by Petroleum Products, were W. V. Kaltenborn, NBC commentator (Pure Oil Co.), and Gabriel Heatter, Mutual analyst sponsored by Barbosal Co., R.B. Semler Inc., and Zonite Products Corp.

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C CBC Plans Broadcasts Direct From War Front

Plans for direct radio broadcasting from the front line with the Canadian troops who are to spearhead the European invasion, have been announced by Dr. James S. Thomson, general manager of the Canadian Broadcasting Corp.

A. E. Powley, CBC editor at Toronto, and Matthew H. Hallon, former Toronto Star newsman, have been assigned to the CBC Overseas Unit as special correspondents and will go to Britain.

Powley, who was on the Toronto Mail and Empire, Star, and Telegram before he joined the CBC national news service, will head the overseas news set-up from London, while Hallon and Peter Stursburg, formerly of the CBC Vancouver newsroom and now with the overseas unit, will go with the troops into the fighting zones. Canadian reporters believe the Army's activities for listeners on the CBC French network. Both outfits will be staffed by CBC engineers.

According to D. C. McArthur, chief editor of CBC's news service, present arrangements call for radio news reports to be recorded in the field and rushed back to London to be beamed across the Atlantic. Special stories will also be cabled back to the CBC central newsroom.

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
Yanks, Giants Ban Action Broadcasts
Unable To Get Sponsors, Teams Bar Sportscasts

FAILING to sell the broadcasting privileges to their games this year, the two New York baseball teams are refusing visiting clubs the right to broadcast play-by-play accounts of the games, even when these accounts would have been reconstructed from wire reports and broadcast in distant cities by stations not audible in New York.

Both the American League Yankees and the National League Giants are following this restrictive policy, although Ed Barrow, president of the Yankees, said that he had the matter under consideration and that wire reports from Yankee Stadium to out-of-town stations for local broadcasts might be permitted at a later date.

"We never have done it," he told Broadcasting, "and we may or may not do it this year. But if we do it for one team we'll have to do it for all of them. When we tried to sell our broadcasts no one thought them worth buying, so to hell with it."

Follows Agreement
Leo Bondy, executive of the Giants, said that the refusal to allow broadcasts to originate from their parks, either by direct broadcast or from wire reports, was in accord with an agreement between his team and the Yankees. Last year, when their games were sponsored, the Giants allowed visiting teams to send wire reports home for broadcast, but he said, and added that that was the exception. "Whenever we do not broadcast visiting teams may not do so," he stated.

Last year the home games of the Giants and Yankees were broadcast by WOR, New York, under the joint sponsorship of General Mills and R. H. Macy & Co., who were reported to have paid $75,000 to each team for the broadcast rights. This year no advertiser was willing to meet the demand of these teams, which are believed to be the same as last year.

This year, as last year, P. Lorillard Co. is sponsoring the games of the Brooklyn Dodgers, both home and abroad, on WHN, New York. Last year when the Dodgers played the Giants at the Polo Grounds, home field of the Giants, WHN broadcast descriptions of the games reconstructed from wire reports. This year, unable to continue this procedure, the sponsor is filling in those days with similar descriptions of the games of whatever other National League team is most in the public eye at that time.

Giants and Yankees were the first big league teams to permit their games to be broadcast. A three-team agreement among them and the Dodgers, not to allow broadcasts, persisted until the advent of Larry McPhail as president of the Dodgers, when he refused to extend the agreement and allowed his team's games to be

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SUCCESS STORY

The success story of radio, told in the steady increase of radio advertising since Pearl Harbor—even in a time of general retrenchment in advertising budgets and reduced volume in other media—bears still further witness to the fact that radio is ideal for goodwill-building 'selling for the future'.

The reason is obvious. Radio gives your customers something they value—entertainment—to remember you by.
Three Named On NRC Committee

Press-Radio Steering Group Adds Hoyt, Stoor, Green

APPOINTMENT of Palmer Hoyt, Portland Oregonian (KGW-KEX); Maj. E. M. Stoor, Hearst Newspapers, New York City (WRAL WINS WSPN); and Truman Green, Tampa Tribune (WDAE), to fill vacancies on the steering committee of the Newspaper-Radio Committee, was announced last week by Harold V. Hough, Fort Worth Star-Telegram (WBAF KGKO), chairman.

At the meeting of the publisher members of the committee in New York April 20, at which a unanimous vote to continue the committee was given, the steering committee was instructed to fill the three vacancies. The steering committee will continue on the alert until the newspaper-radio ownership situation, provoked by the FCC’s divestment order and inquiry, is terminated.

Members Replaced

The new members replace Gardner Cowles Jr., Des Moines Register and Tribune (KSO KRNT WMT WNAX), who resigned to become assistant director of OWI; Guy C. Hamilton, McClatchy Newspapers, who has left his post as general manager of that organization and is retired; and Jack Howard, Scripps-Howard Newspapers and Radio Stations (WNOX WMPS WCPO), now a lieutenant in the Navy.

