Results of the latest CBS listening study (Series 6) reveals substantial increases in KLZ coverage and listening in the Rocky Mountain region day and night.

This new study of actual habitual listening is conclusive proof of KLZ's continuing growth in mass and weight as an advertising medium ... growth in the number of listeners, and in the time these listeners spend listening to KLZ.

In comparison to the CBS study of 1940 (Series 4), KLZ has increased its daytime coverage by 16.8%, and its nighttime coverage by 35.6%. This coverage comprises known frequency of listening ... a wholly new measure of the power and intensity of coverage developed by CBS for its 1942 Coverage Audit.

This new study of KLZ's penetration of the Rocky Mountain region gets down to bedrock in accuracy and substance, revealing statistically what KLZ advertisers are experiencing in dollars and cents every day right now.
Tomorrow, you'll broadcast magic

You know what has been done in radio. Imagine the possibilities that will be opened when television brings to every home news, entertainment and sport in pictures as it happens!

What will your part be in television? The ownership and operation of telecasting studios will offer a unique opportunity to men who have had experience in the field of radio.

This opportunity is now being enhanced for you by Farnsworth, the pioneer in electronic television research and manufacture. Our advertising today is preparing the great audience and the potential sponsors for the coming telecasting industry.

All Farnsworth production is now going to the Armed Forces...precision equipment that will hasten the Allies' victory. When this job is done, we will be ready to supply you with the most advanced and complete studio and station television equipment—the result of 15 years of research and improvement, including the original basic Farnsworth inventions. Our engineers will be ready to assist you in all the aspects of television transmission and maintenance.

Farnsworth research created electronic television—and demonstrated it in 1928...Farnsworth equipment will make it a reality in post-war America.

PREPARING THE NATION for television is the job of Farnsworth advertising. Read the current advertisement in May 17 Time, May 29 The New Yorker, May 31 Newsweek, May 31 Life, June 5 Collier's, June The Atlantic.

FARNSWORTH TELEVISION

* Farnsworth Televisions & Radios Corporation, Fort Wayne, Indiana, Manufacturers of Radio and Television Transmitters and Receivers. Aircraft Radio Equipment by Farnsworth Distributors such as The Capehart, the Capehart-Paradise, and the Farnsworth Phonograph-Radios.
MUSIC
A VITAL CONTRIBUTION TO
THE WAR EFFORT

SESAC PUBLISHERS OFFER BROADCASTERS
AMERICAN PATRIOTIC MUSIC
Including the Official "U. S. ARMY-NAVY HYMNAL"
"AMERICAN RED CROSS MARCH"
"MARCHING TO VICTORY"

TIMELY MARTIAL MUSIC ARRANGED FOR
AMERICAN MILITARY BANDS AND ORCHESTRAS
Just ONE of the 200 Diversified
Types of Music Listed in the
1943 SESAC MUSIC GUIDE

Additional Music Guides Available By Writing
SESAC Program Department

113 WEST 42nd STREET
NEW YORK 18, N. Y.
Jackson
The Capital of Mississippi
IS IN WWL-LAND
And so are 10,000,000 customers from 5 different states

"THE CROSSROADS OF THE SOUTH," Jackson, Miss., turns to WWL, New Orleans, for the best in radio—and gets it—just as scores of prosperous cities do, all over the Deep South.

50,000 WATTS and a clear channel give WWL five times the power of any station in the 5-state area. To "own" the Deep South, get on—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
Remember when "ceiling" meant the top of a room, "rationing" meant company for dinner and "priorities" meant women and children first? Those days are coming back. And when they do they're coming back with a boom for advertisers who recognize the post-war possibilities of the South.

The South! America's fastest growing market, abounding in cheap T.V.A. power, abundant raw materials, and skilled labor. The South! Where 42.8% of the nation's population increase has been — where more new permanent industries are migrating, planning for post-war opportunity than any other section.

Here is where 50,000 watt WSM is blasting sales messages 18 hours a day. With a low frequency, one of Radio's largest talent staffs and a pulling power that recently brought 250,000 letters from two broadcasts, WSM is the station of the South — the station for your mid-war sales and post-war planning.
To see and hear beyond the beyond

- Our eyes and ears are the advance guards of our mind's march forward. Whatever widens the horizons of human vision and hearing, reveals new vistas of knowledge. So our chosen work for more than forty years has been exploration of uncharted realms of sight and sound. Starting with the humble incandescent lamp, progressing to radio and electronic tubes, fluorescent lamps and equipment, we are today busy with ventures which are contributing vitally to the winning of the war. And important as these may be to Victory, their full flower will come as enduring boons to better living in the years beyond. How could anyone, glimpsing the rich promise of the future, be content to do each day's work with a firm resolve to maintain anything less than the highest standards known!

SYLVANIA ELECTRIC PRODUCTS INC., EMPORIUM, PA.

VITAL TO VICTORY is the ever-increasing number of electronic devices that miraculously bridge the gap between man and the machine tool in war industry. Electronic contributions to technology make inspection and processing more automatic and foolproof. From long experience, Sylvania has developed and applied electronic tubes to industrial as well as military uses.

MAKERS OF INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES, CATHODE RAY TUBES AND ELECTRONIC DEVICES
What have rutabagas to do with Hollywood?

When the Government said, "raise vegetables," that was KNX' signal to go to work! Deep down under the foundations of Columbia Square, in glamorous Hollywood, is rich soil that not too many years ago was fertile farm land.

We ripped out the terrace, plowed the soil, fertilized and cultivated it. And grew a model garden to show Californians what rare and precious gems are these edibles that can be grown on Southern California's soil.

The garden was the talk of the town. The first crop went, of course, to those who needed it most; in this case, the Los Angeles Orphans' Home. And the practical experience of raising the crops went by proxy to tens of thousands of families, up and down this rich countryside.

KNX is more than Columbia's Key Station in the West. It's the home town station for over a million families throughout all this rich Southern California area... not all Hollywood glamour folk - but prosperous, typically American people from the four corners of the land.

Homey things - like plowing up our front yard to show neighbors what vegetables can best be grown - are what made KNX so much a part of the lives of these people. And it's what has made KNX so successful a medium for advertisers in the West. It explains why so many major advertisers turn to KNX first to solve their sales problems.

THE HOME-TOWN STATION FOR ALL SOUTHERN CALIFORNIA
...have you heard about the two-way mousetrap?

You remember the axiom about building a better mousetrap? Well, we've caused our path to run both ways!

For a decade, WBT has been the showmanship station in the South. Good talent—from anywhere in Dixie—eventually turns up at WBT. When they stay a long while at WBT it means they're good enough to move on. So with Lansing Hatfield and Norman Cordon. They're now with the Metropolitan Opera. John Scott Trotter and the Golden Gate Quartet and Hal Kemp "went big-time" first at WBT. Hollywood, too, has drawn on WBT. Currently, the Tennessee Ramblers of WBT have completed their fourth picture and the yodeling me of WBT's Dixie Jamboree is doing his first. But that's between WBT jobs.

Which is all right with us. We think this concentration on producing good radio and attracting good talent is what makes WBT The South's Best Salesman. People listen to programs. Down our way that means WBT!

The South's Best Salesman

COLUMBIA OWNED

WBT
CHARLOTTE
50,000 WATTs

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
LOOKING for a likely place to attack? Want a favorable sector where you can get the most results for the least expenditure? Then stick a big pin right now in the spot on your map marked "Nashville—WSIX".

For here’s a combination that won’t fail at the show-down—a booming market covered by one tested medium.

In planning any fall campaign in the South, get the latest facts and figures on Nashville and WSIX.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Member station The BLUE Network and Mutual Broadcasting System

5000 WATTS

"The Voice of Nashville"

NASHVILLE, TENN.
One of a series presenting the men who make Free & Peters stations

Roland Weeks
Commercial Manager, WCSC, Charleston, S.C.

While we were compiling his "business biography" (above, beside photograph) Roland Weeks made a comment that to our minds is a pretty perfect biography, all by itself. Said he: "True, business has almost quadrupled in the five years I've been here at WCSC. But it all goes back again to this—do a job for the advertiser, and you can't keep business from coming in." Nicely put, friend Roland!

Yes, but how are you agencies and advertisers to know, except by costly trial and error, what radio stations "do a job for the advertiser"?

You know and we know that there's as much difference in management of radio stations as in the managements of any other kind of business. And that in radio, the differences help determine the comparative audience-confidence and advertising results.

Part of our job, we feel, is to seek out those differences in management, and to submit them to you in the same way that we submit market data, surveys, rates and availabilities. . . . Which is another reason we can render you a more vital service than you perhaps realize, here in this pioneer group of radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

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Broadcast Advertising • Broadcast Advertising
Radio Tops Non-War Topics in Capital

Fly to Federal Bench; Payne Vacancy; NAB Ponders Action

WASHINGTON fairly sizzles with reports of impending developments affecting the whole radio regulatory scene, stemming from the Supreme Court decision in the network cases and the Cox Committee inquiry into the FCC.

There is talk, often heard in the past, of a possible reorganization of the FCC. The complexity of things seems to lend unusual credence to it now. Legislation at this session is regarded as likely, with newspapers falling in line on the fight to prevent further Governmental inroads on freedom of the media of expression. This is seen as a major issue in the impending political campaign.

Here is some of the speculative talk pervading Washington:

1. Appointment by the President of FCC Chairman James Lawrence Fly to the U. S. Court Appeals for the District of Columbia to fill the vacancy created by the elevation of Justice Fred M. Vinson to Director of Economic Stabilization.

2. Nomination by the President of a new Republican member of the FCC to succeed George H. Payne, whose term expires June 30, and which would give the Chief Executive the opportunity of naming two new members, if the Fly Court appointment materializes.

3. Naming of military men—Army, Navy or Coast Guard— to the FCC vacancies, because of necessary coordination of communications with military operations. There has been complaint of lack of this under the present regime.

4. Enactment by Congress of a simple "stop-gap" bill, designed to check any further abrogation of power by the FCC, which might seriously undermine the ability of radio to render peak public wartime service.

5. Selection by the NAB of a chief counsel or coordinator to direct the industry effort for remedial legislation, with the appointment of a steering committee of 10 broadcasters. The committee was named last Friday.

6. Removal of the major networks from any influential status in Washington on the ground that the network contract fight is over and that they can do little to help the legislative situation.

7. Start of the Cox Select Committee Inquiry into the FCC by July 1, with members of the Commission to be asked about policy actions, "pressure grants", purported "side deals", and allegations of domination of the FCC by Chairman Fly when it's a seven-man Commission.

Talk of the appointment of Mr. Fly to the bench is heard in Government as well as industry circles. A lawyer of some repute, and general counsel of Tennessee Valley Authority before he was named to the FCC in 1939, the Commission chairman is regarded as well qualified for the promotion, particularly since he holds high rank in the New Deal.

Question has been raised about his confirmation by the Senate, if named to the bench. Doubt on that score, however, is dispelled by the precedent in the case of the former Assistant Attorney General Thurman Arnold, hated by labor, who was confirmed without opposition.

There is said, mounting feeling in both sides of Congress about the FCC, but this would hardly frustrate confirmation of a Commissioner for another post.

Fly a Target

Chairman Fly is the target of the House Committee inquiry into the FCC. His replacement might mitigate the scope and flavor of the Cox inquiry. It is generally thought Commissioner C. J. Durr would be the logical successor to the chairmanship. But here again there is strong House feeling against the Alabaman—newest member of the FCC. His attack upon Chairman Eugene E. Cox of the House Committee seeking his ouster on grounds of "bias" certainly hasn't helped his status in the eyes of many Congressmen.

The Payne situation is somewhat different. He was appointed to the original FCC in 1934, and reappointed in 1936 for a seven-year term.

Mr. Payne's troubles on reappointment, however, are ascribed to a combination of events and circumstances. Regular Republicans, it is reported, regard him as a New Deal or pseudo-Republican, and contend that the party therefore does not have the representation it should on the bi-partisan FCC (not more than four members of which can be Democrats). While Chairman Fly heretofore has espoused the Payne candidacy, it is now reported about the FCC that his support has wilted.

Should these two vacancies materialize—and it isn't by any means certain they will—there is interesting speculation about successors. The name of Rep. Karl Stefan, Nebraska Republican, and a former news commentator on WJAG, Norfolk, Neb., who was elected in 1935 largely because of his radio following, has cropped up several times. In his early career he was a telegraph operator.

Speculation also has arisen about appointment of men familiar with

(Continued on page 55)

NAB Empowers Legislative Program

Board Meets Wheeler Who Says Hearings Begin Soon

EMBARKING upon an all-out quest for legislation to safeguard radio's status as a free, competitive medium, the NAB board of directors at an extraordinary two-day session in Washington last Thursday and Friday, enlarged its legislative committee and gave it plenary powers to evolve a legislative plan and retain personnel.

Concluding that the industry's salvation reposed in new legislation, the board got squarely behind the White-Wheeler bill (S-814) to remake the FCC and spell out its functions. The enlarged legislative committee, now comprising 10 members as against a membership of six, shortly will convene with a view to mapping out detailed plans.

Retention of a legislative counsel or coordinator by the NAB is regarded as likely. This will be one of the chief objectives of the Committee in its sessions in the immediate future.

The entire board called on Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, co-author of the pending bill, just prior to its adjournment late Friday. The chairman was told of the reliance the industry placed upon Congress in assuring its continued freedom of action through a new legislative enactment.

Chairman Wheeler shortly will schedule hearings on the legislation, which would divide the FCC into two autonomous units of three members each, one charged with broadcasting and the other common carriers. Specific functions of the FCC, deprivings it of authority to censor or to regulate business practices of the industry, are implicit in the pending bill.

Following the conference, Chairman Wheeler told Broadcast Advertising he would schedule hearings as soon as the committee completes its current railroad rate inquiry. This may run another week or 10 days, he said.

He asserted it was his definite intention to hold hearings, barring a summer recess. And if that occurs, he declared, hearings would be held promptly upon reconvening of Congress. "Absolute Government control of radio is the worst thing that could happen to this country", he said.

Added to the legislative committee, presided over by NAB Pres-

(Continued on page 54)
Paid Local War Advertising Projected

Council, OWI, and Media Working Out New Sales Plan

PAID TIME for many of the war-time messages carried by radio stations is one of the features of a plan now being worked out by the War Advertising Council, in cooperation with OWI and representatives of all media, to mobilize local advertising for a long-range war selling job.

The plan does not involve payments for regular OWI information announcements, but contemplates large-scale local campaigns involving actual purchase of time by Community War Planning Boards which would be set up. In addition, it includes provision for war use of programs already sponsored locally.

All Media Covered

Actual amount of paid advertising involved has not been determined. Purpose of the plan is to organize local advertising for a public service. The plan in no way affects any Council, nor affecting use of all: Radio, newspapers, outdoor, car signs, direct mail.

Feeling that some machinery is needed to do a national war advertising job, the WAC would support, in about 200 communities, local councils to sponsor this advertising. These councils would select pools of donated OWI and contract time, solicited for the council by salesmen of all media. These salesmen would sell community advertising, rather than their own media.

Once the individual media salesmen had organized the pool of time and money, the local Coordinating and Planning Board would allocate it.

According to the proposal as now being considered, WAC would invite local association leaders and Government field men to a meeting, where the plan would be discussed, and a packet of proposed campaigns, prepared by OWI, would be examined.

A local chairman would then be elected for a three-man Coordinating and Planning Board. An Advisory Board, composed of business groups, heads of local defense War Service, and local OWI would be organized with subcommittees specializing in space and time, raising funds, preparation of copy, etc.

This local committee would interest local advertisers in donating some of their regular advertising budget for community use. It also would solicit its own war fund from other business and industrial groups.

Local advertising agencies would prepare copy, which for the most part would consist of adjusting material from the WAC to local needs. All personnel would be voluntary, but actual expenses of the committee would be paid, probably from the pool.

Much of the material, it is pointed out, would come from OWI, through the WAC. Packages containing radio and other material would be available. However, in some cases original programs might be needed to fit local needs.

The entire fund would be allocated by the Coordinating and Planning Board, which would determine the campaigns which should be given priority. It would also decide how much space and time each should have. Selections it is emphasized, would be based on local conditions.

Community advertising efforts have been tried successfully for War Bonds in several cities, notably in Cleveland where about $100,000 was spent among all media. The new plan, patterned in part on the Cleveland model, would set up an organization for the duration, which would sponsor all types of local advertising.

Such local plans as manpower and anti-black market material and conservation pleas would be used regularly.

One advantage of the plan, advocates point out, is that once a business firm contributes to the community war pool, it would be assured immunity from further requests for a given period.

Harris a Major

CAPT. JACK HARRIS, executive officer of the Radio Branch, Army Bureau of Public Relations, last Friday was promoted to rank of major in the Army reserve. Formerly special events director of WSM, Nashville, Mr. Harris last year reported to the Radio Branch as civilian assistant to Col. E. M. Kirby, Radio Bureau director. Subsequently he was commissioned a major in the Army Specialists Corps, but with the abolition of that unit he was re-commisioned a captain in the reserve.

La Roche Hopes to Increase Aid by All Media To Half-Billion Dollars by End of Year

DOUBLING of advertising's contributions of space and time to war purposes is sought by the new program of the Advertising Council, according to an announcement last week by Chester J. La Roche, chairman. Estimated value of periodical, outdoor display and radio advertising given over for war causes in 1942 was $250 million.

Under the slogan, "A War Message in Every Ad," the Council is opening a drive to increase by about a yearly total of a half-billion dollars worth of contributed time and space by the end of 1943. To dramatize this objective the Council is calling its program, "1943 Advertising Council," a title which more accurately suggests the functions of the organization.