Other committee members in the armed forces, whose posts previously were filled, are D. Tennant Bryan, Richmond News-Leader (WRNL), in the Army; and James M. Cox Jr., Dayton, O., also in Army service. The steering committee, aside from the three new members and Mr. Hough, includes Walter J. Damm, Milwaukee Journal (WTMJ), vice-chairman; Dean Fitzner, Kansas City Star (WDAF), treasurer; John E. Person, Williamsport Sun (WRAK); A. H. Kirchhofer, Buffalo News (WBEN); Col. Harry M. Ayers, Anniston Star (WHMA).

War Occupies Ohio Institute

(Continued from page 14)

that he felt a trifle awed at tackling a speech based on them.

After some generalized remarks on the functions of the FCC and the "maze of regulations which must be respected to the nth degree," Mr. Glade proceeded to the more immediate problem of what the industry can do in the way of reformation. He cited as the most important move which has been made by the industry the adoption of an operating code and asserted that those broadcasters who do not comply with it are largely responsible for the criticism currently aimed at the publicity.

Radio’s biggest problem as it affects the public interest at this time, Mr. Glade said, lies in keeping down wardage on commercials and a wholesale improvement in the standards of locally originated programs.

He outlined a program which the five groups most directly associated with radio in these times should adopt if they desire to obtain maximum efficiency from the industry and at the same time serve the best interests of the public and of one another. In regard to their radio appeals and recommendations to the public, the government should remember, Mr. Glade said, that "to emphasize everything is to emphasize nothing."

Program for Five Major Radio Groups

Network management can do its part by presenting a wider variety and better grade of daytime programs.

Advertising agencies should remember that brevity is the soul of other things than wit.

The public would remember that the institution of advertising is one of the finest agencies for building the community and is a part of the American basic principle of free enterprise.

Station managers should learn to say no to promoters who have no business for their interest and also should take time off to listen to their own stations occasionally.

Mr. Glade presented perhaps his best defense for the entire industry with his conclusion that "radio is for everyone, but not at the same time."

The annual dinner of the Institute was held Sunday evening, May 2, and the speakers were

MOVIES may not be your product . . .

BUT -

More motion picture companies have consistently bought announcements and programs on WHCU than on any other Upstate New York Station.

FOR RESULTS . . USE

WHCU

ITHACA, NEW YORK

1000 Watts

CBS 870 Kc

Page 46 • May 10, 1943
Radio Now a Life
And Death Weapon

Radio, Sir Gerald said in his address, is surely the most important of all the amazing developments of this twentieth century. He said: "In a few short years it has been in turn a plaything, an instrument of popular entertainment and a weapon of life and death. Week by week news filters through to us in London today of Norwegians shot for listening to the British radio, Czechs shot for listening to the British radio, Frenchmen imprisoned for listening to the British radio, so we cannot treat such a weapon lightly."

Today in the United Nations, he continued, we are dying for one another. Tomorrow we will have to live with one another and radio will have to help us to do that. "It is not radio's job to solve all the problems of the world," he said, "but radio is uniquely fitted to help create that atmosphere of understanding without which these problems will never become soluble."

Describing the important part radio is playing in developing closer understanding of the American people in his native England, Sir Gerald said: "The British people are turning more and more to radio for their knowledge of the world as well as their relaxation. And I think you would be interested in the amount of time the air that is given to programs from America and about America."

"These are not just news digests of what is happening in Washington and New York; and not just entertainment programs like Jack Benny and Bob Hope which are recorded by the War department here and flown to London; but programs with a wide and appreciative audience which tell Britain about the American farmer, about what American women are doing in the war, about children in the United States."

In his conclusion, speaking about the development of understanding of the kind of world we live in and the relations that hold between us as men and groups and nations, he said:

"In applying the full measure of its creative power to the fulfillment of this task—the creation of the spirit of understanding and good will that will cement the formal agreements of statesmen—the radio business will acquire an added dignity and respect, for in tackling it, radio will demonstrate why it deserves to be classified as an essential industry both now and after the war."

Panel Tackles
Writing Subject

Speaking at a panel discussion held Monday morning, May 3, on the topic of "Radio Writing Under War Conditions," Robert J. Landry, CBS director of program writing and member of the War Writers Board, explained the essential differences between entertaining and instructive radio writing.

"Naturally, instruction and entertainment can be combined and have been during the last six months with exceptional results," he said. "Comedians such as Fred Allen, Bob Hope and Fibber McGee and Molly have done wonders with dressing up, dramatizing and humanizing war messages for the American people."

Attacking the problem of radio writing in wartime from the soap-opera angle, Lynn Stone and Addy Richton, writers of the CBS serial "This Life Is Mine," stressed the importance of a sense of responsibility for each individual American. Miss Stone said: "The danger of superficial writing is still with us, but it is fast disappearing. Another danger, and an increasing one, is that in attempting to solve familiar war problems, the radio writer creates new ones because of his own lack of personal responsibility for the message he is trying to convey."

Concluding session of the Institute was a panel discussion on radio in the post-war world by the speakers including Dr. Lyman Bryson, CBS director of education; Professors H. Gordon Hullfish and H. Gordon Hayes, both of the Ohio State University faculty, and Louis Wirth, University of Chicago sociologist and regional chairman of the National Resources Planning Board.

Dr. I. Keith Tyler, director of the Institute, announced during the meeting that results of the judging of network programs in connection with the seventh American exhibition and citations of educational radio programs will not be announced until later, due to difficulties encountered in judging in the field. (BROADCASTING, May 3).

Patriotic Song Contest Postponed

PATRIOTIC SONG contest sponsored by NBC and the National Federation of Music Clubs, has been extended to Oct. 31, because of lack of suitable material among the entries so far received. Winning song was to be announced during National Music Week.

For outstanding performance—strength to meet severest wind conditions and low initial cost use WITCHER Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation—designed and built to withstand 100 mile wind velocity—these towers guarantee years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS
WINCHARGER VERTICAL RADIALTOR
SIOUX CITY, IOWA

$2,277,000 GRANTED FOR WICHITA AIR TERMINAL
U. S. Expenditure Based On Future Commercial Values
WICHITA ON WORLD TRADE ROUTES

That Selling Station
In Kansas' Biggest, Richest Market!

KFH
WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE

BROADCASTING • Broadcast Advertising  May 10, 1943 • Page 47
IN RESERVING the right of "meticulous supervision," over all programs appealing to children, the BLUE recognizes the powerful influence of radio on the mind of the child, believed to listen to broadcasts an average of three or four hours a day.

The network's policies on programming children's adventure serials to bring a minimum of harm, and a maximum of entertainment and education, is further outlined in an article by H. B. Summers, manager of the BLUE public service division, in the April issue of Radio Age, quarterly magazine issued by RCA. Network carries seven programs designated as children's dramatic sketches, all broadcast between 4:45 and 5 p.m. The network carries all other adventure serials, some of which appeal to children but which are primarily designed for adults.

Special policies set up to check on possible harmful elements in children's programs, over and above general policies governing the acceptance of BLUE programs for adults, are only one phase of the BLUE's supervision of adventure serials. Most obvious restrictions are those prohibiting use of program material which might arouse morbid suspense and hysteria. On the premise that children are more credulous than adults, the use of the supernatural or of superstitions is not permitted, the article says.

Comparing the quality of the first children's serials with today's programs, Mr. Summers notes much improvement over the sloppy writing and inadequate research of the past. The sponsors themselves were the first to recognize and correct these conditions, he says.

Keynote to the BLUE's over-all policy in accepting adventure programs is "an acceptable balance between wholesome entertainment and instruction." "Education, as such, we have found, is resented by the child who expects entertainment and thrills in his radio dialing," the article continues. "Adventure, however, peppered with interesting facts, constructed from real and educational suggestions, is a sugar-coated pill for which American children cry." Cited as an example of such a program is the latest BLUE adventure series, Dick Tracy, which demonstrates that "crime never pays," and teaches youngsters the dangers of black markets, at the same time giving the plenty of excitement.

Other instances given to illustrate the network's standards for these programs include the fact that the Sullivan producer is required to check every script of the Jack Armstrong series; that The Sea Hound, having a South American locale, is required listening in some schools, and the fictitious destination for Terry and the Pirates, drama of war-time China, is obtained from government news agencies in this country.

Mindful of the opportunities for building war-time morale, the network maintains daily contact with the public relations offices of the Army, Navy and Office of the Coordinator of Inter-American affairs, it is pointed out.

Children's Dramatic Sketches
Hop Harrigan. Mon. thru Fri., 5:45-6:15 p.m. General Mills.
Jack Armstrong. Mon. thru Fri., 5:30-5:45 p.m. General Mills.
Captain Midnight. Mon. thru Fri., 5:45-6:15 p.m. Wender Co.
Terry and the Pirates. Mon. thru Fri., 6:15-7 p.m. Quaker Oats (off for summer).
The Sea Hound. Mon. thru Fri., 4:45-5 p.m. Sustaining.
The Lone Ranger. Mon., Wed., Fri., 5:45-6 p.m. General Mills.
Other adventure serials—Red Ryder, Gangbusters, Counterpunch, John Freedom, Adventures of the Falcon.

FLY SAYS IER NEWS GREATER THAN NAB

ASSERTING smilingly at his news conference last week at Washington, U. meeting of the Institute for Education by Radio provided more news with fewer newsgathers on hand to report it, Chairman James Lawrence Fly of the FCC observed that the NAB War Conference perhaps could have been more interesting. He declared, however, that the reaction to his presentation of the small station point of view was sympathetic and that if there was any divergent feeling he was not aware of it.

Commenting further on the Columbus meeting, Chairman Fly said that he had voiced no opposition to stations specializing in educational programs. But he indicated their limitations and suggested a better integration of educational programs within the general framework of broadcasting was possible.

"As a happy by-product," the AEC chairman discussed the need for modification of FCC regulations and such changes as envisaged in the White-Wheeler Bill for reorganization of the FCC, he replied that he knew of no such discussion. He declined to discuss the question of whether he had given the FCC Committee information on personal finances.

DYNAMIKE, is the appropriate moniker of the ultra-sensitive microphone shown hanging in the new WOR-Mutual Theater in New York (formerly the Guild), which opened May 1. The mike, resembling a stick of TNT, is suspended above the middle of the orchestra floor, and with the accoutant stage is said to give concert hall quality to musical broadcasts.