Plans for the drive to secure the sought-for contributions in various media and the other phase of the drive will be discussed at a meeting in New York on Tuesday June 8. As yet no estimate has been made of radio's quota in the half-billion-dollar goal. That additional funds to carry the council's expenditures for the drive will be needed is indicated by an increase in the budget from $100,000 last year to $150,000 for this year. It is expected that the scope of the organization to be broadened but no additions to personnel are contemplated.

Big Job Ahead

At last week's meeting of the Council, held in New York, Mr. La Roche was re-elected chairman of the board of directors. In a statement issued following the meeting, he was pleased with the performance turned in by advertising in 1942. "We are dealing, however," he said, "with unprecedented needs and there is still much to be done. We are confident that our hope that by the end of 1943 advertising space and time contributed for war messages will be at the rate of $500,000,000 a year." He expands the change in name of the Council to state it "entails no change in operating plan or objective, which continues to be the increasing use of contributed and sponsored advertising, at no cost."

(Continued on page 55)

Lineup of Utilities Completed by Ayer

Cooperative CBS Program to Get Under Way July 27

A TOTAL of 121 utility companies throughout the country have been lined up by N. W. Ayer & Son, New York, after more than a year's effort, as cooperative sponsors of a network program—the one selected being "Ameritex," the four-minute news review program Report to the Nation.

The companies involved in the deal are local distributors of electric current, illuminating gas and will sponsor the series on an institutional basis under the organizational title "Electric Companies Advertising Program!"

Stated Mr. Ayer, "The series, currently heard Saturdays, 7:30-8:30 p.m., will be moved to the CBS Tuesday period, 9:30-10 p.m. A basic CBS network of 69 stations is already set up but the company expects to add more stations before the start of the contract.

Under the personal supervision of Paul White, CBS director of network news, "Report to the Nation" summarizes and reviews the news of the week, relating it to the American civilian and to the American in the armed forces. Under the electric companies' sponsorship, its format will remain much the same with Mr. White continuing to direct.

KGO SWAP PLAN BRINGS OPA VETO

BARTERING of coffee, sugar and tin totaling over five million pounds as the audience participation program, What's Doing Ladies, on KGO, San Francisco, came to an abrupt halt in late May when OPA ruling held such sessions constitute a black market. It was pointed out by the Government that its regulations specify ration certificates must be used only on behalf of a consumer. The proponent firm, prior to ban, trading of unneeded rationed items for wanted articles had been one feature of the broadcasts. Such exchanges, it was explained, violated price ceilings.

Hereafter bartering activities will reportedly be confined to such unrationed articles as fur coats, furniture and garden tools.

OWI National Packet Includes Chain Breaks

CHAIN BREAKS will be included in the OWI National Packet starting the week of June 21. Don Stauffer, chief of the Radio Bureau, announced Friday. The change was made following requests from War Program Managers throughout the country.

First chain breaks will be used by two groups of stations, on the subject of Social Security Card. The other two groups of stations will participate in the new plan to start circulating June 28. OWI regional offices will continue to provide chain break copy wherever possible, Mr. Stauffer said.
**Nets Scheduling Time Under FCC Rules**

**All Four Complete Plans; Notify Affiliates**

RESIGNED to the fact that the FCC's network rules, as modified, will become effective June 18, all four of the major networks last week had completed plans for adjustment of contracts with their affiliates to conform to the rules. Last to line up its plans was the Blue Network, at a meeting of its advisory and planning committee in New York Wednesday, and a session with FCC Chairman James Lawrence Fly on Thursday, notified its affiliates of changes in operations.

NBC, CBS and Blue last week notified their affiliates by letter or telegrams of new schedules and changes in rules to conform to the rules (see texts on pages 47, 51, 52). Mutual on May 28 sent its covering letter to affiliates [BROADCASTING, May 31].

**Fly Approves Plan**

In a telegram to Blue affiliates last Thursday evening which followed conference with Chairman Fly, H. Allen Campbell, general manager of WXYZ, Detroit, and chairman of the Blue committee, reported that the group had completed a satisfactory conference with the network officials "followed by a gratifying session with Chairman Fly, in which our interpretations of rules were confirmed and plans for future operation approved." At the Thursday conference with Chairman Fly were Mark Woods, president; Keith Kiggins, vice-president for station relations; John H. Horton, station relations manager; and Robert D. Sweeney, attorney.

Mr. Campbell reported that the Blue shortly would send a letter, also approved by Mr. Fly, to affiliates modifying agreements to conform to the new regulations. He announced that special meetings of Blue affiliates in various regions have been called.

**Time Schedules**

Knottiest of the problems confronting the networks and affiliates was the preparation of schedules of time for which options would be required in compliance with the limitations imposed by Rule 81.104. This regulation prohibits stations from granting options of their time to networks on call on less than 50 days' notice (twice the present time) and further specifies that such limitations are to be placed on the four segments of the broadcast day, as follows: 8 a.m. to 1 p.m., 1 to 6 p.m., 6 to 11 p.m., and 11 p.m. to 7 a.m.

Blue's plan, which options for the Blue's network station contracts to begin next Monday, as follows: First, the FCC regulations were sent to affiliates last Saturday by Keith Kiggins, vice-president in charge of station relations. Letters were prepared and read before the network's station advisory committee, comprising representatives of the Blue stations in the seven geographical divisions of the country, held in New York on Wednesday. Letters were approved by FCC Chairman Fly with whom the committee met in Washington on Thursday.

**Schedule of Meeting**

Following their return home on Thursday evening, the district representatives conferred with the Blue stations in their districts for full discussions of the new regulations and their effects on network operations. Although these meetings are to be conducted by each district group and not by the Blue, representative of the network have been invited to attend to answer questions.

Schedule of the meetings follows:

- **District 1**, headed by William Riple, WTRY, Troy, and District 2, headed by H. Alan Campbell, WXYZ, Detroit, will hold a joint meeting in New York Thursday, June 16, at which the network will be represented by Mark Woods, Blue president and Mr. Kiggins. Mr. Kiggins will also be the Blue representative at the District 3 meeting, called by Committeeman Earl May, KMA, Shenandoah, Ia., for Tuesday, June 8, in Chicago.

- Henry P. Johnston, WSGN, Birmingham, representative of District 3, has called the Blue stations in this district together on June 8 in Atlanta. District 5 stations will meet with their committee, Harold V. Hough, KGK, Ft. Worth, in that city June 10. John H. Nolten, operations relations coordinator, will represent the Blue at these meetings.

- Blue affiliates in Districts 6 and 7, located in the Mountain and the Pacific Coast regions, will be contacted by conference calls from their committee representatives, William D. Pyle, KVOD, Denver, and William Stutt, KJR, Seattle. This week it was not possible to get them together before June 15, when the new rules go into effect, but they will have meetings as soon after that date as is convenient for the stations.

(Letter of transmittal, sent by Mr. Kiggins to all Blue affiliates, appears on page 47.)

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**Blue Plans Regional Sessions On New Option Time Rules**

**MODIFICATION in the Blue network's station contracts to begin next Monday**, as follows: First, the FCC regulations were sent to affiliates last Saturday by Keith Kiggins, vice-president in charge of station relations. Letters were prepared and read before the network's station advisory committee, comprising representatives of the Blue stations in the seven geographical divisions of the country, held in New York on Wednesday. Letters were approved by FCC Chairman Fly with whom the committee met in Washington on Thursday.

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**Revolon on Net**

A NETWORK program will be used by Revlon Products Corp., New York, to promote Revlon nail enamel and lipstick, according to William H. Weintraub & Co., New York, the company's newly appointed agency. No decision had been reached last week on network or program to be used.

**Option on Willkie Book**

WARWICK & LEGLER, New York, has taken an option for radio rights to Wendell Willkie's book, "One World," and contents of its contents will be dramatized on a 13-week summer replacement basis. Deal calls for Willkie to make appearances on each broadcast, according to Paul Warwick, executive of the agency.
New Advertising Functions Highlight ANA Conference

Adv. Manager's Responsibilities Broadened By War Problems Turned Over For Solution

WARTIME CONFERENCE for members of the Assn. of National Advertisers was held under way last Wednesday morning at the Hotel Waldorf-Astoria, New York, with a keynote speech on the new responsibilities of advertising management by George H. Mortimer Jr., vice-president of General Foods Sales Co., and chairman of the board of the ANA.

The theme outlined by Mr. Mortimer was developed at length in case histories presented by eight advertising men from well-known companies.

I. W. Digges, ANA counsel, discussed the May 10th decision of the Supreme Court upholding the FCC regulations, revealing the results of a study he had made on its practical effect.

Cowles Speaks

Luncheon speaker June 2 was Gardner Cowles Jr., director of domestic operations of the OWI, who gave an off-the-record talk on attitudes toward advertising in Washington. A symposium on advertising in wartime was held that afternoon with a panel made up of coordinators of various Government campaigns. S. Heagen Bayles of Rushauff & Ryan represented radio, as chairman of the Radio Allocation Plan.

A shortwave broadcast from London was arranged by NBC for members and their guests at the June 3 luncheon meeting, with John McVane, NBC's correspondent back in London from the African front, directing his talk exclusively to ANA members.

Case Histories

How the entire industrial and employee relations section of a Packard Motor Car Co. was turned over to the advertising department, with unusual success, was told by George Christopher, Packard's president.

How advertising was used to tell oil industry workers the importance of their jobs in the war effort, thereby stopping wholesale shifts to other war industries, was revealed by F. S. Cannan, advertising manager of the Sun Oil Co.

A similar problem, and its solution, were described by C. C. Conn of the Aluminum Co. of America. Mr. Connor reported that some workers apparently did not realize the wartime significance of that part in producing sheets of aluminum. A "circle" featuring planes and other war equipment proved to be a success.

E. Cameron Hawley, director of advertising and sales promotion of the Armstrong Cork Co., detailed the campaign which his department carried on to recruit women workers.

House Probe of FCC Slated To Get Under Way by July 1

Entering what appears to be the last preparatory lap, the House select committee on the FCC last week planned to get under way with public hearings by July 1, with the FCC's handling of broadcasting matters appearing the first order of business.

While the committee has not yet developed a formal agenda or even set a definite date, it was indicated that preliminary investigations had been completed on a number of matters and that hearings now could be regarded as certain within a month, at the outside. Heretofore, Chairman Cox (D-Ga.), had indicated public hearings would be launched by the five-man committee as soon as preliminary studies had been completed.

FCC Witnesses

It was regarded as a foregone conclusion that the committee would call the last week the legal staff of the committee, headed by Eugene L. Garey of New York, examined in closed session two additional members of the FCC—T. A. M. Schreiber of Atlanta, Ga., and Chairman Craven made his second appearance within a fortnight before the committee last Tuesday. Commissioner Payne testified both on Tuesday and Friday, it is understood. Following custom, the committee did not disclose the name of the examination.

In early May the committee took testimony of former Gov. Norman S. Case—the first member of the Commission to be called. At that time it was learned that out of 15 FCC members would be called to submit examination by the Cox committee counsel preparatory to public hearings.

Reports were current last week that the five-man committee might soon authorize contempt proceedings against certain individuals who have failed to make full disclosures of events in connection with FCC activities. These reports (Continued on page 45)

Durr Asks Group To Hear Petition

Asks Committee Members to Hear Cox Disbarring Plea

PURSUING his one-man public campaign against the activities of the Cox Select Committee to investigate the FCC, Commissioner C. J. Durr of the FCC last Friday asked a public a letter to Chairman Sumners, of the House Judiciary Committee, regarding the petition on his position seeking disqualification of Rep. Cox (D-Ga.) as chairman of the investigatory committee.

Along with a letter to Mr. Durr issued a press release in which he stated that identical letters were sent to each of the 26 members of the Judiciary Committee. In his petition of May 13 to Speaker Rayburn, which was referred to the Committee, Mr. Durr asked that Chairman Cox be disbarred on grounds of political prejudice.

The Committee, while it has discussed the petition, has taken no action and members have expressed doubt the Committee has jurisdiction to hear the members as passed by Speaker Rayburn.

No Change in Procedure

In his letter to Chairman Sumners and the Committee members last Friday, Mr. Durr said his position seeking has been shown to have that the Committee staff's procedure since filing of his petition and has "exempted him from anything to take place behind closed doors with only Congressman Cox and members of the staff present." He asserted it felt it essential to the successful operation of our system of government that Congress have complete information concerning all agencies of Government.

This was particularly important in time of war "when the cloak of military secrecy may so easily be used to conceal activities about which Congress should be informed.

Reritering his "reductions" to testify before the Cox Committee as it is now constituted because "I am convinced that its chairman and staff have purposes to serve which are inconsistent with a fair and impartial determination of the facts," Mr. Durr said that his petition clearly shows that Mr. Cox "is not a suitable person to conduct an investigation of the FCC.

"I stand ready to prove these facts would be, but," the letter continued, "and I respectfully request that you hold hearings on the petition at any early date at which I may be allowed to appear and present witnesses and documentary evidence."

Zoog Opens Agency

A. HARRY ZOOG, formerly manager of WFGF, Atlantic City, and WTTM, Trenton, last week announced the opening of his own field, establishing an office in Trenton, N. J., under the name of A. Harry Zoog Associates.
Which state-wide advertising medium helps to sell the most goods for you? PLEASE CHECK (x) ONLY ONE.

( ) Large Daily Newspapers....Which one? .................................................................
( ) Radio Stations....Which one? ...........................................................................
( ) Outdoor Billboards....Which company? ..............................................................
( ) Farm Papers....Which one?

YOUR NAME ........................................................................................................
ADDRESS ...........................................................................................................
CITY ......................................................... (You need not sign unless you wish to) IOWA

IOWA GROCERS VOTE ON ADVERTISING MEDIA!

• The postcard above is a facsimile of a questionnaire sent to its members by the Iowa Retail Grocers and Meat Dealers Assn.

Read it, please!

When answers were tabulated, Iowa grocers and butchers had voted as follows:

For Daily Newspapers............20.5%
For Radio Stations..............68.3%
For Farm Papers .................9.5%
For Billboards .................1.7%

But here's the pay-off! In answering the second part of each question ("Which one?") these all-important food merchandisers voted as follows for individual newspapers and radio stations:

For Station WHO ............54.7%
For Newspaper "B" .........10.1%
For Radio Station "B" .......7.4%
For Newspaper "C" ..........2.4%
For Radio Station "C" ......2.1%
For Newspaper "D" ..........1.9%

—and no other individual radio station or newspaper got as much as 1.9%.

WHO got more than five times as many votes as any other medium.

Let us send you a copy of the complete Survey analysis. All facts—no rhetoric.

Write us direct—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

June 7, 1943 • Page 15
New Regulations Specify Wage Increases Without Official OK

WLB Tells Employers What Increases Are Not Allowed But Leaves Ample Leeway

A DETAILED order defining conditions under which employers can give individual wage increases without securing Government approval was issued by the War Labor Board last week. Although the order was described as a means of cracking down on violations “of the spirit and intent” of the wage stabilization program, it apparently left a wide latitude for adjustment.

Individual increases are not to be made, the Board said, unless they are within a schedule approved by the War Labor Board, in accordance with a collective bargaining agreement in existence on May 31, 1943; or unless they conform to the employer’s practice prior to Oct. 27, 1942, when the stabilization order went into effect.

‘Policy’ Is Guide

Employers may submit plans for individual promotions to their Regional War Labor Boards, and subsequently make adjustments without approval of the Board. Without such a plan, however, the employer may grant wage increases in accordance with his established policy. He can demonstrate this policy either through his payroll records or by showing that he has formally communicated such a schedule to his employees.

In its new instructions, General Order No. 31, WLB told employers that permissible changes may be made for merit increases, automatic length of service increases, promotions or reclassifications and apprentice or training plans.

Merit increases must be made only within wage rates for the job the Board warned. They are defined as individual rewards for superior quality or quantity of work or service. No employee may receive more than two such increases in any calendar year. Except in unusual cases, no more than half the employees in a classification may have merit increases in a year, and the Board has put on a third the difference between minimum and maximum rates.

Length of service increases must also be within rate ranges for the job. They are considered individual adjustments, usually made automatically at the end of specified periods, with not more than four such increases in any calendar year. Length of service raises must not exceed a fourth of the difference between minimum and maximum rates for the job.

So-called promotions and reclassifications, according to the WLB, involve moving an employee into a different job classification. He is not to receive more than 15 per cent above his previous rate, or the minimum for his new classification, which ever is lower, except in unusual cases where special ability and experience is involved.

The Board left wide leeway for adjustment of apprentice pay conforming to the standards of a collective bargaining agreement. The order provides that employers shall keep records of increases for two years.

Also last week the Board ruled that its regional offices may deal with cases involving applications from employers not covered by the Wage and Hour Act, who wish to pay time and a half for hours over 40, and those involving adjustments incident to the improvement of working conditions which do not involve increased rates. This means such items as vacation pay, sick leave, night shift bonuses and holiday pay.

The WLB also issued orders permitting offices of Dept. of Labor Wage and Hour Division to issue rulings on whether or not proposed wage increases need be submitted to the WLB. Wage and Hour offices had been doing this work since last fall, but were instructed to stop, following the April 8 “Hold-the-Line Order” which paralysed wage stabilization activities until relaxed by James F. Byrnes, then Director of the Office of Stabilization.

Markin News

ENTERING radio advertising for the first time, M. J. Markin Paint Co., New York, on June 8 started sponsorship of Rad Hall, commentator, on WEAF, New York. Broadcasts will be heard Saturday, 8:30-8:45 a.m., for a total of 26 weeks, concluding Nov. 27. The 25-year-old firm manufactures paints for marine industry, and its Radio series is basically institutional. Agency is Humbert & Jones, New York.

CBS ‘School’ Plans

WHEN CBS resumes its daily educational series “School in the Air of the Americas” on Oct. 11 for the fall-winter season, the title will be changed to American School of the Air. The five general classifications of subjects also will be altered. CBS will continue to carry the science, geography and literature sections of the School, with plans to originate in Canada eight of next season’s broadcasts.