HERE'S A TIP

In WLOG's Experience With Local Cooperatives

"SINCE Pearl Harbor the 250-watt station has been faced with the problem of dwindling revenues due to war production activities, Chairman James McGowan, manager, WLOG, Logan, W. Va., says, "But we decided to do something about it and we have come up with a strictly local show—all Logan—that may be helpful hint to other stations in the area." McGowan's program is called King Koal Kassette. It is a full hour once a week (Fridays, 6:45-7:45 p.m.) and is a fastmoving variety presentation of a half-hour type. Louis Kent, a clothing merchant, does a comedy routine. News Brief is given by Dr. Ed. Inman, a minister. Father Joseph Norton gives a talk on philosophy. A member of the American Legion, today in society. A local soldier, usually one at home on furlough, is interviewed by a staff member. Wib Whited, a Logan native, appears as Old Timers, talks of town history. Sporadic include a flower shop, shoe store, shoe repair shop, beauty parlor, etc.

"More and more we are using cooperative shows, Mr. McGowan says. "The hour described requires only two hours preparation, with all the staff assigned work on it. We find the cooperative pays here."

Sweetheart Adds

MANHATTAN SOAP Co., New York, has started thrice-weekly sponsorship of Arthur Van Horn's Transradio News period on WOR, New York, and has renewed for 52 weeks a thrice-weekly news program by John Holbrook on WGN, Chicago. Firm continues to utilize approximately 70 stations for Sweetheart Soap. Agency is Franklin Bruck Adv., New York.
Recorded History

COMPLETE FILE of recordings of the highlights of the political career of Lt. Com. Harold E. Stassen, who resigned as Governor of Minnesota to go on active duty last month, will soon be turned over to an historical agency by WCCO, Minneapolis-St. Paul. The collection was completed April 27 when WCCO recorded the ceremony at which Gov. Stassen resigned, and the inauguration of Lt. Gov. Ed Thy.

AAA Meet in New York

On War Services Topics

ANNUAL meeting of the American Assn. of Advertising Agencies will be held in the Hotel Waldorf-Astoria, New York, Thursday and Friday, May 20 and 21. With agency war services as the predominating topic, specific campaign objectives in motion, manpower and food problems will be discussed by representatives of Government departments, the OWI, advertising council coordinators and task force agencies. Wartime problems of the advertising agency to be considered at the meeting will include salary stabilization, advertising as a tax deduction and as cost in Government contracts. An exhibit of agency volunteer work will be displayed.

Because of the critical transportation situation, members in cities other than New York, are being asked not to have more than one representative in the agency office. William R. Baker, Jr., executive vice-president of Benton & Bowles, New York, is chairman of the program committee.

Sarnoff-Irving on 7

OPERATOR of 38 men's wear shops throughout the country, Sarnoff-Irving Inc., also makers of Halbrook hats, is currently sponsoring sports programs in six markets and news in a seventh, with plans to expand at a later date. Firm entered radio late in 1942, and is now using six times weekly sports broadcasts in Winston-Salem, Columbus, Wilmington, Dayton, Washington and Bridgeport, plus a daily news program in Atlanta. Newly appointed agency is Pettingell & Fenton, New York.

Buy LISTENERS

Buy

WLMJ

covering greater Youngstown

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

* C. E. HOOPER, Inc.

Blue Network

Headley-Reed, Rep.

PONIES CARRIED WCKY, Cincinnati, colors through downtown streets "tipping" off sports fans of the WKY-CBS-GILLETTE Derby broadcast — Adele Hughes and Ruth Ann Lamb, the ponies, were weighed in by Rex Davis, WCKY newscaster.

Elliot Subs for Swing

WHEN Raymond Gram Swing starts his annual three-week vacation May 27, Soony-Vacuum Oil Co., New York, which sponsors his news commentaries four nights a week on the BLUB, will present Major George Fielding Elliot, CBS military expert, effective May 3 1. Major Elliot is currently heard on CBS Saturday nights at 11:10, and makes occasional appearances on the Admiral Radio News program Sunday afternoons at 5:30 on CBS. Soony agency is Compton Adv., New York.

New Firm Takes WJHO License; Orr in Army

THE NEWLY FORMED partnership of Yetta G. Samford, C. S. Shealy, Thomas D. Samford Jr. was last week granted the voluntary assignment of the license of WJHO, Opelika, Ala., local, from the licensee, a partnership composed of the same owners including J. H. Orr, who is withdrawing because he is now in the Army. The assignee proposes to pay Mr. Orr $3,150 for his interest in the license partnership.

The new partnership will do business under the same name as the former one, the Opelika-Auburn Broadcasting Co. Mr. Samford is in the insurance business, Mr. Sheely is a cotton broker, and T. D. Samford Jr. is an attorney. Mr. Orr was an automobile dealer, before going into the Army.