Relief In Batteries Promised by WPB

Dry Cells Included Under New List of Farm Necessities

EARLY relief for farmers suffering from the shortage of radio batteries seemed certain last week as WPB’s Office of Civilian Requirements included radio dry cells in a list of 65 items a farmer may now seek by merely certifying to his dealer that they are necessary for the operation of the farm (BROADCASTING, May 24).

Although WPB officials admit it may be more than the farmer’s statement is necessary to supply a battery, when no batteries are in stock, another WPB branch, the Consumer’s Durable Goods Division, said it was now providing batteries at a rate that should make it possible for jobbers to honor the farmers’ certificates.

Write Own Ticket

Under Priority Regulation 19, issued by Arthur Whiteside, Dun & Bradstreet president brought in as a WPB vice chairman to revitalize civilian supply, the farmer will write his own ticket, without the use of any Government forms. The dealer in turn may reorder, or order in anticipation using the farmers’ certificates which have an AA-5 printed thereon.

Mr. Whiteside made it clear that he would see that the 66 “needed” items—including the batteries—were really available. This was reflected in another order, M-230, empowering him to direct deliveries of these and 78 other items. Indications that he would have success were supported by the Consumers Durable Goods Division which said batteries for civilians are still being produced at the high rate of 425,000 monthly reported early in May 1943. If sustained, as it apparently is now, the rate would eventually mean 1.62 batteries per set, compared to 1.4 before war.

Officials caution, however, that production of batteries, like many other items requiring critical materials, rests on present military needs. Under Order L-71 issued by WPB last month, adjustments in the production schedules for civilian output may be made easily, thus insuring use of facilities at maximum efficiency in the face of week-to-week needs.

Spots For Noxacord

E. FLESCH & CO., New York, has started a spot campaign 12 markets throughout the country for Noxacord, a foot remedy. Drive started several weeks ago. Spot announcements are placed largely in the early morning periods. Agency is Small & Seiff, New York.

WESTINGHOUSE RADIOS’ “Hail and Farewell” dinner in connection with the recent shuffling of assignments of various executives in the Westinghouse Radio Stations group, was tendered by Leo E. Wailes, general manager of WRS Inc., at the Warwick Hotel, Philadelphia. The changes were brought about by the resignation of James B. Rock, general manager of KDKA, Pittsburgh, who accepted a captain’s commission in the Marine Corps.

Seated around the dinner table are (1 to r): Dwight A. Myer, assistant to Mr. Wailes; Gordon Hawkins, in charge of programs; Mr. Wailes; B. A. McDonald, sales manager; W. Byron McGill, advertising and publicity manager; and Frank A. Logue, auditor, all of WRS headquarters in Philadelphia. Standing, E. H. Gager, KXW chief engineer; Hal S. Lamb, KYW sales; Leslie W. Joy, KXW general manager; James P. Begley, KXW program director; Jack de Russy, KYW sales; A. Harvey McCull, KYW sales; Frank V. Webb, KDKA sales manager; James A. McKee, KYW publicity director; Joseph E. Baudino, KDKA general manager; A. Harry Bates, assistant auditor of Westinghouse Stations Inc., and Harold M. Coulter, who is KYW sales promotion manager.
KOAs Proudly cooperates... in Colorado's 2nd War Loan Drive

KOAs is extremely grateful for the part it was designated to play in this 2nd War Loan Campaign, together with other media in Denver and Colorado. Through donation of its time and facilities to Gov. John C. Vivian of Colorado and the Colorado War Finance Staff—KOAs helped to bring this 2nd War Loan endeavor to a successful conclusion, far surpassing 100% of Colorado's quota.

We Take a Bow... for Governor Vivian of Colorado
Vast Television Industry Seen Based on Camera Tube Progress

Research Head Says Post-War Video Will Use Electronic Eye Sensitive to Ordinary Light

A VAST post-war industry will be created when television, its electronic eyes made sensitive to ordinary light, emerges from the period of intensive wartime development, according to Ralph R. Beal, research director of the RCA Laboratories. Mr. Beal, addressing the Institute of the Finance of the New York Stock Exchange, said that the spectrum of tiny wave-lengths measured in centimeters opened by the developments of the new radio tubes is bringing possibilities to radio greater in scope than all of its past.

The potentialities have stimulated scientists in other fields as well, and open unexpected horizons in physics, chemistry, metallurgy, biology, and many industries, Mr. Beal declared.

Camera Tubes Improved

As an added broadcasting service, electronic television has potentialities which are not limited to mass communication services, Mr. Beal said. "With post-war television broadcast stations connected into networks, events of the nation will pass in review on the screens of home receivers. Larger and brighter pictures of greatly improved quality will be realized and research and development of wave-lengths of genius in design will bring the television receiver within the range of the average pocketbook."

"Post-war television will use electronic camera tubes which have greatly improved in sensitivity," Mr. Beal continued. "This will make it possible to pick up scenes with ordinary amounts of illumination. Night events, theatre performances, opera and many other programs which utilize artificial lighting will come well within range of camera tube sensitivity. The problems of heat and glare in television studios have been solved."

"And then we have theatre television with its possibilities as a post-war service. For the first time in the centuries of theatre history a means is available for bringing theatre audiences the thrills and drama of events as they occur in real life. Electronic methods have made it possible to produce pictures of theatre-screen size. RCA Laboratories demonstrated a picture about 20 feet wide shortly before the outbreak of war."

Pressing need for post-war employment will be met to an important extent by the new industry and service which electronic research is creating, Mr. Beal continued. "Television will provide permanent new employment for an unusually wide range of arts, trades and professions. It has no aspects of technological unemployment. On the contrary, the quantities of equipment and services and of new facilities needed, will be such as to require a number of years to complete the initial expansion."

Reviewing the work done by RCA in development of radar, Mr. Beal said that basic research on apparatus for locating ships and planes was begun by RCA Laboratories as early as 1932. Encouraged by the prospects, RCA installed collision prevention equipment in its own airplane in 1937. The same year RCA delivered experimental radar equipment to the U.S. Army Signal Corps for aircraft location tests. Late in 1938 equipment built by RCA was tested on the U.S.S. New York in cooperation with the Navy, which had also built radar equipment at its Naval Research Laboratory, Anacostia, D. C. The first Navy service order for radar apparatus was awarded RCA in October, 1939, and the equipment was installed on naval vessels beginning in 1940.

Mr. Beal described radar operation as analogous to an echo. When a plane crosses a radar beam it reflects the beam back to the starting point, revealing the location of the interrupting factor.

The RCA scientist also told the Stock Exchange men about the latest developments in the electronic microscope and of radiothermics— application of high frequency heating to industrial processes.

BOOM BUSINESS and the West Coast's hurn of activity, was subject of this informal confab of CBS national and Pacific Coast executives during luncheon meeting in San Francisco during late May. Quartet ex- pressed favorable view of: 1) Charles Morin, northern California sales manager; Leonard Eriksson, general sales manager, on West Coast tour; Arthur Kemp, Pacific Coast sales manager; and Ralph Brunton, president of KQW, San Francisco affiliate station of the network.

ANOTHER achievement of radar, radio-developed miracle of the war, was unfolded for the first time last Monday by Office of War Mobilization Director James F. Byrnes in an address from Spartanburg picked up by the BLUE Network. A Japanese battleship at eight-mile range, on a stormy night, was sunk Nov. 14 with radar done the job. Justice Byrnes said:

"History some day will record the part radio and the radar have played in giving us a fighting su- periority over the Axis. But let me give you one instance. On the night of Nov. 14, off Guadalcanal they had the battleship. It was a stormy night. Eight miles away was a ship of our fleet. With the use of the radar system with its second salvo, sank the battleship in the blackness of the night eight miles away. Is there any wonder that the Japanese Admiral Yamamoto, who boasted he would dictate the peace to the United States in the White House, has quietly passed away?"

BEXEL PLUGS BACK DRUG STORE SALES

"KEEP the vitamin business in the drug store" is theme of a new promotion plan by McKesson & Robbins, New York, makers of Bexel, a B-complex product. Firm is using its current spot schedule for Bexel, as well as newspapers, store puzzles and a big stimulated sales efforts among drug store clerks, in what L. M. Van Riper, advertising manager, describes as "a concrete double plan" of promotion.

"McKesson & Robbins suggests that you buy your vitamins from your druggist—he is best equipped to cooperate with your physician," is the wording of announcements on 87 stations. Included in portfolio of sales helps is estimate, by a "leading authority," that the an- tual potential vitamin sales soon to be reached is $496,881,000 or $9,034 to the average store. The B-complex is described as "the greatest growing member of the vitamin group" representing 30% of the sales in the drug field. Agency is J. D. Tarcher Co., New York. Baldwin & Mermey, New York, handles public relations.

RADAR VICTORY

Pan Ship Sunk at Night
Eight Miles Away

Reception Better In Latin America

Francisco Tells of Progress In American Shortwaves

SHORTWAVE broadcasts from the United States to Latin America have shown a "tremendous improvement" in the 2½ years since his last trip down there, Don Ale- zandro, radio director of the Office of the Coordinator of Inter-America Affairs, said last Wednesday following his return from a month's survey of the Western Hemisphere.

The improvement is shown in both signal and program content, he said, reporting that the coordination of all U.S. shortwave transmitters, variously beamed so as to cover all of Latin America in combination instead of being aimed at the major cities as was the case when each station was operated independently, has increased larger audiences for our programs.

Choice of Programs

The further combination, which will give listeners in any district a choice of several wavelengths for each program and in some places a choice of language as well, should result in further listener increase since it goes into effect July 1, he said.

Local rebroadcasts are necessary for maximum audiences, Mr. Francisco stated. Most popular programs are those of news, radio plays and dramas, with March of Time, Hit Parade, Counter Espionage and Saludos Amigos (a program of American music ranging from symphonic to jazz) among the outstanding favorites, though audience measurement is difficult.

In Mexico, Grant Advertising has found the most successful method yet evolved for checking listening, Mr. Francisco reported. The checker carries a portable radio and when he hears a program through his set for 45 or 60 minutes, he activates his arm and when the dwellings, he tunes his set until he has the same program. CIAA will extend this survey technique to other Latin American countries.

Blue Wins Ruling

THREE arbitrators of the Ameri- can Arbitration Assn. chosen to de- cide the controversy between the American Federation of Radio Art- ists and the Blue Network over the status of the My True Story pro- grams broadcast on the BLUE in cooperation with Macfadden Pub- lications, last Wednesday rendered an unanimous decision disallowing the AFRA claim that talent on the programs should be paid in accordance with the commercial scale and upholding the BLUE’s contention that the series is sus- taining. Judges were Roy S. Dur- stine, agency head, named by the BLUE; Charles E. Lynd, named by AFRA; and Lumbia U., named by AFRA, and Dr. Willard L. Torp, director of economic research of Dunn & Brad- street, selected by the other two.

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BROADCASTING • Broadcast Advertising
THERE ARE EXACTLY 288 WAYS TO MAKE CHANGE FOR A $1 BILL —

BUT—THERE IS NO WAY TO COVER WESTERN MICHIGAN BY RADIO, FROM CHICAGO OR DETROIT!

Sitting at your desk and looking at a map, we can easily see how some of you big-agency fellows might get the idea that you could cover the Grand Rapids-Kalamazoo Area "from the outside" . . . .

After all, there are some markets in the U. S. that can probably be covered from a distance of 150 miles or more. But what your maps don't show about the Grand Rapids-Kalamazoo Area is that around here we have one of the worst "fading" situations in the Nation—and outside stations simply don't make the grade . . .

No, we wouldn't dare to say that if we couldn't prove it. Write for that proof—or just ask Free & Peters!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager
WPB Directs 'MR' Tubes to Civilians

Amendment to L-265 Bars Their Use in Military Orders

TUBES built for civilian home radio and television use will no longer be used to fill preferred orders. The WPB ruled last week-end in an amendment to L-265, the Radio & Radar Division's regulation governing the sale of tubes and other electronic equipment for maintenance and repair. Under terms of the amendment, tube manufacturers for civilians are channeled into civilian hands, for manufacturers of equipment will be unable to use them in filling run-of-the-mill war orders. WPB has been building large numbers of tubes for civilians from materials allocated for that purpose, but weaknesses in the distribution machinery have lowered quantities to fall into non-civilian hands.

The new amendment, considered one of the boldest steps taken in behalf of civilian economy by any agency of WPB, will insure that at least 85% of these civilian tubes find their way into broadcast receivers in the home. It will not interfere with military programs, since civilian production has been adjusted to give the right of way to war orders.

**Distribution Problems**

According to reports of the Radio Manufacturers' Association, and of well-informed WPB officials, about 2,000,000 tubes were built monthly early this year from the material provided for civilian use. Radio dealers have been complaining however that civilian purchasers are unable to compete with priorities held by military purchasing agents and military contractors. In announcing the new amendment, Chief civilian tube officials said that the natural optimism that would have followed by hinting that current production is not reaching the high levels of earlier this year.

The maladjustment in tube distribution was spotlighted last March when Frank H. McIntosh, Assistant Director of the Division, asked manufacturers to stamp tubes for civilians "MR," for maintenance and repair, hoping this identification would protect civilian stocks. (See BROADCASTING, March 12.) The leak now continues, however, and two weeks ago, metropolitan newspapers reported a tube famine which "would grow worse before it grows better." WPB, aware of the situation, felt that a good share of the blame lay outside the Government. Particularly, it is felt that some jobbers are deliberately soliciting orders from manufacturers of military supplies, in hope of making bulk sales. In such many cases, it is believed that military tubes are available, so the jobber's sales enterprise merely civilians go without.

Last week-end's amendment makes such sales of tubes to manufacturers impossible. It therefore provides what are considered the most serious gaps in the distribution machinery. Assuming that production is adequate, officials now feel that a big step forward has been taken in the struggle to keep home radio on an efficient operating basis.

About a week before the amendment appeared, the Vacuum Tube Advisory Committee met with Mr. McIntosh to work out production for the remainder of this year. No announcement of the results of that session was made, and it is not yet known whether the industry felt it could continue its civilian production effort of the first six months.

It is known that further sessions were held last week, but no final decisions on production quotas have been made. Civilian production is wedged in between military needs and plant capacity, and it requires extensive planning to determine exactly what will be available for home front use.

**Amendment Details**

Assuming that the industry can follow Mr. McIntosh's plans, the civilian tube knob apparently has been cut, for with the exception of a few types, some of which are admittedly important, WPB is now supplying sizable numbers of tubes.

Machinery of the amendment is simple. It ties together the recent order L-265, forbidding sale of electronic equipment to non-rated buyers except on a tube-for-tube basis, with Mr. McIntosh's MR plan forbidding sale of MR tubes for use in filling preferred orders. Since all civilian tubes are marked MR, in effect it forbids use of civilian tubes except for maintenance and repair of civilian radio.

Text in part reads: "No person shall use radio receiving type tubes which are marked "MR" in the manufacture of electronic equipment to fill any preferred order. No person shall transfer or accept the transfer of such tubes on any preferred order or any other order bearing a preference rating, except rated purchase orders for export." Exports are limited to 15% of a year's production.

Result of these provisions, it is believed, is a rigid channeling of civilian tubes to civilian sets, for besides banning their use by equipment manufacturers, L-265 also prevents purchases by representatives of the Armed Services. The Order requires that a purchaser certify that he is using "for presently needed repairs." Military purchasing agents are generally unable to sign such declarations.

Another paragraph in the amendment to L-265 ordered release for sale of automobile radios which were frozen in dealer hands by the original order.

4-Acre 'Blackout Plant' Built by Westinghouse

WALTER EVANS, vice-president in charge of the Westinghouse Radio-Di vision, has announced the opening of a new plant on the east coast for special type radio equipment for the Army. A "blackout plant," which Westinghouse will operate for the Defense Plant Corp., covers four acres. Handling of interior traffic is said to be unique, in that movement is along the side walls, leaving remaining areas clear. Three spurs link the plant to the B. & O. main line. Mr. Evans said that the plant will further increase Westinghouse production of communications equipment, already increased more than 40 times since beginning of the Government's preparedness program.

Wheat Germ Spots

SPARK-O-LIFE Co., Kansas City (wheat germ), in a 13-week campaign starting July 14, is sponsoring five participations weekly in 'Family Nutrition in Wartime' on KFWB, Hollywood; 'Healthy Endurance' by Perry-Hanly Co., Kansas City.

Major Equipment Changes Unlikely

Fear of Obsolescence Not Justified by Discoveries

NEW DEVELOPMENTS in radio and radar precipitated by the war will not render obsolete present broadcasting equipment, according to Paul L. Chamberlain, manager of transmitter sales, General Electric Co. In a letter to BROADCASTING, Mr. Chamberlain anticipates some changes in the power of AM stations by FM stations which may lead to higher power for the remaining AM stations.

Text of Mr. Chamberlain's letter follows:

"Many questions were asked of us at the NAB convention in Chicago. The foremost among these questions may be, 'What is your forecast?' Our forecast is—"Will secret war developments in radio and radar bring revolutionary changes in broadcast transmitters after the war?"

"Our answer is, 'Definitely No!' We believe that unexpectedly will bring improvements in broadcast transmitters, FM, AM, and television, but we foresee no radical changes in present equipment.

"AM Replacements

"What we do anticipate in the field of post-war broadcasting is the replacement by FM stations of many low-powered AM stations which are now handicapped by interference and inadequate signal strength. This probably will mean higher power and more clear channels for the remaining AM stations.

"We expect television broadcasting to develop rapidly after the war, along with FM radio broadcasting. Manufacturing experience gained in the production of electronic equipment for war will undoubtedly result in lower-priced television receivers after the war and this, plus public demand, should precipitate the expansion of television service."

"After the war, we expect to continue to build all types of transmitters—FM, AM, television—under the same conditions as the magnetic wire recorder which you may have seen at the Chicago meeting."