Johnston Leaves

ADDITION of Russ Johnston, formerly Pacific Coast program sales director of CBS, Hollywood, to McCann-Erickson Inc., as radio director of the recently established Hollywood office, was announced by that agency in early May. New headquarters are located in Guaranty Building, 6331 Hollywood Blvd. August J. Bruhn, former co-manager of the agency's Los Angeles office, has been appointed Hollywood manager. Burt Cochran, formerly co-manager with Mr. Bruhn, becomes manager of the Los Angeles office.

New S. A. Register

EXPENDITURES in 1942 by advertisers in network and spot radio, magazines and farm papers are included in the Standard Advertising Register's 28th edition now completed. Agency and media information including personnel and data on more than 11,000 national advertisers is in the register.

WHAM

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative: GEORGE P. HOLLINGERBRY CO.

"The Stromberg-Carlson Station"

WAI leads all local stations combined in successful program production . . . with the city's three outstanding sports authorities . . . its most prominent department store personalities . . . its most popular name orchestras and singers . . . its most widely known women's program personalities . . . its most comprehensive news service. Your brand name combined with a WSAI personality makes it a buy-word across the sales counts in Cincinnati.
**Keep Copy Out of Trouble**

(Continued from page 11)

"** * * What this label means; and you are to test that out by taking the language of it and interpreting to that language the meaning of the words singly and together that would be conveyed to you as ordinary men, not as men who are skilled in medical, chemical, or pharmaceutical science, capable of making nice distinctions or nice discriminations, but rather the meaning that comes to you as ordinary men unskilled but seeking, we will assume, some sort of remedy or remedial help for the afflictions that flesh is heir to. Now in that connection you should examine this language in the light of the purpose of the law which is to protect humankind against the consequences of human weakness, frailty, credulity or the disposition to believe or of human gullibility. You should examine it in the light of the disposition of the ordinary humankind to wish and believe in the potential of remedial agents to relieve them from ills from which they are actually or conceivably suffering." N. J. S. 5906 D. C. E. D. Wis. 7/15/16 U. S. v. Bethesda Natural Mineral Springs Co.

**Intention to Deceive**

The following decision, I believe, goes further to explain the effects of statements that may be false. The Court considers them a waste of printer's ink if they are not intended to deceive the reader.

"It seems to us that words 'recommended in the treatment of Bright's disease, etc.' could only mean that the use of the water in the treatment of the diseases named would effect a cure or alleviation of such diseases and why recommend it? Unless this means that the water did contain elements or ingredients which would alleviate or cure the diseases named, when taken according to the directions ** * * it was a waste of printer's ink. Would not anyone suffering from any one of the diseases named understand that by the taking of the water his ailment would be alleviated or cured by reason of the ingredients contained in the water? It seems to us in such cases that the preparation would only be taken with a view to alleviation or cure, and a water possessing elements or ingredients favorable to that end only would be recommended." 284 Fed. 157 8701 Cir. Ct. Appeals 8th Cir., 3/18/20. Bradley v. U. S.

**Necessity for Research**

In my opinion the next decision points out clearly the necessity for research findings to substantiate the claims being made for medicinal products, since the manufacturer of a medicinal preparation is charged "to have superior knowledge":

"Persons who make or deal in substances or compositions alleged to be curative are in a position to have superior knowledge and may be held to good faith in their statements." 239 U. S. 510 N. J. S. 4816 U. S. Supreme Court 1/10/16. U. S. v. Eckman's Alternative.

**Professional Authority**

Many pieces of advertising refer to doctors, dentists and nurses, and the following language gives us, first, a statement from the manufacturer's labeling, and then the court's very definite views on the use of these words.

"We have received many letters from physicians reporting—followed by what is represented to substantiate the claims that he would if admitted which admittedly would tend to engender a belief to persons suffering from diabetes or Bright's disease that the use of the drugs would likely afford them relief. Unless we discredit their mental competence, such, we must presume, was the intent and expectation of the proprietors. ** * * But if, as alleged, the drugs are worthless the proprietors cannot escape responsibility by hiding behind the phrase 'the doctors say'. Couched in such language undoubtedly the printed matter makes a more persuasive appeal to the credulity of sufferers from these diseases than if the representations thus implied were made directly upon the authority alone of the proprietors, and for that reason they are not less but more obnoxious to the law." 33 Fed. 2nd Series 506, N. J. 5 16387 Cir. Ct. App. 9th Cir., 7/1/29 U. S. v. Fulton's Comp.

**A Summary Decision**

The effects of all of these decisions are summed up, I believe, in the following decision. It shows that the results that may ensue if products are labeled and advertised in a false and misleading manner:

"The danger and injury to the public from this character of advertisement is, however, considerable, in that it induces persons to rely in serious cases upon a preparation without saving virtue when but for this reliance they would no doubt secure proper advice and treatment for the ills which affect them." 267 Fed. 795 N. J. S. 8360 Dis. Ct. S. Texas 10/4/18, Cir. Ct. App. 5th Cir. 7/16/20. U. S. v. Texas Wonder.