Hams Reinstated

ALL AMATEUR radio operators' licenses which have expired since Dec. 7, 1941, have been reinstated and extended for three years from the expiration date of each license, the FCC announced last week. The action was taken, the FCC said, because it is difficult for amateur operators now in the armed services to work at locations far from their homes to make timely applications for renewal. Licenses expiring between Jan. 1, 1942 and Dec. 7, 1944, will also be extended for three years. This will make it easier for amateur stations, which have been banned since the war began, to resume operation when this is permitted.

OLDEST IN TERM of service of NBC Central Division, Theodor E. Schreyer (second from left), and Howard Lutgens (third from left), receive congratulations on completion of 17 years with the company at a recent dinner held at the Tavern Club, Chicago, feasting employees of 10 years or more standing. L. to r.: Harry C. Kopf, vice-president and manager of NBC central division; Mr. Schreyer; Mr. Lutgens; Frank Mullen, vice-president and general manager of NBC.
Probably the most famous of all American fighting units in World War I was the Forty-second, or Rainbow Division. Its name and insignia was derived from the fact that it drew its personnel from practically every state in the Nation, as well as the District of Columbia. The Rainbow Division had a distinguished record of service from 1917 to 1919, in the course of which it suffered almost 14,000 casualties. Following the armistice, the division acted as part of the Army of Occupation. As this is written, the Rainbow Division is being reconstituted, and young men from every part of our land are joining together to carry on, once more, the glorious traditions of their fathers. Traditions have played an important role in the more than 18 years of service which WTIC has rendered to Southern New England. On the other hand, faithfulness to tradition has not been practiced at the expense of progress. It is, perhaps, this happy combination which has gained—and held—for WTIC, the respect and attention of a vast audience of intelligent and well-to-do New Englanders. This respect and attention enables us to remind advertisers that—for quick and wholesome response to your sales message—

There's not another like it!
Airways May Relinquish Band Ranging Between 200-400 kc.


DISCLOSURE by the Office of War Information that in the post-war era the nation's airways will be disposed of relinquishing the standard intermediate band between 200 and 400 kc. and rebuild the domestic airways system in the ultra-high frequency range has given rise to speculation as to the possible use of these frequencies below the standard broadcast band for broadcasting.

In a detailed report released today (June 7), OWI covered all phases of American air transport and dealt with post-war uses. In that section devoted to airways and navigation facilities, OWI said that the immediate post-war problem of the airways, as seen by Civil Aeronautics Authority, will be to rebuild the entire domestic airways system by substituting ultra-high frequency facilities for the standard intermediate frequencies ranging between 200 and 400 kc.

RADAR TO BE USED

The report added that ultra-high frequency "will eliminate static and provide a visual as well as an aural course, if not omni-directional courses." New electronic control devices, including radar, it stated, "will also play a large part in post-war aviation."

Both Government and private engineers pointed out that the 200-400 kc. range is well-suited for broadcast purposes. But they also observed that in large measure the drift is toward ultra-high frequencies for post-war broadcasting with FM looked upon as the mode destined to receive greatest impetus. Radio relay systems for FM, which should make feasible networking of FM stations, are also regarded as latent.

The lower frequency range would provide phenomenal primary coverage, even with present peak power of 50,000 watts. These channels, however, are more well-suited for static, and means of overcoming the higher noise level would be involved. This would be particularly true in the middle west.

On the other hand, a station operating in the lower frequencies centrally located geographically and in a relatively cold climate would have unparalleled coverage.

Engineering observers did not foresee any immediate opportunity for conversion of the 200-400 kc. range to standard broadcasting in the post-war era. Aside from the ultra-high frequency factor, OWI said, pointed out that several other services, including marine direction-finding and maritime radio beacons operate in that portion of the spectrum.

Moreover, those channels are also located internationally and even if decisions were reached in this country for dropping of these channels by special agencies, nations might desire them for that purpose for an indefinite period.

Thus, international conversations will be possible on the first international telecommunications conference to be held following the war. The last conference was held in 1938 in Cairo. Scheduled at five-year intervals the next conference was to have been held in Rome in 1942, but was called off because of the war. Observers recalled that no telecommunications conference was held between 1912 and 1927 because of World War I.

While engineers often have commented that the ideal broadcast band would be in the range from 500 to 1,500 kc. (instead of 550 to 1,600 kc.) that was before FM and its potentialities became evident. Moreover, the international distress frequency at 545 kc. would be a most confusing factor, along with certain maritime and coastal mobile services in the range between 400 and 500 kc.

Depending upon developments, however, engineers are beginning to look with interest upon the possible opening of these lower frequencies for broadcast services, perhaps for ultimate development of a few high-powered broadcast stations to provide rural or practically national coverage.

Broadcasters to Get Gas For Essential Activities

BROADCASTERS in the eastern gasoline shortage area are among the essential industries listed by the ODT as eligible to apply for supplemental gasoline if the if the recent 40% cut in T coupons should "unduly restrict" their essential civilian service.

Burden of proof will be with the applicant, ODT warns. Applicants will be required to submit to ODT regional offices records of their operations. These will be expected to show that fuel is used for strictly essential purposes.

Stans Extended

STANDARDS, New York, has expanded the area in which it is promoting Stans to 26 states in the mid-central region. Firm started the campaign for the new vitamin tablets in six midwestern states, Nov. 1 (BROADCASTING, Jan. 25). A total of 19 stations have been added in the drive, and in addition to cut-ins for Stans on two NBC programs, Standard Brands promotes the product in the area through local announcements on leading stations of other networks. Agency is Ted Bates Inc., New York.

Cutting Cake for Logan Time

ALL-AIRY show on KLZ, Denver, on Sunday, was given by Hugh B. Terry and Sgt. Herb Trackman, announcer. Aired as a public service feature, the program is said to have had the longest run for this type in the region. Studio audience and cast helped celebrate.

A STANDARD monthly report on merchandising and program promotions has been started by Owen F. Urridge, advertising director and assistant general manager of WJR, Detroit, to inform advertising agencies on promotional activities of the station. The report was established, Mr. Urridge explained, in the face of growing demands from agencies for detailed and complicated reports which could not be prepared because of manpower losses.

In the monthly report, the station's advertising policies, the courtesy announcements extended to each client, the number of mentions in syndicated news and gossip columns, the number of mentions in a radio gossip column for the two Detroit Sunday newspapers, both of which are paid for by the station, and the number of calls made on retailers, jobbers and wholesalers in behalf of the product. Asserting that in the future the station will decline to fill in questionnaires submitted by agencies, he said that efforts to make are to indicate when air announcements are made plugging a particular show, nor will tear sheets or other visual proof be made.

Carrier Cable, Spiral 4,
In Use by Signal Corps

CARRIER equipment, used in a system known as "Spiral 4", has eliminated the need for pole-line construction for Army communica-
tions. The Signal Corps now uses a single rubber-covered cable, the thickness of a lead pencil, to carry three telephone and four telegraph circuits. Made in quarter-mile lengths, the ends have weather-proof connectors which snap together without splicing. With amplifiers along the way, "Spiral 4" will span distances up to 150 miles. If the enemy should name these lines, they would hear only an assortment of squeaks and buzzing, for the seven messages are sent through a column of frequencies by means of intrinsic apparatus, and unscrambled at the receiving end by a similar device.

DOW-JONES STUDIES RADIO INDUSTRY

THE RADIO INDUSTRY is the subject of a Dow-Jones survey published in the Wall Street Journal. The survey points to an estimated $6 billion backlog of orders, assuring a high rate of activity by the radio manufacturing industry in the future. Prices are indicated to be running as well or better than a year ago.

Referring to national networks, the report says that NBC and CBS admittedly suffered a hard blow when they lost, in the last war, the case to set aside the FCC rules on station contracts. As to the actual harm suffered, it will take some time to assay the damage. It summarizes the main point at issue as being the "exclusive option time" under which NBC and CBS were able to insure priority for their programs with their network stations. The decision came when the networks were expecting record business, the report said.

The Blue Network, owned by RCA and reported to be made $200 million last year, all ploughed back into the business. While a greater profit is expected, it is said that RCA probably will not get any of it under the policy of network self-improvement.

Menaugh Commissioned Serving Under Warner

ROBERT M. (Bob) MENAUGH, superintendent of House Radio Gallery, last week was commissioned a first lieutenant in the Army Reserve and assigned to the Bureau of Public Relations in Washington, War Intelligence Division. His immediate superior is Col. Al Warner, former CBS Washington commentator and president of the Radio Correspondents Association.

L. Menaugh has been superintendent of the House Radio Gallery since its formation in 1939. He was appointed by Speaker of the House from Indiana, but was employed by the House prior to his selection for the Radio Gallery assignment. He leaves to continue the Congressional assignment for the duration. His successor has not yet been named.

WKBW Now in Fulltime Operation With 5,000 w.

WKBW, Youngtown, pioneer CBS outlet, last Sunday (June 6) formally announced its operation with 5,000 watts during the year WKBW has used 5,000 watts day and 500 watts night, because of limitations on fulltime operations in construction of its directional antenna system. The station operates on 670 kc.

With the granting of its construction permit prior to the freeze order of April, 1942, and material was shipped, there has been an extended September, 1941. Difficulties in obtaining required parts made it necessary to postpone the fulltime announcement several times. With all obstacles surmounted, the station went on fulltime 5,000-watt program. With the fulltime dedication on Sunday, Warren P. Williamson Jr. is president and general manager.

Page 22 • June 7, 1943
DAVID LILIENTHAL, TVA chairman, declared recently "a sword of the democracies in war, Tennessee Valley Authority can readily be beaten into the plowshares of peace when victory is won."

Mr. Lilienthal went on to say that value added by manufacture in the Tennessee Valley increased 88% from 1933 to 1939, and that wages increased 85% in the Valley as compared with 73% for the entire country.

Thus, in the war and in the peace to follow, TVA is and will continue to function as a powerful progressive force.

WLAC
50,000 WATTS
ONLY CBS STATION WITHIN 125 MILES
NASHVILLE, TENN.

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES
DISCS SPONSORED FOR TRAVEL CHECKS
AMERICAN EXPRESS Co.'s 12-station campaign to promote travelers checks got under way last week with sponsorship of a twice-weekly quarter-hour of popular recorded music. Program is named Cheque Your Music on all outlets except WQXR, New York, where classical discs are aired under the title American Express Canalede of Music (BROADCASTING, May 24). Drive is directed at wartime travelers such as service men, inductees, and families visiting camps, and at those who are making trips in connection with essential war work. Contracts for 17 weeks were placed through Caples Co., New York. In addition to WOR and two key BLUE outlets, WJZ, New York, and WENR, Chicago, stations used are: WTOP WSB WIOD WWL KDKA KNX KPO KOMO and one outlet in Texas.

Crosby Returns
CONVERSION of the Del Mar (Cal.) Turf Club into a war airplane parts factory by its owner, Bing Crosby, star of the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co., was announced in late May. Singer-comedian on June 8 returned to his weekly radio series after personal appearances at Army camps and War Bond rallies across the country.

‘True Story’ on 106
MacFADDEN PUBLICATIONS’ spot radio schedule for True Story Magazine, which varies from time to time, last month was carried on 106 stations. Five-minute transcribed programs are used. A series of 52 such programs distributed over a period of a year, starts on WDR, Hartford, June 11. Agency is Raymond Spector Co., New York.

GABRIEL HEATTER, Mutual commentator, who leaves for a two-week vacation following his June 11 broadcast, will be replaced by Frank Nugier, newscaster of WOR, New York.

Dear Mr. Caparell:
It often happens that someone turns in an excellent job but no one is appreciative enough to talk about it.

With that thought before me, I was prompted to speak out loud, as it were, and tell you how much the International News Service has meant to WFIL during these trying times.

WFIL is one station which has given over a substantial percentage of its time to the dissemination of news and in this connection the International News Service has not only played its part but played it exceedingly well. We frequently find we are not only first on the air with the latest news but also most important is the fact that we can always count on the news being complete in every detail and authentic.

As you might gather from the above, we are glad we are associated with the International News Service.

Cordially,

ROGER W. CLIFFE

WFIL
BROADCASTING COMPANY
WIDENER BUILDING
Philadelphia

Hope Replacement
PEPSODENT Co., Chicago (toothpaste), will sponsor the weekly half-hour program, Johnny Mercer’s Music Shop, as a 13-week, summer replacement for the Bob Hope Show on 125 NBC stations, Tuesday, 10-10:30 p.m. (ET). Mercer will sing, with music directed by Paul Wenzel, film studio arranger. Format, with line-up of additional talent, is now being worked out. A package deal by Ken Dolan, Beverly Hills, Cal., talent service, summer replacement series is being considered as a supplementary network vehicle for PePSODENT Co. when the Bob Hope Show resumes in fall. Agency is Foote, Cone & Belding, Chicago.

J & J Spots on 93
TO PROMOTE its Baby Powder and Baby Oil, Johnson & Johnson, New Brunswick, N. J., has started a spot campaign entailing the use of 10 one-minute announcements or chain breaks weekly on 93 stations. Drive got under way May 3 on a group of outlets mainly located in the South, while June 7 is the starting date for the northern area. Firm continues its spot campaigns for surgical dressings on 71 stations. Agency is Young & Rubicam, New York.

Book on Dialects
A PRACTICAL presentation of foreign dialects is provided in Manual of Foreign Dialects for Radio, Stage and Screen, by Lewis Herman and Marguerite Shallet Herman [Ziff-Davis Publishing Co., Chicago, 1943, $11.60 pp., $8]. Although the basic principles of dialect study are outlined especially for the use of radio actors, the manual covers a field sufficiently broad to include help for the teacher, writer, and student as well.

Arco on 35
ARCO PUBLISHING Co., New York, is promoting its Practice for the Army Tests on 35 stations throughout the country. Announcements are used on a varying basis. J. R. Kupiec Adv., New York, is agency for the firm's radio business.

Industry Draft Hits Canadians
CANADIAN broadcasting, which previously understood it had equal labor priority with newspapers, has now been included with theatres as entertainment. This action is taken in the latest Canadian man-power regulation which calls for industrial drafting of single and married men from 19 to 25 and single men to 40 years who have been turned down by the army.

The order did not specifically refer to radio, but National Selective Service director A. MacNamara has left no doubt about where broadcasting now stands following presentations of both the Canadian Broadcasting Corp. and the Canadian Association of Broadcasters.
OVER
RIGHT THE FENCE!

A bunt will often bring a man home from third. A hit will sometimes put a man on first, second, and third. But the play that brings the bleachers to its feet cheering is the sock over center-field fence. Now, 50,000 watts in the Siberian wilderness would be power without persuasion. But pivot them in Pittsburgh to take in all Allegheny County and the 71 tri-state counties which embrace 60 towns of 10,000 population or more, and you’ve got something. In short, you’ve got KDKA, which covers the outfield as well as the infield. Batter up!
**Merchandising & Promotion**

**Know How—Life Format—Super Plugs**

**Rabbit Land—Educational Bid**

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Recipe Book

A WARTIME recipe book, prepared by General Foods Corp., New York, is being offered to listeners on several of the company's radio programs. The 40-page booklet, designed to help housewives make the most of foods easily obtainable at retail grocery stores, was compiled by G-F's consumer service.

**Bless Her**

WNAX, Sioux City-Yankton, recently released a green and brown color mailing piece relating success of women's participating program Your Neighbor Lady. Copy emphasizes radio selling as distinct from advertising, and represents Wynn Hubler, "Your Neighbor Lady," God Bless Her in caricature.

**WESX Uses Life Format**

WITH a front page simulcasting cover of *Life* magazine, WESX, Marblehead, Mass., has issued a 12-page coated paper piece in two colors with pictures emphasizing station's artists, technical setup, services, etc. First inside right-hand page explains that WESX attempts to keep its pledge at all times to "serve," the public, in this case, being the North Shore Broadcasting Company's area comprising 10 cities and 20 towns as listed. Map shows where 450,000 in primary area are located. "The best local station in the United States and we can prove it," says the brochure, which has been distributed to the trade.

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Film Tie-up

IN A PROMOTION tie-up, RKO Radio Pictures Inc. is conducting a local sales talent search through weekly 60-minute amateur program, *Opportunity Hour*, sponsored by Pepsi-Cola, Los Angeles, on KNX Hollywood. War Bond is being offered each week to the person with a film contract for a tie-up brand winner at end of each 13-week period. Search is designed to discover outstanding radio talent under 21 years. RKO also spots featured stars on the program to publicize current film releases.

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**Educational Bid**

WCCO, Minneapolis, makes a bid for interest of 5,000 Northwest schools and community organizations of important club groups, through a booklet exploiting educational stations. Idea is to set up proof of WCCO's service to the general public. Booklet is 8½ x 5½, two colors, with high color art work. Programs included in the booklet are local; an attached smaller piece lists CBS educational shows carried by WCCO. First right-hand page is a quote from Lyman Bryson, CBS director of education. Foreword is by station manager, A. E. Joseph.

**Rabbit Land**

LISTENERS to Do You Know the Answer, on WOV, New York, have multiplied so rapidly since the program started several months ago, the station is publicizing the fact with a pink folder titled "Take the Case of Rabbits." Since the brochure was printed, Curtis Publishing Co., Philadelphia, has taken over sponsorship of the six-weekly series for the Saturday Evening Post, an insert. Inside of the folder is a map of "WOV's Rabbitland" a picture of the 16 primary counties WOV covers.

**Super Promotion**

TO PROMOTE Superman, program now sponsored on the full MBS network by Kellogg Co., Battle Creek, Mich., both the advertiser and Superman Inc., copyright owner, are using the character's newspaper, magazine, and motion picture tieups, a total of more than 4,000 Kellogg items, and 211 Mutual stations. The latter receive giant folders containing samples of the promotional material, including sample ads, suggested announcements and dealer tie-ups.

**Flash Bulletin**

BLUE SPOT SALES released on June 12th the results of a monthly "Flash Bulletin," to agencies. The contents include short items on WJZ, New York; WNEW, Chicago; KGO, San Francisco; and the Pacific BLUE network, all represented by the spot sales department. Exceptional time periods available will be listed. Four-page bulletin, produced by photo offset process, will be edited by Murray B. Grabhorn, national spot sales manager.

**RECORDINGS** at the WOR Recording Studios of the recent speech before Philadelphia's Rotary Club by Miller McIntoch, president of MRS [Broadcasting, May 31], will be circulated throughout the country for use by local advertising clubs and similar organizations. He proposed advertising citations for war service.
WKBN, Youngstown, Ohio, announces completion of its expansion program and immediate operation on 5000 watts day and night at 570 KC. WKBN is now one of the most powerful stations in Northeastern Ohio and Northwestern Pennsylvania—the only CBS station to serve all this important industrial area!

PRIMARY COVERAGE

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<tr>
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<th>Population</th>
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<tbody>
<tr>
<td>Day (.5mv)</td>
<td>3,735,146</td>
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<td>Night (2.5mv, Directional)</td>
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Obeying Highest Court, FCC to Rehear WCCO and WMT Interference Pleas

ACTING pursuant to the Supreme Court mandate in the NBC-KOA case, the FCC last Tuesday granted two pending applications for rehearing, to allow the parties in interest full participation rights, as required by the highest tribunal. WCCO, Minneapolis, clear channel outlet, had petitioned for rehearing against the grant of a special service authorization to WNYC, New York, municipally-owned, by which it is expected would give New York station full time and break down the clear channel. The Commission set aside the grant to the New York station and designated the application for hearing, with WCCO a party. Simultaneously, however, the Commission announced denial of the petition of the Clear Channel Broadcasting Service for rehearing and intervention directed against the WNYC grant.

**KSJB Grant Revoked**

In its second action stemming from the Supreme Court precedent, the FCC adopted orders granting the petition for rehearing by WMT, Cedar Rapids, Iowa, against the FCC action of April 14, 1942, granting without hearing the application of KSJB, Jamestown, N. D., for modification of license to change frequency from 1400 to 600 kc. and power from 250 watts day and night to 100 watts night, 250 watts day, full time.

The Commission set aside the grant to KSJB, of which John W. Boler is president, and designated the application for hearing upon specified issues, with WMT a party to the hearings. The Commission announced that on its own motion it had granted a special service authorization to KSJB to permit it to operate on 600 kc. with 100 watts night and 250 watts day "pending hearing and determination by the Commission on KSJB's application for modification of license."

**New Hearing on KOA**

The FCC May 26 ordered a new hearing on the applications of WHDH, Boston, and WJW, Akron, for authority to operate on the KOA clear channel of 850 kc., following the Supreme Court ruling in the KOA case. A preliminary conference between counsel and Commissioner C. J. Durr, who will preside at the hearing, is scheduled for June 9. Reports were current that NBC, having established the legal principle that it might not be disposed to pursue a new hearing. If that ensued, presumably WHDH and WJW, now in the process of moving to Cleveland, would remain the frequency without the necessity of hearing, operating with 5 kw. The Boston station already is a BLUE Network outlet and WJW is slated to join that network upon location near Cleveland about Aug. 1.

**Bitner Is Named Head Of WPB Printing Body**

HARRY M. BITNER, publisher of Hearst's Pittsburgh Sun-Telegram and part owner of WFBM, Indianapolis, has been appointed director of the WPB's Printing & Publishing Division, Donald D. Davis, WPB Vice-Chairman for Operations announced last week, Mr. Bitner succeeds William G. Chandler, who had been on leave as a member of the Advisory Board of Scripps-Howard newspapers.

Previously, Mr. Bitner had come to WPB in March as Deputy Director of the Printing & Publishing Division. In December, 1941, the FCC had approved a deal in which Mr. Bitner, then holder of controlling interest in WFBM, had sold 1,000 of his 1,822½ shares to members of his family. The Pittsburgh Sun-Telegram, of which he is president and publisher, is owner of WCAE, that city.

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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

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND

DENVER SAN FRANCISCO HOLLYWOOD

---

TWIN FALLS COUNTY

68TH

IN THE UNITED STATES

IN CASH FARM INCOME

KTFI

"PULSE OF THE MAGIC VALLEY"

BROADCASTING • Broadcast Advertising
WBAL SPOTLIGHTS EACH PHASE OF WAR EFFORT IN SERIES OF "DAYS"

Knowing that people in the Baltimore area were vitally interested in doing everything possible to cooperate with the war effort—and believing that they would be greatly helped by a full explanation of the parts they could play—WBAL last October launched a series of special "days."

Each "day" is devoted to one phase of the war effort, with from six to ten programs covering various angles of the subject. Included in the series have been:
- "Women at War Day"
- "Vicinity Service Day"
- "Army Service Day"
- "Red Cross Day"
- "Industries at War Day"
- "Civilian Defense Day"
- "Women Power Day"
- "Farmers at War Day"
- "Waac Day"

Practically all the programs presented on these "days" are especially prepared dramatizations, written in most cases by the WBAL staff, or by the Government Department affected. The programs are factual, helpful—designed to answer the questions in listeners' minds as to how they can best be of service.

With its many war plants, Baltimore is a critical labor area, where more and more women are needed to replace men called into service and to keep production mounting. On "Women Power Day," WBAL programs covered Women in Ordnance, Women in Aircraft, Women in Men's Shoes, Women in Transportation, Women in Training, Women at War and Women in Communications.

Surely congratulations are in order for this soundly planned series of contributions to the war effort!

Can soldiers sell?
Ask WALB!

Not long ago, soldiers from Turner Field joined forces with WALB, located in Albany, Georgia, to boost the sale of War Bonds on the station's weekly 45-minute program. In their second appearance, the soldiers hung up a new record, topping the old mark of $15,000 with a figure of $21,500.

WBAL SPOTLIGHTS EACH PHASE OF WAR EFFORT IN SERIES OF "DAYS"
There are hundreds of different companies in Baltimore - including many who manufacture everything from hats to pharmaceuticals. A large number of these companies have diversified their products and processes of America's economy.

(NUMBER 117)}
industrial classifications include nationally known companies from ships, soap and straw and planes. The companies are important of these divers-

industrial Baltimore to products post-war

Samuel Kirk & Son, Inc.
A. Schreter & Sons Co., Inc.
H. & B. Co., Inc.
Stiel & Sons Co.
C. Knipp & Sons
Shear Baltimore Press
Maryland Paper Box Co.
A. Schreter & Sons Co., Inc.

A. Schreter & Sons Co., Inc.

H. & B. Co., Inc.

C. Knipp & Sons

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Shreve Baltimore Press

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H. & B. Co., Inc.

C. Knipp & Sons

Shear Baltimore Press

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A. Schreter & Sons Co., Inc.

H. & B. Co., Inc.

C. Knipp & Sons

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Radar's Legacy

SINCE the military high command drew back the curtain on April 28 and revealed the magic of radar, hundreds of thousands of words have been printed about this "secret weapon" of World War II. Almost every day now achieve- ments are credited to this offshoot of the vacuum tube using the ultra-highs and which, by means of boomeranging radio beams, detects distant enemy ships and planes and makes possible point-blank firing irrespective of weather, season or hour.

What will radar mean in the post-war era? That question, in the craft, is practically auto- matic. It will give to aviation an almost unbe- lievable safety-factor, with all-weather flying a certainty. Ships on the high seas can forget about fog, icebergs or other obstructions. Rail- roads may find it a substitute for their com- plicated semaphore and signaling systems.

Those are the certain safety-of-life factors. There will be others, when the whole story of radar is unfolded after victory is won.

In the radio broadcasting and communications pursuits there are other advantages which are self-evident, though not in their provision of any new all-inclusive broadcast service. Radar utilizes the ultra-highs. That is the area of the spectrum in which such services as television, FM and facsimile will find their haven.

The amount of money spent in radar production since 1940 is measured not in millions, but billions. For the 1943-44 fiscal year, some $60,000,000,000 is sought for Army and Navy electronics and radio equipment—much of it for radar. High power is being used in the ultra-highs for this transmission, overcoming many of the developmental and operating diff- iculties that would have confronted private industry if it would have undertaken this work in normal times.

Inevitably the bi-products of radar develop- ment of the last few years will be of in- calculable value to television and FM and other services. The plant capacity for production of tubes, increased many hundred-fold since Pearl Harbor, will establish a made-to-order produc- tion line for these new public radio services. The same goes for receiver and transmitter production. Experienced manpower, fresh from military service, will be available in abundance for this highly specialized work.

Engineers know that one of the biggest prob- lems in connection with use of the ultra-highs has been the development of tubes and trans- mitters using power of sufficient strength to overcome distance. The war and radar brought together the combined effort of the brains of the best scientists and physicists of the na- tion—from all laboratories and plants, from Government and private life. They have worked together as a team to attain the phenomenal results that combine to make the American type of radar.

In normal times it probably would take from 25 to 50 years to accomplish the results achieved in the last two or three years through the Army-Navy coordination that has brought radar. Because of patent secrecy and the competitive picture, private laboratories obvi- ously would have moved cautiously. All these brains were pooled under the stress of war conditions and military needs.

All this tremendous impetus given the ultra- highs by virtue of radar's development will accrue to the benefit of these public uses in the happier days ahead, after the enemy is crushed. And radar, thanks to American en- gineering genius, is getting in some heavy licks on that road to "unconditional surrender."

Usurping Congress

UNLESS we miss our guess, the Supreme Court opinion in the network cases, coupled with the all-out administration attack on newspapers, will become a dominant political issue in the campaign coming up. It isn't what the opinion does to radio or to con- tractual relations between network and affili- ates. That's simply an isolated aspect. It's the broad regulatory pattern which the Supreme Court has cut, using the network cases as the vehicle. It's the question of whether the Administration is reaching out to control the media of expression, in contra- vention of the Constitutional guarantees.

The court, in the now famous Frankfurter opinion, usurped the power of Congress. It didn't interpret the Communications Act—it wrote new law. The Act, for example, states specifically that the FCC shall have no power to censor programs. But the Court majority said that the Commission is not simply a "traffic officer," but that Congress put upon it the burden of determining the composition of that traffic.

Radio's only traffic commodity is the pro- gram. The FCC, thereby, as lawyers familiar with radio jurisprudence see it, is authorized by the highest tribunal to regulate programs.

That is only one of the broad new regu- lation powers the Court gave the FCC. It is symptomatic of the kind of power that may be vested in other governmental agencies by Court decree or "judicial legislation." The newspapers definitely are in line for regula- tion of this character. The Associated Press case follows this pattern. The question of newspaper ownership of stations is inextric- able—indeed was the main reason for the Frankfurter opinion. Multiple ownership of stations is decided by something more than mere inference.

The Court appears to give the FCC the pre- cise formula it may use in wielding these extraordinary powers. Newspaper ownership or multiple ownership, or regimentation of the marvellous new public services destined to blos- som after the war—television and FM—could be accomplished by adopting the language of the Frankfurter formula. Evidently all the FCC has to say, is that its policy rulings will, in the public interest, effectuate a "larger and more effective use of radio". The opinion skill- fully tied together the ambiguous public inter- est clause with the wholly remote technical clause, bearing to expression. That's something for anyone having any stake at all in radio and its future to ponder.

Government attorneys may argue that these are rash and irresponsible deductions—that they constitute "dicta." But seasoned observ- ers and those in high political office don't see it that way. That's why, we predict, much more will be heard in the halls of Congress and in the political campaign, about the Frank- furter precedent and the FCC's great power and the "death knell" of the Constitutional- ly guaranteed freedoms.

What can be done? Congress, despite its lethargy on some legislative matters (and radio has been a step-child for about 16 years) is not prone to let usurpation of its powers go unchallenged. It hasn't permitted even the executive branch to take over its legislative functions. It wouldn't be disposed, we assume, to permit the courts to go afield.

Through some sort of legislative expres- sion Congress should, forthwith, say that it never intended that the FCC should "control the traffic" in broadcasting. This might be done by a "sense of the Senate" resolution, or by a special enactment, lest the courts spread the Frankfurter philosophy to cover all administrative agencies and all media of expression.

At the moment, radio alone is in the switches. Tomorrow it may be the press. Radio must carry the ball initially at the hearings coming up on the White-Wheeler Bill. It may be unfortunate that a radio case is destined to become the vehicle for a knock-down political fight. That isn't of radio's choosing. The fact that the FCC hasn't yet invoked the broad authorities conferred upon it by the Frankfurter opinion doesn't mean that it won't. Meanwhile, it provides the FCC's power-grabbing majority with an unusually potent cudgel to keep the boys—networks and stations alike—in line.

It's up to Congress to retrieve its authority—now lost under the Frankfurter opinion. And it's up to all those who believe in the freedoms to see that Congress understands the issue.
Over a coke in a drug store, James Frederic Hopkins, Ypsilanti, Mich., appliance business operator, met by chance the lawyer for the deceased owner of WJBK. A few weeks later, in the summer of 1930, Mr. Hopkins was enroute to Detroit, a 50-watt share-time radio station in the back seat of his car. On the front seat next to him was a metropolitan paper that went to some pains to point out that there was no clamorous demand for another radio station in the city.

Freddy Hopkins would be the last to question the truth of that statement. When he set up operations, using records exclusively and limiting commercials, he received some nice fan letters—but found time hard to sell.

The success of WJBK came later, when the station casually discovered that Detroit's foreign language population offered a fertile field for specialized programming. WJBK is now the big name in Detroit's foreign language radio. The station has sold nearly $1,000,000 worth of War Bonds to a foreign language population which had been described in a national magazine as "apathetic toward the war."

Freddy Hopkins is a native of Ypsilanti, born March 2, 1902. At 16 he left Ypsilanti high school to enlist in the Marines, where he was motorcycle orderly to the late Gen. Smedley D. Butler. In France, he was stricken with meningitis, recovering only after a long siege in hospitals abroad and home. After the war he finished high school and entered the U. of Michigan.

During his third year at the university, Freddy left school to buy a radio and appliance business. He was engaged in this when that accidental meeting over a coke brought him the 50-watt station, and a construction permit.

His first radio operations were at Ypsilanti, but in a matter of weeks he learned that the city was too small for its own station and too near Detroit to compete with the city stations. Seeking new capital to set up in the great motor city, he found two backers. One of them, Richard Connell, remains a partner in James F. Hopkins Inc., today—enterprises including two small war plants and the Michigan Music Co., distributors of Musak.

In those early touch-and-go days, WJBK reflected Freddy's interest in sports. At one stage he planned to make it the outstanding local sports station, broadcasting Red Wing hockey games, professional and college football, and baseball.

But the telegraphic reconstruction idea caught on so well that more powerful stations, finding that important money was involved, outbid WJBK for the rights and network advertisers took over the play-by-play accounts by sheer weight of financial resources.

While this was going on, a freelance salesman dropped in one day with an offer involving programs beamed at Detroit's Polish audience. The management accepted it reluctantly, even snootily. But the audience response was amazing and today WJBK has programs in 14 foreign tongues, its Polish programs alone using 50 persons and averaging four hours daily. The station operates around the clock with 250 watts.

WJBK's big job is bringing Government messages to the foreign language group. Its foreign language program director, Stanley Altshuler, devotes full time to selling bonds, and the station sponsors rallies, auctions and special drives.

In addition to his work at WJBK, Freddy Hopkins is vice-president of the Committee for Wartime Foreign Language Broadcast Control.

Shopwork is one of his hobbies.
FARMERS BUY IN NEAREST SMALL TOWN

IN THE No. 1 Farm Market, small-town merchants do 61.5% of the retail business, according to Dr. Wendell R. Smith, U. of Iowa. First in total volume of products, with annual sales of $10,000-$19,000, most of whom are in towns under 5,000 in population, where farmers prefer to trade.

According to Dr. Smith, trading centers of the area may be divided into three types:

1. Villages and small towns, located about 7 miles, supply convenience goods and services to adjoining territory.

2. Larger towns, or county-seat towns, found about 25 miles, supply convenience goods and specialized services to larger trading areas.

3. Small and medium-size cities, on major transportation lines, rank higher in specialized services and shopping goods sales.

The No. 1 Farm Market, concludes Dr. Smith, is the complete reverse of the national pattern, since cities of 100,000 or more population account for only 10.8% of total retail sales.

Obviously, to influence sales in such a market, radio advertisers need a station programmed for that market alone. KMA is the only station devoting 70% of its time to the specific needs of the 3 million people in its 151 primary counties.

If you’d like to know what that means in results for advertisers, write for your copy of our latest Market Data Brochure.

BEHIND THE MIKE

ISABEL GOLDFTHWAITE, formerly an assistant information analyst for the Bureau of Private Investigation, has joined CBS as an assistant in the research department under the direction of John K. Church. Miss Goldthwaite at one time was director of promotion and research at KSFQ, Seattle.

FRANK COFFIN, on the KGW-KEX, Portland, Ore., announcing staff since February, when he came from WEMP, Baltimore, where he had been appointed chief announcer, Price Buringlame, who worked at KGW-KEX before becoming a teacher at a Bend, Ore., high school, replaces Mr. Coffin on the staff.

TOM SHANAHAN, announcer at WEMP, Milwaukee, before joining the Army, is now in the anti-aircraft artillery school at Camp Stewart, Ga.

SAMMY TAYLOR, announcer, and Gordon Bambrick, production director of KGW-KEX, Portland, Ore., are fathers of boys born within three days of each other.

MRS. RUTH F. CRANE, director of women’s programs on WJR, Detroit, has been appointed to the advisory staff for WAAAC recruiting in Michigan. By Maj. J. Bell Moran, director of WAAAC recruiting in the area.