Evidence to Substantiate

We feel that the manufacturer should, as we have stated, base his advertising upon the facts. In other words, he should have evidence to substantiate all the claims that he makes, and he should take the trouble to make his preparation. With such information available he should not change the labeling or advertising at the whims of some Federal or State enforcing official, but should "stand his ground". You will realize that the responsibility rests squarely upon the shoulders of each individual manufacturer to produce the facts concerning his product, and that if he is to be considered in good faith, he must be able to back his advertising with the results of his preparation. Many pieces of advertising that we see are such that they can be considered as anything but in good taste. In fact, in many instances I believe such copy has a tendency to detract from the sale of a preparation rather than to promote it.

TO FILL WAR JOBS, the Moore Drydock Co., shipbuilders of Oakland, Calif., turns to radio. Ralph E. Brunton (left), general manager of KQW, has announced the company's purchase of Ten O'clock News, written and announced by Carroll Hansen (center), aired Sundays through Fridays at 10 p.m. (PWT). Ship company representative is Glenn R. Dolberg (right), executive assistant to the personnel director and active for many years in Pacific Coast radio.
U. S. Rubber on CBS
(Continued from page 9)

Massey is slated to appear on the first of these features, titled "Our American Scriptures", but this was not definite the end of last week.

Concerts by the Philharmonic have been broadcast on a sustaining basis on CBS since October, 1930, although the network some years ago offered the Philharmonic concerts to a group of leading department stores throughout the country. It is the oldest musical organization in this country and the third oldest in the world.

Decision by the New York Philharmonic-Symphony Society to permit commercial sponsorship of its orchestra indicates that the trouble between the Society and Local 802 of the American Federation of Musicians over the dismissal of some of the Philharmonic's musicians by Dr. Rodzinski has been settled. Formal notice that the new director of the group would not have to face the union trial, scheduled for May 6, was issued him April 27.

Last Program on CBS
U. S. Rubber's last network radio program was titled 99 Men and a Girl, featuring Raymond Paige and a 99-piece orchestra, and broadcast on CBS in 1939 as a Friday evening half-hour series. Since that program was discontinued, the company, through its agency, Campbell-Ewald Co., New York, has been concentrating on institutional newspaper advertising.

Last week, the Bureau of Advertising of the ANPA called special attention to the company's recent ads, with particular emphasis on "The Empty Room." A special report issued by the Bureau with U. S. Rubber ads as examples, points out that "the people's unprecedented interest in institutional advertising has given industry its greatest opportunity to build public understanding and goodwill."

Coincident with the announcement of the U. S. Rubber contract, CBS last week compiled a list of the symphony orchestras which it has broadcast under sponsorship as far back as January, 1931. At that time, the Detroit Symphony was presented by Graham-Paige Corp., and subsequently from the fall of 1934 through the spring of 1942 by the Ford Motor Co. The Philadelphia Symphony was sponsored on CBS in 1931 by AT&T, until 1933 by Philco Corp., and during the season of 1933-34 by Liggett & Myers Tobacco Co. The following year, CBS carried broadcasts of the Minneapolis Symphony under sponsorship of General Household Utilities Corp., and in 1936 presented the Pittsburgh Symphony for Pittsburgh Plate Glass Co. In 1936-37, a group of American banks sponsored the Philadelphia Symphony again, and from the fall of 1940 to the spring of 1941, Libby-Owens-Ford Glass Co., presented the Chicago Women's Symphony on CBS.

COOKING UP FAREWELL PARTY for W. Donald Roberts, new CBS western sales manager, these "chefs" daily posed with "Cowboy" Roberts in New York just before he left for his new offices in Chicago. Left to right are Joseph H. Ream, CBS vice-president and treasurer; H. V. Ackersberg, CBS vice-president in charge of station relations; Paul M. Hollister, CBS vice-president in charge of advertising and sales promotion; Linnea Nelson, timebuyer of J. Walter Thompson Co., New York; William C. Gittinger, CBS vice-president in charge of sales, and Allyn Jay Marsh, CBS assistant sales manager.

WREC's 5,000 Watts
Through error in a page advertisement of Broadcasting Station WREC, Memphis, Tenn., published in a recent issue, the station's power was wrongly listed as 500 watts. It should have read 5,000 watts. WREC, one of the South's leading stations, has operated on 5,000 watts, day and night, for the past several years. It is owned and operated by Hoyt B. Wooten, one of the country's pioneer broadcasters.

New Squib Show
WITH PURCHASE of the Sunday, 8-8:30 p.m. period on CBS, E. R. Squibb & Sons, New York, will discontinue Keep Working, Keep Singing, America, heard on CBS Monday, Wednesday and Friday, 6:30-6:45 p.m. Firm will retain Walter Cassel Singer, and the general morale-building character of the present series for a new production, scheduled to start June 18. Talent line-up and other details are not yet available, pending Washington approval of the morale aspects of the program. Agency is Geyer, Cornell & Newell, New York.

Grape Nuts Spots
GENERAL FOODS Corp., New York, is lining up a spot campaign for Grape Nuts in the Denver and Minneapolis areas, and for Grape Nuts Flakes in the New York region. Further details are not available pending completion of plans. Agency is Young & Rubicam, N. Y.

WATL's coverage is confined to the metropolitan Atlanta area. With no rural audience to cater to, its programs are tuned to urban tastes, and are tops with Atlanta listeners. Eleven years a favorite!

If you want to cover Atlanta at lowest cost, put WATL on your list.

EXCLUSIVE COVERAGE
AUDIENCE
PROGRAMS
KTFI
TWIN FALLS, IDAHO
NEAREST STATION
100 MILES
— NBC —

BROADCASTING • Broadcast Advertising
Three Join CBS

PAUL HITLIG, CBS technician since 1934, has been named to the WABC, New York, engineering staff, as assistant supervisor of the studio technical group. He replaces D. Vorhes, acting studio supervisor.

Others to join the technical operations staff are Samuel J. Lawrence, formerly of NBC, and Leon Murray, formerly of WAZL, Hazleton, Pa. and Marshal Ser- 

Recently of Western Electric Co.

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Held Wanted

Combination Announcer-Operator — First or second class license, present pay for forty hours with guaranteed experience and limited responsibilities. Network station in Rocky Mountains. Box 616, BROADCASTING.

Chief Engineer-Announcer — New and one of the very best small town independent locals wants good man who desires middle, high income, climate of Southwest. Permanent connection starting at first letter. KFUN, Las Vegas, Nevada.

Aggressive Draft Deferred Salesman — Wanting position with opportunities for advancement. Wanted by 6 k.w. regional network station. Box 686, BROADCASTING.

Operator-Announcer — With first class license for Oregon 250 Watt independent station. Give information and salary desired. Box from BROADCASTING.

Experienced Sports and News Announcer — For midwest station. State minimum salary and experience in replying. Box 603, BROADCASTING.

Announcer — Network affiliate in Washington-Baltimore area needs experienced announcer to assist with programs. Permanent position, modest salary until work proven. Give age and draft status. Box 606, BROADCASTING.

Recording Engineer — For Transcription Studio. State experience. Draft Status. Salary, United BROADCASTING. 201 N. Wells St., Chicago, Ill.

Announcer — Permanent position with 5 k.w. regional network station for draft deferred engineer-cum-man. Box 560, BROADCASTING.

Announcer — No experience necessary. Give personal details, draft status, age, etc. Pay Box 609, BROADCASTING.

Announcer at Once — Permanent; give ability, draft status. Box 607, BROADCASTING.


Announcer — Experienced, for network station located in large metropolitan area in New York,_sexual experience desirable. Send experience and details in letter. Draft status, and salary. Box from BROADCASTING.

Radio Engineer Wanted — By 250 watt Southern Station. Must have first-class radiotelephone license. Steady position, good salary. BROADCASTING.

Situations Wanted

Engineer — Nine years background, age 29, married, 4-F. Now engineer 10 kW Regional. Desires Chief Engineer's position with major network. Box 615, BROADCASTING.

Organist — Now available with or without own Hammond organ. Age 24, union. 4-F, single. Has been Musical Director of midwest network station. Write Box 611, BROADCASTING.

Second-Class Engineer — With eight months' experience, and good experience available immediately. Married, classified 4-F, Write or wire Box 612, BROADCASTING.

Food Hour Stays On

With the problems of gardening and home canning growing in importance to the nation's welfare, Alfred W. McCann has decided to continue his five-times weekly "Food Hour" on WOR, New York, throughout the summer months. Helpful advice on raising and preserving foods is a feature of the program, which has some 10 participating sponsors. Mr. McCann also announced that he will conduct a campaign this summer in collaboration with the Farm Labor Division of the War Manpower Commission to enlist the voluntary services of men, women and children to harvest crops.

BROADCASTING

BROADCASTING — Broadcast Advertising

May 10, 1943 • Page 53
Workable Plan or Permanent Stalemate Seen Result AFM-Disc Meeting, May 11

WHEN the executive board of the AFM and representatives of the transcription industry resume their conversations tomorrow afternoon, (May 11) it is with the understanding that the discussions will continue until they have either evolved a mutually satisfactory plan whereby AFM members will again be available for employment on transcriptions or if such sessions are satisfied that they have reached a stalemate which further negotiations cannot possibly resolve.

Last month, when the AFM board met with transcribers and makers of phonograph records and agreed that because of the diverse nature of the two types of recording business separate negotiations should be conducted with each group, a single session between the union and the phonograph recorders was sufficient to convince both sides that further discussions would be fruitless [BROADCASTING, April 19]. A subsequent meeting of the AFM board with the transcribers, however, concluded on a more optimistic note and both sides are satisfied that they have reached a stalemate which further negotiations cannot possibly resolve.

D. of J. Suit Waits AFM Negotiations

WHETHER the Dept. of Justice will file a third anti-trust suit against James C. Petrillo and his American Federation of Musicians, in the light of its action last month dismissing the pending proceeding before the Federal District Court in Chicago, depends upon the outcome of current negotiations between AFM and the recording and transcription industries.

Assistance Attorney General Tom C. Clark, successor to Thurman Arnold as head of the Anti-Trust Division, stated last week that the issues in the Chicago case had become more or less moot in the light of the pending industry negotiations. While the phonograph record manufacturers have broken off with Petrillo, the transcribers meet with him in New York tomorrow. If these negotiations are successful, the public is deprived of recorded music by virtue of the Petrillo strike, it is presumed the Department will file a third bill of complaint. This, however, will depend upon the issues and the reasons for the failure to reach an accord.