FRANK HOLLOWAY has joined WWL, New Orleans as announcer. He was at one time night manager of the WMC, Minneapolis, and KWKH, Shreveport. He will be known as Jim Barry, the radio announcer and promotion director.

RUDY VALLEE, KSDK star now a chief petty officer of the Coast Guard, has received a commission as lieutenant.

MRS. VELVA HAYDEN, from Vancouver Press, has joined the staff of CJOR, Vancouver.

BILL HAMPTON, Hollywood writer of CBS on the weekly Screen Guild Theater, has been inducted into the Army.

EDDIE FELBIN, freelance who conducts a number of commercial programs and special spots on WOR, New York, is now in the Army. He is known as Eddie First and Eddie Hoyte on many programs, becomes a private pilot.

CLaire McMullen has taken leave of absence from the promotion staff of WFIL, Philadelphia, to attend the classes of the Summer Radio Workshop at New York U., New York. She will return to the station at the expiration of the summer course.

HENRY COOK, former announcer of NBC, Chicago, became second lieutenant in the Army Air Forces at Pampa, Tex., May 25.

HERB SHRINER, comedian featured on the weekly CBS Camel Comedy Hour, sponsored by the R. J. Reynolds Tobacco Co. (Camel cigarettes), has been inducted into the Army.

VINCENT ALEXANDER, announcer on WIND, Chicago, is the father of a boy born on May 20.

ESTHER VAN WAGONER TUFTY, woman correspondent whose Headlines from Washington are heard on the Atlantic Coast Network from WWDC, Washington, 12:40-1 p.m. Monday through Saturday is taking a two-month vacation.

WILLIAM KIRSCHKE and Sanford Schlesinger, have joined KSDK, Des Moines, as announcers, Miss Kirschke replaces Jim Kelehan who is with the Army Air Forces Personnel Section. Case of the Des Moines Register has joined the news staff. Dan Lawrence, announcer is engaged to Helen Richardson, wedding planned this month.

WILLIAM P. DUNLAVY, one-time staff announcer of WEFW, Hollywood, is now a sergeant with the headquarters detachment of the Army Transportation Corps, Los Angeles Post of Embarkation.

TOD RUSSELL, announcer and m.c. of CFRH, Toronto, is seriously ill in the hospital with a spinal abscess.

BILL HUMPHREYS of the WBT, Winston-Salem, and KSAN, San Francisco, has joined the announcing staff of KFRC, San Francisco.

FRANK ALLEN, formerly of KYOR, Colorado Springs, has joined the announcing staff of KLZ, Denver.

EARL McGILL, CBS producer-director, has been named producer of the CBS-Henrietta International exchange series Transatlantic Call: People to People, replacing Norman Corwin, who is in a one-year contract with Columbia, recovering from an illness. The program has been extended through the summer, and is now heard Sunday at 12:30-1 p.m.

ISABEL TUOMEY has resigned from NBC’s script division to join the Red Cross as staff assistant at that agency’s overseas clubs. She starts her training in Washington June 14.

J. JO. A. KEMPINSKI, composer-conductor of the NBC Symphony, has joined NBC as a staff composer.

MIMS BOWREL, of Kosciuzko, Miss., replaces Lawrence Watson as announcer of KVOR, Aberdeen, S. Dak. Miss. Watson enters the Navy, Mr. McHill, chief announcer, has taken charge of the radio and promotion duties, handling network traffic, announcing and libraries.

OLIVE REESE, has joined the production staff of WCAE, Pittsburgh. Miss. Reynolds, announcer, has enlisted with the Army.

ROSEMARY STANGER is to be the first woman announcer at WWOZ, New Orleans. She is 29, formerly of WAFU, Fort Wayne, Ind., and will handle war program duties.

KEITH HIGGINS, war program director of KCAU, Sioux City, has joined the Navy and reports to Camp Farragut, Idaho.

EDDIE FIRESTONE JR., CBS announcer, has joined the assignment to the New York Philharmonic Symphony broadcasts, sponsored by U. S. Rubber Co.

EDDIE FIRESTONE JR., who has portrayed Joe Brewster on the CBS That Brewster Boy, will be inducted into the Marines July 18. His last broadcast in Newfoundland was June 11. He will receive preliminary training in San Diego and then be sent to Quantico, Va., for officers training. Arnold Stang, 19-year-old New York actor, takes the role.

TOM BARRY, announcer of WWL, New Orleans, is the father of a girl.

BILL JEFFERY OF WOL, Washington, is the father of a girl.

H. L. FISHER, former assistant director of plays for the Federal Theatre, has joined WNYC, New York’s newspaper program, where he has done publicity for the World’s Fair Corporation. New York, in 1940.

BILL CAMP, freelance announcer, has joined the staff of KGBR, Long Beach, Cal.

(Continued on page 36)
Today, in business as in living, the essential things come first!

Bread... and the Philadelphia Market

A loaf of bread?... the Liberty Bell?... the Philadelphia Market?... What have they to do with each other? Simply this...

The people of America know that bread is essential... Without it the Nation's dinner pail could be as bare as Mother Hubbard's legendary cupboard!

And the business men of America know equally well that advertising is essential... that advertising in the right markets is doubly essential—particularly now—or back they could go to the days of cracker barrels and oil lamps!

Philadelphia is one of those right markets... and KYW the essential station... because KYW, like scrapple, is to the Philadelphia's taste... its directed coverage saturates the market from the Appalachians to the sea. As one of the fastest growing victory centers in America, with an 80% increase in effective buying income in three years and a 21% increase in retail sales, the Philadelphia market of 5,500,000 people is yours with KYW.

KYW... PHILADELPHIA

One of Eleven Stations in Eleven Essential Markets Represented by NBC Spot Sales

Eleven stations which reach out to 55% of the radio families in the United States (primary areas only)... eleven essential markets where the buying power is 34.2% greater than the country's average.

Yes, eleven stations and markets as essential to American business for the maintenance of war and peacetime sales as bread and liberty are essential to Americans for the maintenance of life.

KYW • PHILADELPHIA
WEAF • New York KOA • Denver
WRC • Washington KPO • San Francisco
WMAQ • Chicago WBZA • Boston-Springfield
KDKA • Pittsburgh WGY • Schenectady
WTAM • Cleveland WOWO-WGL • Fort Wayne

NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—Philadelphia
TED SEALY, a former buyer and merchandiser in Cedar Rapids and Iowa City, recently released from the Army at Camp Wolters, Tex., has joined the continuity staff of WMT, Cedar Rapids, Ia. Wanda Montz, at one time radio editor of the Cedar Rapids Gazette, has moved from the WMT Waterloon studios to Cedar Rapids, as continuity writer. She replaces Paul Clark, who moved to KVOE, Colorado Springs.

MILTON SAMUEL, western division publicity director of BLUE, Hollywood, is the father of a girl, born May 31. Samuel formerly was with NBC, San Francisco.

COLIN DAWKINS, formerly on the faculty of State Teachers' College, Trenton, N. J., has joined the production staff for all-night programs on WABC, New York, alternating with Robert H. and repaid Bill Barrett resigned. Robert E. Lee, formerly of the CBS engineering department, has been assigned as engineer in WABC's all-night programs, replacing Sydney Samuels, who has been transferred to the day shift.

FRANCIS S. OLIVER, for 15 years a director and producer, has been named an assistant director in the network operations department of CBS.

ALAN FISHBURN, former actor and freelance writer, has been appointed assistant to Kenneth MacGregor, program director of WGN, Chicago. Edmond Kahn, formerly of the program department, has been transferred to production.

LT. GEORGE E. GRIM, former radio director of the Minneapolis 26 Star Journal and Tribune, has been promoted to first lieutenant.

BILL VANCE, writer-producer of WLS, Chicago, is father of a girl born May 25.

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Bond Campaign To Be Stepped Up
Immediate Aim Is to Prevent Slump in Series E Sales

TO HEAD OFF the dampening effect of pay-as-you-go taxation on Bond buying through the payroll savings plan, the Treasury War Savings Staff is planning a stepped-up campaign to open June 15. Purpose of the drive will be to show that the new tax procedure does not constitute an additional income tax, is a pre-payment plan, and will not have an effect on family income appreciably different from that of the present tax procedure. "Figure It Out Yourself" is the theme of the campaign, which will ask families to get together, add up their income from all wage-earners, and base bond purchases on the total.

Addressed to Workers
With the Press Section soon to issue a new clip and suggestion sheet to newspapers, Treasury's War Bond transcriptions are being tied in with the payroll savings drive. To boost worker allotments by $200,000,000 more a month, the campaign will have to enlist the support of workers now regularly buying bonds out of wages, and 180,000 firms operating payroll savings plans. Ten percent is now a minimum objective, and much higher percentages are hoped for.

Radio transcriptions released in connection with OWI allocation plans will be addressed mainly to workers' families. In general, this excerpt from a one-minute Treasury transcribed drama is typical. Scene is laid in a war plant. The foreman, in conversation with several workers about payroll savings, says, "Add up your expenses—the least you can live on and need for taxes—subtract that from your pay and what's left is what goes into War Bonds."

Third Loan Coming
Third War Loan, to be held after Labor Day, is now under discussion by Treasury officials. The plan is expected to follow the pattern of the recently completed loan, with a big opening radio day and a concert radio drive. As Secretary of the Treasury Morgenthau recently told a news conference, future war loans will be aimed primarily at the public, with offerings to banks made separately. Public bond drives will be made about three or four times a year.

Bank loans will be made either before or after public drives, depending on when the Government needs funds. This policy of concentrating on the public is expected to contribute to the anti-inflation program by cutting public spending pressure more directly.

In line with the new policy, War Savings Staffs and Victory Fund Committees have been consolidated into one bond sales organization. In the past, Victory Fund Committees have been engaged primarily

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McAVITY IN LINE
FOR COAST SHOWS

WITH Dick Mack, Hollywood producer of the weekly NBC Rudy Vallee Show, has been signed for guest appearances on the June 10 and 17 broadcasts of that program. If Vallee takes his leave, it is likely that Haley will take over.

Vaughn de Leath VAUGHN DE LEATH, 42, known as "The First Lady of Radio," died in Buffalo, May 28, after a long illness. Miss De Leath, a singer and composer, made her debut in radio in January, 1920, when she sang into an invented horn microphone developed by Dr. Lee de Forest. In 1923 she became manager of WDT, New York. Although her radio activities were more extensive in the first dozen years of her career, she has done television work recently, and from August, 1942, to April of this year was heard on WBN, Buffalo.

in the promotion and sale of Series F and G bonds, which are bought at face value with interest paid periodically. Main job of the War Savings Staffs has been the sale of Series E bonds, largely through the payroll savings plan. State chairmen, reporting to the Secretary of the Treasury, will direct the merged organization. Sales of Government securities to commercial banks, mutual savings banks, insurance companies and bond dealers will be handled by the Federal Reserve banks, which have been authorized as fiscal agents for this purpose.

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In The Fast Growing
SALT LAKE MARKET

It's

UTAH'S

NBC STATION

National Representative
JOHN BLAIR & CO.

LOUISVILLE'S WAVE

5000 WATTS . . . 970 E.C. . . . N.B.C.
FREE & PETERS, INC.
National Representative

BROADCASTING • Broadcast Advertising
TO PRESERVE THE FOUR FREEDOMS!

... freedoms that are uppermost in the heart of every American. Workers in industry have toiled unceasingly to build peak production to enable their country to be the world's best equipped fighting forces to protect these freedoms.

The Hallicrafters employees have twice been cited by their country for excellence in production ... once with the Army-Navy "E" Burgee ... and now the addition of a star to this Burgee for continued excellence in producing communications equipment so vitally needed by our boys on all fronts.

This new honor will serve as an additional incentive to greater production.

BUY MORE BONDS!

hallicrafters
CHICAGO, U.S.A.
Claims for Carter Liver Pills Are Attacked in FTC Action

Complaint Cites Allegedly False and Objectionable Statements Made by Heavy Advertiser

ADVERTISING claims of Carter Products Corp., New York, for Carter's Little Liver Pills are cited by the Federal Trade Commission in a complaint filed last week against the company and Street & Finney, its agency at the time material was being gathered for the complaint.

The Carter Co. has been a large user of radio for many years and at present is sponsoring spot announcements on many stations.

Chief among the claims cited by the FTC are those which purportedly represent the Liver Pills as an effective and competent treatment for constipation and for "sluggish liver," rendering the user "fit as a fiddle," "full of pep" and banishing such symptoms as "cranky disposition," "logy," "down and out" and "blue." Cited also is alleged disparagement of calomel and other laxative preparations and failure to warn the public of the potential danger of the preparation if taken by persons suffering from abdominal pains, nausea, vomiting, or other symptoms of appendicitis.

Use of the word "liver" in the name "Carter's Little Liver Pills" is misleading, says the complaint, because the preparation "contains no ingredient, recognized by competent medical or scientific authority, either alone or in any combination as having any therapeutic value in the treatment of any condition, disorder or disease of the liver under whatever name designated." It is further asserted that the compound is "an irritant laxative or cathartic" which is declared to have no therapeutic action on the liver nor is it deemed a competent or effective treatment for constipation.

Many Claims Cited

Agency now handling advertising for the Liver Pills is Ted Bates Inc., New York. In addition to one-minute transcribed announcements on 164 stations throughout the country and a five-minute transcribed program, Neighbors, on WJZ and WOR, New York, Monday through Friday, Inner Sanctum Mystery is aired on 63 BLUE stations, Sunday, 8:30-9, with recorded repeat on 12 Pacific Coast BLUE stations Sunday, 9:30-10 p.m. (EWT). A transcribed serial, Judy & Jane, is on four Don Lee stations Monday through Friday, 5:45-6 p.m. (PWT). Ten stations are to be added June 20 to the Inner Sanctum Mystery live show, and one to the repeat on the same date.

Other claims and statements named in the complaint include the use of the following phrases alleged to describe symptoms of constipation which the preparation is said to relieve: "Discouraged," "diseased," "moody," "sluggish,"" depressed," "mood swings," "mental." The FTC asserts that "Carter's Little Liver Pills" are not an effective treatment for these and similar symptoms.

Fada Institutional

FADA RADIO & ELECTRIC Co., Long Island City, 20-year-old manufacturer of radio sets and parts, is to start an institutional series on WJZ, New York, June 7, as sponsor of Henry J. Taylor, commentator, Monday through Friday, 11:05-11:15 p.m. Company has used radio on a limited basis in the past. WJZ contract is for 52 weeks. Agency is Sternfeld-Goody, New York.

Edwards' Bond Score

WITH the sale of $4,101,000 in War Bonds in San Francisco May 30, Ralph Edwards travelling quiz program, Truth or Consequences, raised a total of $185,133,344 in cash purchases of Bonds made during 12 weeks the program has been on the road. Following a broadcast from Glendale, Cal., June 5, the program will make the last of its coast-to-coast performances near Oakland, remaining in that vicinity for the remainder of the season.

Keep It On!

GIVE money away? Try to do it, says Hooper White, WKZO, Kalamazoo-Grand Rapids, who works at giving genuine dollars to listeners. The other day a kindly old lady answered White's radio phone call—then interrupted to say, "Just a minute, young man—I'll be right back." After hanging up the phone—over dead air—almost a minute, White hung up politely, still wondering what had happened. Calling back when the program was off the air, the give-away lady heard this: "I hate to hurt my hearing aid—and it takes two minutes to heat up."

WLW to Entertain Nation's Editors

RADIO will play a noteworthy part in the annual convention of the National Editorial Assn., Cincinnati, June 18-20, at which WLW will contribute prominently to the program.

At the annual banquet, which opens the convention, James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting, will extend the welcome from citizens of the Queen City. Gov. John W. Bricker will be the principal speaker. The banquet will conclude with an elaborate show, "WLW on Parade."

At the Saturday luncheon session, WLW, in cooperation with BBC, will pipe in a closed circuit program from the editors of England.

Saturday at 10:30 p.m. the convention crowd has been invited to attend weekly broadcast of Boone County Jamboree, WLW's hillbilly show. Tours through new studios at Crosley Square have been arranged twice daily.

Macy on WNEW

R. H. MACY Co., New York, in addition to its previously signed 52-week contract with WHN, New York (BROADCASTING, May 31), last week started a series of half-minute transcriptions on WNEW, New York, for 52 weeks. Department store's contract, which went into effect May 24, calls for 19 announcements weekly, spotted throughout the day, for the most part on musical programs. Agency is Young & Rubicam, New York.

NEW SUBSCRIBERS to Funny Money Man, transcribed program produced by Allott A. Stewart, New York, include KNYR KGBS WSM WJDX WGAN WMIN and CKOC.\n
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BROADCASTING • Broadcast Advertising
The 1944 allocation for electronic equipment contrasts with the sum of about two billion dollars appropriated for military radio needs at the time of Pearl Harbor. Present requirements are understood to be for highly specialized and intricate types of equipment.

Most for Planes
A major portion of the Navy's appropriation will be used in radio equipment for 27,500 airplanes. Large airplanes require about $20,000 worth of radio and $30,000 worth of radar equipment, the House Appropriation Committee was told.

The Navy's Bureau of Ships has asked a quarter-billion dollars for shore radio, radar and underwater sound equipment for maintenance and operation of the Naval Communications System. More than 92% of this will be for combat equipment used by Marines in combat areas; the remaining for additional equipment for Naval Air stations and underwater harbor detection. The Bureau of Ships plans to procure 61 million dollars worth of radio and radar equipment for the British.

**Another Noted News**

Another noted news commentator took to the air recently from Washington, D.C., when Jay Franklin began a 16-week series on WJZ. Franklin, a proponent of something new in news, is heard Monday through Friday at 6:15 p.m.

**Radionics' Catches On**

The word "Radionics" is taking hold, Com. Eugene F. McDonald Jr., president of Zenith Radio Corp., says in a personal note written on a brochure sent to the trade. The brochure announces the first issue of Radionics combined with Radio News, to be issued in July. Zenith has featured the term "Radionics" to cover radio and electronics.

**Tavol on 13**

Southern Cotton Oil Co., New Orleans, has expanded its spot campaign for Tavol, an edible oil, to a total of 13 stations in the eastern area. Transcriptions from one minute to a half hour in length are aired at varying frequencies on WCOP, WCFL, WBNY, WJZ, WJAN, WJXT, WNOX, WBYN, WSPR, WPXL, WELI, WELI. Agency is Tracy-Locke-Dawson, New York.

**Resides Phil Baker, M.C. of**

The word "Resides Phil Baker, M.C. of the weekly CBS "Take It or Leave It," sponsored by Eversharp Inc. (pens, pencils), the 20th Century-Fox film, titled "The Girls He Left Behind," now in production, will include a sequence based on the half hour quiz program.

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**Sparkletts Drive**

Sparkletts Drinking Water Co., Los Angeles, in a 13-week campaign starting June 7, will sponsor an average of 25 five-minute newscasts daily on eight Southern California stations. List includes KMPQ, KFAC, KJL, KAK, KJLS, KECA, KGJ, KFWB. Sparkletts also utilizes a daily quarter-hour newscast on KFI, with participation in Homemakers Club on KFJ. Firm in addition sponsors Fulton Lewis Jr. seven times weekly on the latter station. Agency is Raymond R. Morgan Co., Hollywood.

**The Sonovox**

The Sonovox, which puts words into the sounds of formerly speechless objects, is the subject of an article, "How to Talk Like a Cow from Boston," in the Saturday Evening Post for June 5.
Satisfied Sponsor

PLASTIC-BOUND report by Colgate-Palmolive-Peet Co., sponsor of a commercial program, is based on listeners reaction in Canada. The report presents unsolicited testimonials by individual listeners and heads of public institutions on The Happy Gang, said to be the oldest regular radio show in Canada. According to the latest Elliott-Haynes rating reports, this show is the most popular daytime program north of the border, including those coming from the south. The booklet also gives full-page pictures and a brief "who's-who" of radio persons connected with the program.

Hey, LISTEN!—why should I worry about SPARTANBURG?

NO REASON in the world to worry about Spartanburg, Mister! But we'll bet you a good cigar that you are worrying about towns and markets that are a lot less important—now and potentially, both!

Spartanburg, believe it or not, is the Center of South Carolina’s biggest, fastest growing market—a market that forecasters say is destined for even greater significance after the War. Our 22-county area has 1,032,000 people. Industrial payrolls (1942) were $107,084,220. Farm products valued at $93,266,133. And all wrapped up and delivered by one radio station—WSPA—to the tune of a really amazing Hooper rating!

Won’t you let us tell you all the facts—and maybe save you some worrying? Drop us a line today!

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

South Carolina’s FIRST Station

WSPA 5000 Watts Day
1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery
USE THE PRESTO MONOGRAM

...a paper composition base disc that will safely withstand mailing, all ordinary handling, shipment anywhere. Monogram discs are lightweight, unaffected by temperatures above 40°F, or excessive humidity, have a remarkably long shelf life.

While the composition base is not as smooth as the glass base used for the highest quality recording discs, the coating material is exactly the same, giving the same cutting qualities, frequency response and long playing life. Surface noise is slightly higher than that of glass discs but at the same time well below that of the best commercial phonograph records.

With metal discs withdrawn from use, the Presto Monogram has become the most practical disc for recording in the field, for recordings to be mailed to distant points and those subjected to frequent handling. Thousands of monograms are used by the military services of the United Nations and by the larger radio stations for delayed broadcasts. Made in all sizes, 6, 8, 10, 12 1/2 and 16 inches. Order a sample package of 10 discs today.

PRESTO RECORDING CORP.
212 WEST 55th ST. N.Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BROADCASTING • Broadcast Advertising

WHEN YOU NEED AN UNBREAKABLE RECORDING BLANK

Agencies

ELWOOD WHITNEY, vice-president and senior art director of J. Walter Thompson Co., New York, on July 1 will join Poote, Cone & Belding, New York, as vice-president serving in a major executive capacity.

KATHLEEN FITZGERALD, Robert Kuhn, and Robert Fornheave, have joined Rabinoff & Ryan, New York, as copywriters.


JOAN DAVIES has joined Hillman-Schneider, Los Angeles, as radio copywriter.

JULIAN G. POLLOCK, head of the Julian G. Dunn Adv. Agency, Philadelphia, and Janet Lehrman, of Dayton, were married in Philadelphia May 2.

H. PAUL WARWICK, president of Warwick & Legler, has returned to New York following Hollywood conferences with him, executive director of the weekly CBS Blue Ribbon Tour, sponsored by Pabst Sales Co.

GREEN-BRODIE, New York, has moved from 485 Madison Ave., to 420 Madison Ave.

GENE POWERS, former copywriter of Leo Burnett Co., Chicago, has joined Blackett-Sample-Hummert, Chicago.

S. DUANE LYON Inc., New York, has acquired the accounts of Evans, Nye & Harmou, New York, following the liquidation of the latter agency May 31.

VICTOR VAN DER LINDE is serving in the newly-created position of radio director of St. Georges & Keyes, New York. Before forming an advertising agency which he continues to head under his own name in addition to his radio activities for St. George & Keyes, Mr. van der Linde was general sales counsel of NBC.

DONALD S. MANCHESTER has been elected to the board of directors, and to succeed as vice-president of Poote, Cone & Belding. Mr. Manchester joined the agency five years ago.

RICHARD BEANTON, former account executive of Sherman K. Ellis & Co., New York, where he specialized in insurance business, has joined Keyes & Eckhardt, New York, as account executive.

F. H. SWEATMAN Jr., timebuyer of Newhall-Tucker Co., New York, is resigning the middle of June to join Hodges & Browning & Hewey, New York, as assistant to H. W. Mallinson, radio timebuyer. Mr. Sweatman will take over the duties of William D. Edwarde, who is due for induction in the Army.

CAL KUIHL, former producer-director of Walter Thompson Co., Hollywood, has joined Biow Co. as executive radio producer for programs originating from both New York and the West Coast. Mr. Kuhl, since he originally opened the West Coast office of J. Walter Thompson in 1933, has handled Bing Crosby's Kraft Music Hall series and has produced the Rudy Vallee show and many broadcasts of Soundman Performance for the American Forces. At this time, Mr. Kuhl will supervise the Eversharp and Philip Morris radio shows, as well as help up new program ideas.

JAMES FEIJER, formerly of Bonwit Teller, Philadelphia department store, has joined Grey & Rogers, Philadelphia, as assistant in the production department.

J. H. KRAFT HEADS KRAFT CHEESE CO.

JOHN H. KRAFT, former executive vice-president and chairman of the executive board of Kraft Cheese Co., Chicago, since 1937, has been named president of the company. He succeeds his brother, J. L. Kraft, founder of the business and for nearly 40 years head of the concern.

Closely associated with his brother for most of those years, John Kraft has been operating head of the company for some time, as well as a director and member of the executive committee. Kraft Cheese Co., of which Kraft has been a member company since 1930, J. L. Kraft has been made chairman of the Kraft board, and plans to remain active in the business, giving most of his attention to dairy developments affecting national and international relationships of the company.

Heads Chicago Club

M. GLENN MILLER, of the agency bearing his name, was elected president of the Chicago Federated Advertising Club at its recent annual meeting. Other new officers are: G. D. Crain Jr., publisher of Advertising Age, 1st vice-president; Josephine Mutter, public relations representative of Hotel Sherman, 2d vice-president; Edward A. Grossfeld, advertising manager, Baskin Clothing Co., 3d vice-president; W. Lane Witt, manager and fitting advertising, E. C. Co., senior vice-president; Re-elected treasurer was Chester L. Price, advertising and publicity manager, City National Bank & Trust Co.

Winius' 25 Years

ON HIS 25th anniversary with the agency, Enno D. Winius, president of Anfenger Adv., St. Louis, was honor guest at a surprise cocktail party given by his staff last week. Mr. Winius was given two gifts—a silver clock by the organization, and 500 copies of his book by Myron Northrop, vice-president of A. S. Aloe Co., a client for the full quarter century. Remarked Mr. Winius: “I haven’t had a headache since 1918 that couldn’t be cured by a few kind words from a sponsor.”

ILONA MAGORY, office manager of Rabinoff & Ryan, Hollywood, has returned to private life after nine years with the agency, having joined R & R when offices were established in Southern California. Betty Porell Keith, well known in agency circles, succeeds Miss Magory.

CLARENCE E. HALF, former copy chief of Rabinoff & Ryan, San Francisco, has joined the San Francisco office of the company.

HENRY HAAS, partner in Adrian Bauer Adv. Agency, Philadelphia, and captain in the provost marshal general division of the Army, has been called for active duty.


JULIAN A. MARTIN, producer and talent agent, has set up a production and management agency in the Paramount Radio, New York, under the name of Martin Exteriors. Clients include Walter Bower, new to the entertainment industry, and Paul Rubino, manager for 19 years of Dave Rubino, violinist concert artist.
Decade of Service

DECADE of broadcasting the nation’s oldest consumer show will be celebrated during the Saturday, June 12, broadcast of Consumer Time at 12:15 p.m. on NBC. Chester Davis, War Food Administrator, will speak from Washington; Frank Mullen, vice-president and general manager of NBC, from New York, and Mrs. John L. Whitehurst, president of the General Federation of Women’s Clubs, from Chicago.

During the program's first eight years on the air, it was sponsored jointly by the Women’s Clubs and the Agriculture Dept., which accounts for Mrs. Whitehurst’s participation in the birthday show. Program usually gives facts on consumer problems through a dramatic incident, a discussion of specific subjects, and a brief talk by a Government expert. The anniversary broadcast will hack back over the last ten years to the days of food surpluses and low prices. Morse Salisbury, now Deputy Administrator in charge of Information, WFA, who appeared on the first broadcast as chief of USDA's Radio Service, will trace the evolution of present-day consumer problems.

As a further step towards setting up a music library of its own, BLUE has purchased from Lory Funk, band leader, his library of popular tunes, started back in 1928. Network had already acquired orchestra leader Joseph Pasternak’s library. BLUE continues, however, to use NBC’s music library, on a rental basis.

THOMPSON-KOCH IN MOVE TO NEW YORK

REORGANIZATION of Thompson-Koch Co. and removal of its headquarters from Cincinnati to New York was announced last week by Carl A. Baumgartener, president of the agency, who stated the move had been made to establish closer contact with clients. The New York office is at 101 W. 31st St., telephone Pennsylvania 6-0612.

William S. Groom, former vice-president of Thompson-Koch, is now chairman of the board, while Pat Kelly, former production manager, is vice-president. The new secretary-treasurer is Stanley Sidgwick.

No radio is placed by the agency, although it placed advertising in media other than radio for various divisions of Sterling Drug Inc., including the Bayer Co., Charles H. Phillips Chemical Co., R. L. Watkins Co., and the Sterling Products Division, General Drug Co., New York, is also a Thompson-Koch account.

Floyd B. Odum Elected Board Chairman of RKO

ELECTION of Floyd B. Odum, president of the Atlas Corp., Wall Street investment firm, as chairman of the board of the 76-million-dollar Radio-Keith-Orpheum Corp., was announced last Wednesday in New York. He succeeds Richard C. Patterson, former executive vice-president, who became vice-chairman of the board.

Formerly controlled by RCA and Rockefeller Center Inc., interests, RKO stock has been sold by these companies during the past several years. The Atlas Corp. is understood to hold approximately 44% of the preferred stock and 46% of the common stock. RKO has no direct radio interests.

Mr. Odum was one of the bidders for WMCA, New York, a couple of years ago and also has evinced interest in radio projects generally. It is presumed RKO, under his direction, will survey the television field in relation to the motion picture business. Mr. Odum also had been mentioned several years ago as a possible appointee to the FCC.

Radio Talent Featured

Radio Talent is featured in the Republic picture "Swing Your Partner," now being given national release. Line-up includes Lulu Belle & Rolly, vocalists on the weekly NBC National Barn Dance; Vera Vague, comedienne on NBC Bob Hope Show; Dale Evans, vocalist on NBC Chase & Sanborn Show; B. E. Grantham, comedien featured on CBS Gracie & Harpo; Richard Lane, of the NBC Bob Burns Show; George (Shag) Fisher, of Boone County Jamboree on WLS, Chicago; Tennessee Rambler, vocal quartet of WBT, Charlotte, N. C.

WINX, Washington, has been granted renewal of license by the FCC for a synchronous amplifier and waive of two rules concerning operators and their hours at the transmitter. The WINX amplifier, and a similar one in use by WWDC, Washington, are boosters on the same frequency as the main transmitter which are operated by remote control. They are the only two authorized by the FCC for remote control operation, although WSJ, Cincinnati, has such an application pending.

* NBC 1942 Nationwide Survey

WTAM

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

Cleveland, Ohio

1,253,600 families in WTAM’S Primary Area listen MOST to WTAM. For example:

% of Radio Families Who Listen MOST at Night time to:

<table>
<thead>
<tr>
<th>Station</th>
<th>WTAM</th>
<th>STATION B</th>
<th>STATION C</th>
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<tbody>
<tr>
<td>CLEVELAND</td>
<td>69%</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td>AKRON</td>
<td>61%</td>
<td>30%</td>
<td>4%</td>
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<tr>
<td>CANTON</td>
<td>86%</td>
<td>5%</td>
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<td>LORAIN</td>
<td>75%</td>
<td>18%</td>
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<td>WARREN</td>
<td>89%</td>
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<tr>
<td>YOUNGSTOWN</td>
<td>71%</td>
<td>9%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Yet WTAM costs only $.000073 per Family

WTRY

TROY, NEW YORK

1000 Watts at 980 Kc.

The ONLY Basic BLUE Station in Eastern New York

Represented by RAYMER

BROADCASTING • Broadcast Advertising

June 7, 1943 • Page 43
Galbraith, Grade Label Advocate, Quits But Labor Fights Maxon Plans for OPA

DESPITE the resignation of J. K. Galbraith, OPA deputy administrator and grade labeling advocate who had been sharply criticized by the House Interstate Committee studying OPA operations, the personnel worries of OPA Chief Prentiss M. Brown were far from over last week.

When Mr. Galbraith quit, without comment, on Monday, it was widely predicted that Lou R. Maxon, Detroit advertising executive, would become OPA’s strong man, with a post equivalent to “general manager” as the week ended however, both the CIO and AFL informed President Roosevelt that they did not want Maxon in the job. Philip Murray, president of the CIO said after a Thursday meeting in the White House “we protested the appointment of a man who has the policies of Maxon.”

OPA seemed to be caught in a tug-of-war, with business and Congressional pressure favoring Maxon, while Labor strongly fought the appointment. Labor leaders explained that they felt Maxon was opposed to roll-backs and stabilization of prices, which they consider necessary “to ease the difficult labor situation in the coal fields as well as among workers in other industries.”

Mr. Galbraith left OPA following the stormy hearings of the Boron Committee [BROADCASTING, May 31] which looked into standardization and grade labeling under a solution introduced by Rep. Haleck (R-Ind). Even after he left this week, hearings on grade labeling continued, this time before the Smith Committee investigating charges that OPA had exceeded its authority.

On Wednesday the Smith Committee heard Harold K. Bacheider, president of the Ladoga Packing Co., Indianapolis, charge that grade labeling necessitated “a very grave and radical change in the business methods of the canners.”

In a subsequent hearing, Alfred W. Ames, president of the California Packing Corp., said the order would have made it impossible for packers to advertise and “would dry up revenue which makes a free press possible.” He said the regulations “were worked out by the professors down at OPA.”

CBS News of Soldiers
Is Sponsored by Squibb
HUMAN interest stories about American soldiers on all battle fronts will be told by Fromm Bros., CBS London correspondent, in the new CBS Sunday series sponsored by E. R. Squibb & Sons, New York, as a replacement for the weekly Keep Working, Keep Staging America. Starting June 13, broadcasts will be heard in the 8-8:30 period.

Titled Calling America, the program will bring personal news of servicemen to their folks at home. Walter Cassel will continue in the new series, with Victor Bay’s 30-piece orchestra and a chorus. Producer and director will be Elinor Larsen, of Geyer, Cornell & Newell, New York. Jack Lewi will write.

Quiz for Duffy
QUIZ PROGRAM substituting during the summer months for Duffy’s Tavern on the BLUE, beginning July 6, will be the audience participation show, Noah Webster Says. Haven MacQuarrie will act as m.c. Program, originating in Hollywood, will be heard at Duffy’s regular time, Tuesday, 8:30-9 p.m., for 18 weeks. Sponsor of both program is Bristol-Myers Co., New York, for Minit-Rub, Agency is Young & Rubicam, New York.

Buffalo Staff Changes
TO OFFSET losses resulting from demands of the armed services, WGR-WKBW, Buffalo, has recently added several announcers to its staff, according to BBC. These include Richard Barr, formerly of WSBA, York; Jack Eno, from WFEL, Syracuse; Alan Fort, from WEBB, Buffalo; Alan Gans, from WLET, Erie; Ted Lingo, BLUE announce at WKW, Wheeling; and Roy Rowan, from WGR, Scheectady.

MAJORITY of listeners to Sydney Moseley’s Mutual commentaries do not want bad news dramatized, but they do want a balanced commentary of good and bad news, mail analysis shows.

Pipe Cleaners were only satisfactory means of cleaning silver tube through which 8-year old Joan Heffel has breathed since babyhood. War stopped their manufacture, and a UP story from North Canton, O., reported that she had only 8 weeks supply. Then WCPO, Cincinnati, broadcast an appeal, and the pipe cleaners started flooding in. Bob Little, editor, and fellow newscaster of WCPO, spent two days telling listeners Joan’s needs were supplied for the next ten years.