The Government asked dismissal of the suit on April 28—the last day on which such action could be taken, since the AFM answer was then due. With the dismissal, the stay was left open for the filing of a third action. The original suit, personally argued by Mr. Arnold, an avowed opponent of Petrillo’s methods, had been dismissed last year by Federal Judge John F. Barnes on the ground that it constituted a labor dispute.

The second suit was dropped because it was felt the Government, at this stage, and as long as negotiations were in progress, could not prove that the AFM ban was invoked for the purpose of driving out of business small independent stations. While the ban has been in effect since Aug. 28, no station has gone out of business due to lack of recordings, because of the backlog of records and transcription built up in anticipation of the strike.

FIRST ANNUAL staff dinner of WOW, Omaha, witnessed unveiling of art for station’s new letterhead. The design portrays Mercury, symbolizing “spirit of communications.” When the work was unveiled by “Uncle Tom” Wallace, of Chicago, it turned out to resemble John J. Gillin Jr. (on right), general manager of WOW. Wallace, formerly vice-president of Russel M. Seeds Co., Chicago, a director of WOW Inc., served as toastmaster.

In actual practice, however, it appeared that the new Office of Civic Broadcasting should continue to give Mr. McIntosh virtually free reign so far as radio is concerned. Oscar W. Meier, chief of the OCR branch dealing with radio, pointed out that, in the past, the agency had depended on Mr. McIntosh because of superior technical information in his organization. Mr. Meier said he saw no reason to make a change between the agencies should not continue along the same line.

Mr. Meier explained that, in the past, OCR has accepted Mr. McIntosh’s request and that the McIntosh program was likely to continue, although a representative of OCR would probably attend Radio & Radar Division meetings. The McIntosh outfit will continue to serve broadcasters with parts and priority assistance.

In the Radio & Radar Division, meanwhile, the program to standardize maintenance and repair parts for home sets was nearing completion. Last week an order reducing the number of types of parts was being circulated, and early adoption appeared likely.

Under the order, manufacturers would be prohibited from making any parts other than those included in a list adopted by the American Standards Association at the request of WPB and OPA. The order would cover Dry Electrolyte Capacitors, Fixed Paper, and Mercury, Power and Audio Transformers and Reactors. A similar standardization program for tubes is already in operation under orders from the Radio & Radar Division.

WWPG Now at Palm Beach

WWPG was last week granted permission by the FCC to change its designation from Lake Worth to Palm Beach, Fla. WWPG operates on 1540 kc, with 250 watts.

WPB Civilian Unit Gets New Powers

McIntosh Programs to Guide Its Radio Plans, However

CREATION of the Office of Civic Broadcasting, under Arthur Whiteside, Dun & Bradstreet president who was recently appointed WPB chairman, will have an effect on the development of the Radio & Radar Division’s planned civilian service. According to an order issued by WPB-Chief of the recently appointed WPB chairman, the Whiteside organization is to have power to provide products and services to maintain civilian life. The order instructs industry division directors, such as the Radio & Radar Division, to provide Mr. Whiteside with information to enable him to determine requirements of consumer goods and services.

Free Hand
WLW NIGHTTIME LISTENING AREA

LIFT 'EM OUT!... and you'd still have $103,000,000 MORE Grocery and Drug Sales per Year

DELIVERING 47.7% OF THE NIGHTTIME LISTENING* in a market of 12,000,000 people, WLW gives you advertising dominance, and wholesale-retail acceptance, in a trade area which, in a year, buys $806,573,000 grocery and drugstore products. That is $103,000,000 MORE than are purchased by New York City's five boroughs and the City of Chicago, combined. (New York, $476,327,000; Chicago, $227,291,000.)†

*Based on Hooper Mid-Winter WLW Area Rating, 1943; a weighted average figure which does not represent the size of our audience in any one city.

†Census of Business, 1939; U. S. Dept. of Commerce.

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

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

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

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CRUSLEY CORPORATION
LONGER LIFE  HIGHER CURRENT

Maximum Peak Plate Current . . . 2 amperes
Maximum Average Plate Current . . 0.5 amperes

FOR VALUES of PEAK INVERSE VOLTAGE up to 200 VOLTS MAXIMUM 2,000

FOR DESIGN PURPOSES—

Now you can take advantage of the small size and outstanding dependability of the RCA 866-A/866 Half-Wave Mercury-Vapor Rectifier on high current applications up to a peak inverse voltage of 2,000 volts maximum.

Improvements incorporated months ago make these new ratings just as conservative as the original lower rating on which the reputation of this famous rectifier was built.

FOR REPLACEMENT PURPOSES—

Obviously, the higher current rating for the RCA 866-A/866 has no particular bearing on replacement applications of the tube where use is based on the old rating—but the improvements which make it possible do. They mean greater dependability, a greater margin of safety at the old ratings—and consequent longer life to the tune of hundreds of additional hours.

RCA RADIO-ELECTRONIC TUBES

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

Buy War Bonds and Stamps Every Payday!