Heffelfinger Successor
CASANAVE & PEARSON Inc., advertising agency with offices at 1600 Broadway, New York, has succeeded the Heffelfinger Agency, which closed its New York offices June 1. Charles L. Casanave, motion picture and advertising executive, is president, and C. H. Pearson, general manager of the Heffelfinger Agency, is vice-president and general manager.

Plans for discontinuing the Heffelfinger Agency have been under way since last year when Totten Peavey Heffelfinger, president, entered the Navy. All accounts formerly served by the Heffelfinger Agency continue with the new firm, which employs the same staff. Edward P. Casanave, is vice-president and secretary.

New Lorillard Series
P. LORILLARD Co., New York, sponsoring Sammy Kaye on CBS, will start a second network show for Old Gold cigarettes July 9 on NBC. Series, to be heard Fridays, 7:30-8 p.m., will feature Bob Crosby’s Orchestra. Station lineup is not yet complete, according to J. Walter Thompson Co., New York.

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surrounded the committee's inquiry into a number of cases, including the transaction involving WMCA, New York, sold in 1941 by Donald Flamm to Edward J. Noble, Life Saver Corp. head. Charges of duress have been made in connection with the transaction. The committee met last Thursday on the contempt citations, it is understood.

Commissioner Payne, whose present term on the FCC expires June 30, was assigned to the Commission as a Republican.

Chairman Cox told the press last Thursday the object of the inquiry is "to free all media of communications from the domination which the Commission has set up." He added: "It is not going to be a smear, nor will it be a whitewash. The inquiry will be fair, dignified and thorough."

Alluding to efforts to have him disqualified as chairman of the committee, Judge Cox said: "I don't intend to be intimidated and run away from the task."

"Not a Smear"

Chairman Cox, in an interview with the Federated Press, left-wing newspaper organization serving labor papers, indicated that public hearings would begin "in a few days". In a Washington dispatch dated June 1, Federated Press reported an interview with the committee chairman on the FCC inquiry. In it, Judge Durr was reported to have said that he could "smear James Fly and Clifford Durr as they have smeared me," but that "I won't." The dispatch added that Judge Cox said "we will open our hearings in a few days" and that he brought up his resolution for one reason only: "The newspapers insisted on it—certain newspapers and certain Government officials."

Also recounted was the story of the $2,500 check from WALB, Albany, Ga., to Judge Cox in alleged payment for legal services rendered in connection with a WALB application. Judge Cox said, according to the news report, that he had turned over stock in the WALB corporation valued at $2500 to his wife for charitable enterprises.

The story concluded: "According to FCC records, the stock in WALB still stands in Cox's name, not his wife's."

Drew Pearson, Washington columnist and radio commentator, last week also loosed an attack on the Cox committee and its counsel in his syndicated Washington Merry-Go-Round column. It was generally thought the attack was inspired within the FCC.

Durr Plea Inactive

Meanwhile, the petition of Commissioner Durr to have Rep. Cox disqualified as a member of the investigating committee still languished before the House Judiciary Committee. Congressional observers indicated that it might remain there for good.

The committee discussed the Durr petition on May 27, but took no action. The matter was not even raised at two subsequent meetings. Members of the committee expressed doubt that it had jurisdiction to pass on appointments made by Speaker Rayburn, who named Judge Cox to head the five-man committee. Other members of the committee are: Edward J. Hart (D-N.J.), Warren G. Magnuson (D-Wash.), Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.).

A report published in PM, which has strongly opposed the Cox inquiry and favored the FCC position, stated that some members of the Judiciary Committee felt that Judge Cox should resign from Congress. There was no confirmation of this in any responsible Congressional quarter. And it was chalked up as another episode in the campaign directed from within the FCC to scuttle the Cox inquiry.

Kopf Honored

HARRY C. KOPF, vice-president in charge of NBC Central Division, spoke last week at the convention of the Council on Candy as Food in the War Effort, meeting in Chicago. His subject was the NBC weekly program, Washington Reports on Rationing, sponsored by the Council. Mr. Kopf recently received an award of merit for his work in the aviation procurement program of the Army Air Force, and was also appointed national patron of honor for his support of the American program of the military order of the Purple Heart.

WMCA Buys Space

WMCA, New York, last week started an advertising campaign in New York's dailies, marking the station's first use of newspaper space on a regular paid basis. Drive is an experiment extending over a period of six or seven months, with the possibility being continued for a year, and expanded to other than Manhattan papers in the area if successful.

House FCC Probe Slated (Continued from page 14)

WDay Food Production Contest Receives Praise

CONTEST to stimulate food production was concluded recently by KMBC, Kansas City, with award of $50 War Bonds by Phil Evans, station farm expert. Entries were received from more than 10,000 school children in Missouri and Kansas who were required to write letters on measures employed on their farms to increase food output and conservation methods in the home.

Lawrence Norton, Chairman of the Kansas War Board, praised the contest for its contribution to the war effort and in particular for stimulating more interest in food production. The contest was conducted by schools under the sponsorship of the Dept. of Agriculture War Board through KMBC.

Biow Names Kuhl

CAL KUHL, for 13 years producer of J. Walter Thompson Co., Hollywood, has been appointed executive producer of the Biow Co., according to announcement by Milton Biow, agency president, on June 1. Replacing Viek Knight, who resigned in April, Kuhl will be head-quartered in Hollywood.

"This here Glacial Lake now means Business fer Smart Advertisers! If you'd like to know why—Write WDay for a Copy of Their New Data Book!"

WMCA N.Y. 1943 • Page 45
Stations Broadcast To Assist Public

AS FLOOD waters inundated regions along the Mississippi River and its tributaries, radio stations, and in 1937, turned to other activities, and sending field teams to areas where information would be needed to alert officials to the flood situation. In this region, the special event was handled by Art Page, WLS farm director, while Don Kelly, special events director, assisted in working out the arrangements.

Sacks Wanted

WHBF, Rock Island, was called upon by the local office of civilian defense to broadcast an emergency appeal for sacks that would hold flood water. The bags were to be sent to the Peoria area. When the water was broadcast at 9 o'clock in the morning, and according to Col. Clyde T. Terry, executive director of the Peoria Flood Control Board, 15 minutes after the broadcast, fire stations throughout the area were receiving them. At exactly noon a trailer truck loaded with 22,000 bags was on its way to Peoria, and by 3 o'clock 23,000 more had been collected and sent along to the flood area.

WMBD, Peoria, became the information center for the Peoria area. At the request of the Red Cross and local officials, the station remained on the air 24 hours for five successive days. Announcements were broadcast every half-hour on flood conditions, and large industrial concerns informed their employees when to come to work. The station, set to 26, with 13,000 employees, changed from a three to a two-shift operation and changeover was made through announcements broadcast on the station. The station set up remote broadcasts from Beardstown on conditions of roads, etc. In addition, Boy Scouts were mobilized and appeals broadcast for sacks for sand. Immediate response to these appeals reinforced the levees at that junction.

Remote Lines Washed

The outlying districts of Quincy, Ill., were serviced by WTAD, Quincy. Although station remote lines to sender towns were washed out, the station broadcast running bulletins and aided in the mobilization of the Illinois National Guard. Working with federal authorities and the Coast Guard, flood warnings and other information were broadcast under the direction of Roy Hampton, station news editor.

At first, KGFG, Coffeyville, Kan., broadcast only weather bureau releases about impending floods. But as the threat of disaster grew and KGFG was deluged with calls from officials and farm-

Special Appeals in Midwest Flood

ers concerning river stages at various towns in the Verdigris Valley, the station began to broadcast warnings in time for lowland dwellers to evacuate. Its flood service included summoning of the Civil Air Patrol.

When the Wabash River reached an all-time high of 27 feet, WAOV, Vincennes, Ind., aided in disaster relief, broadcasting emergency messages and carrying remote pictures from the area, along with reports from flooded sections. Nearby George Field officials temporarily licensed a transmitter, completed in two sleepless nights by Ambrose Kramer, station director, and used for evacuation messages. In answer to the local OCD appeal for trucks to carry people from flooded homes, 31 offers of trucks were received within a half-hour.

At the flood's height in the St. Louis area, Frank Eschen, special events director and broadcaster of RSD, presented a vivid eyewitness account of the damage done by the turbulent Mississippi along with facts on the flood, as revealed by Capt. Stephen S. Yearian, Coast Guard officer, and Col. Lawrence R. Fegan, Army engineer, who supervised flood control and relief.

Throughout the disaster areas, people clung to their radios as precious possessions, picking up additional bits of information as they waited to be evacuated. One listener was found sitting on a rooftop, listening to his portable radio as he awaited rescue by the Civil Air Patrol.

Fort Wayne Floods

With 2,000 persons evacuated and many square miles under water in the region of Fort Wayne, WQWO-WGL played a very significant role in the relief of flood damage in the area. Newscasters Bob Sherman and Fred Moore covered the disaster in shifts round-the-clock, giving flood news within seven or eight minutes after reports came through. The stations kept constant contact with control centers, and with health, water works, traffic, fire department and civilian defense authorities.

In addition to keeping the public accurately informed of local and national flood conditions, and broadcasting emergency traffic orders to prevent congestion in critical areas, the stations averted panic by speaking a widespread rumor that the Maumee dam had broken and that torrents were about to crash on Fort Wayne.

Period Increases Allowed to Talent

Treasury Rule Clears Status Of Salaries Under Contract

RADIO artists may receive periodic salary increases called for by their individual contracts or may receive increases within the limits of the producer's salary rate range for the particular type of performance, leaving or supplementing roles, bit parts, guest appearances, etc., according to a letter from the Treasury Dept. received by the American Federation of Radio Artists last week. Copy of the letter and of the union's letter to the Treasury to which this is a reply have been mailed out to the AFRA membership for their information.

Text of Letter

Treasury letter, signed by Commissioner Guy T. Helvering, states, in part:

"Periodic salary increases pursuant to individual contracts of employment of radio artists in the radio industry are made from a salary rate of over $5,000 per annum, per quarter, per week, per month, per year to such artists within the limits of the producer's salary rate ranges which were in existence as of October 3, 1942. It should be noted that the highest salary paid on October 3, 1942, for any job classification is the limit beyond which salaries may not be increased through any approval. A radio producer may file salary rate schedules which are in existence prior to October 3, 1942, but must file salary rate schedules established thereafter, with Regional Offices for approval. Such salary rate schedules should cover each radio program or programs being produced or to be produced and should contain:

(a) A salary rate range for leading roles, supporting roles, free-lance and spot artists (including bit players), and guest stars, and

(b) If the producer has or intends to establish a policy of regularly increased rates payments to employees, such salary policy should be reduced to writing and submitted with the schedule.

Such policy should state the frequency and amount with which salary increases are made, or are to be made, as, for example, at the end of each 13-week, 26-week, or 52-week period.

IT TOOK only two days for WMIB to sell 5,000 tickets for Bob Hope's appearance at the Mosque Theatre, Richmond, June 6. Tickets were sold at two large department stores to War Bond buyers.

UNDER the auspices of ASCAP, a Rochester-Ashland-Frontenac broadcast radio activity will be given by the N. Y. Philharmonic Symphony Orchestra at Carnegie Hall. June 11, proceeds to go to the Armed Forces Master Records Inc. Organization purchases new records for distribution among servicemen.

PHILADELPHIA ORCHESTRA has signed a long-term contract to record exclusively for the Eminent, Blue Corp.
BLUE LETTER TO AFFILIATES

TEXT of letter to BLUE affiliates, signed by Keith Kiggins, vice-president in charge of station relations, follows:

"In accordance with our previous advices to you, we have carefully considered the network regulations promulgated by the FCC and have discussed in detail with the members of your stations advisory committee the effect of those regulations upon our contracts.

"Since those regulations will probably become effective on June 15, 1943, we believe it to be in your best interest and ours to attempt as promptly as possible to arrive at an equitable adjustment of our contractual relations in the light of the regulations. With that end in view we have prepared and are forwarding herewith in duplicate a modification of our agreement which in our opinion will bring that agreement into complete conformity with the regulations and which we believe you will find satisfactory.

"The enclosed modification has been discussed with Chairman Fly and he has indicated that it is in compliance with the network regulations.

"If you have any questions concerning the modification, please advise us at your earliest opportunity, otherwise, we shall appreciate your executing and returning one copy to us.

Accompanying letter follows in basic form, with some variations according to the location of the station and the amount of time its contract with the BLUE still has to run:

First Call

"This letter supplements our agreement for network affiliation with you dated. . . .

1. We are pleased to extend to your station the first call in its community upon BLUE network program service as permitted under Section 3.102 of the regulations of the FCC and accordingly the first paragraph of Section 3.104 of our aforesaid agreement entitled "network affiliation and program service" is hereby modified to read as follows:

"In order that your station may continue to serve the public interest, convenience and necessity by broadcasting programs of quality and character generally beyond the reach of individual stations, BLUE will, at its own expense, extend its program transmission lines to your control board at your main studios and offer your stations the first call in the community in which those studios are located upon all BLUE network programs scheduled to be broadcast by a station in that community. Such programs will be of wide variety, including musical, educational, religious, sports, public affairs, international and special events programs.

"The network sustaining pro-

gram which we will offer to furnish are for sustaining use only and may not be sold by your station for commercial sponsorship or used for any other purpose, without our prior written consent.

2. Paragraph 2 of Section III of our aforesaid agreement is hereby modified to read as follows:

"III—Network optional time:

"(A-1) Insofar as Section 3.104 of the regulations of the FCC as amended Oct. 11, 1941, will permit, you hereby option us the hours designated below as network optional time, for the broadcasting of the network commercial programs which we furnish to you.

May Reject Programs

"Network optional time will be as follows (appropriate times according to the location of the station were inserted here):

"(A-2) Because of your public responsibility your station may reject any network program which you reasonably believe to be unsatisfactory or unsuitable or the broadcasting of which would in your opinion not be in the public interest or be less in the public interest than a program of outstanding national or local importance which you wish to substitute therefor, all in accordance with the provisions of Section 3.105 of the regulations of the FCC."

3. (This section set new expiration dates for contracts with more than two years to run, in accordance with the new ruling establishing that as a maximum time. Contracts expiring within the next two years retain these expiration dates.)

4. Each of the foregoing modifications shall become effective simultaneously with effective time of the particular regulations of the FCC to which such modification pertains and shall continue in effect for such time as that particular regulation remains in effect.

If the modifications herein proposed are satisfactory to you, will you kindly so indicate on the copy of this letter enclosed for that purpose and return that copy to us.

Frank L. Capps

FRANK L. CAPPS, 75, a pioneer of the American recording industry, died of a heart ailment last Wednesday night at Memorial Hospital, New York. He worked with Thomas A. Edison, inventing the spring-motor for phonographs, a vital part of the phonograph pickup device, and held more than 60 other patents in that field. His shop, now devoted entirely to war work, is in charge of his daughter, Isabel Capps Rainey, who will carry on in his place.

WAR GAMES of the Army First Service Command, including a mock invasion of Massachusetts by paratroopers, were covered by the special events dept. of WTAG, Worcester. Transmission included a pickup from the ARP report center, another from an observation post at the state armory, and explanations of the functions of defense units.

46% ($800,097,000)

OF ALL THE 1942 RETAIL SALES IN GEORGIA*

took place within the 0.5 mv/m daytime contour of WAGA.†

WAGA is the most economical medium to reach this huge market.‡

*Statistics from Sales Management's "Survey of Buying Power."

†Measurement by Ring & Clark, Washington, D. C.

‡Ask Headley-Reed for a copy of WAGA's new study, "How to Get More Listeners Per Dollar in the Atlanta Market."

KEEP THE NEST EGG

More and more, management is recognizing the necessity of keeping a nest egg of consumer goodwill ready for the day when peacetime production begins again. The steady increase in the volume of radio advertising since Pearl Harbor shows it. Because radio is the accepted medium for goodwill building.

Radio gives people something they value—entertainment—to remember you by.

CFRB

TORONTO

860 Kilocycles

Surveys prove at least one quarter of all radios in Canada's richest market are always tuned to CFRB.

<table>
<thead>
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<th>5,000 WATTS</th>
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June 7, 1943 • Page 47
ALTHOUGH technical and personnel problems for the BBC are more acute under wartime conditions, broadcasts to foreign countries have increased materially and domestic listening is definitely expanding, according to Edward R. Murrow, CBS London correspondent and European staff chief, now in this country for a short vacation.

Mr. Murrow spoke at a New York luncheon in his honor given by CBS last Thursday.

3.101 Exclusive Affiliation of Stations. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or inhibits another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or inhibits another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station may be prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time or for the sale of the network's programs.

3.105 Dual Network Operation. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or inhibits another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or inhibits another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station may be prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time or for the sale of the network's programs.

3.106 Right to reject programs. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a) with respect to programs offered for sale subject to an affiliation contract, prevents or inhibits the station from rejecting or refusing network programs which the stationreasonably determines to be unsatisfactory or unacceptable, or which (b) with respect to network programs so offered or otherwise selected by the station, prevents or inhibits the station from rejecting or refusing any program which, in the station's opinion, is contrary to the public interest, or from substituting a program of outstanding local interest.

3.107 Licensee's rights. The licensee shall have the right to the exclusive use of the broadcast time for the effective duration of such license, except that, if the broadcast time is not utilized, the licensee shall have the right to sell the broadcast time, either to the network organization or to any other person.

1. The term “network organization” as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcastings.

2. The word “control” as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

From Maine's woodsmen to California's cuties; from Florida's fishermen to Montana's ranchmen... everybody, from helper to executive, listens every night to the authoritative voice of Mutual's ace newscaster...

Fulton Lewis, Jr. Indicative of his popularity are the reports of successful campaigns for advertisers sponsoring Fulton Lewis, Jr. Mr. Lewis has just celebrated the signing up of his 100th current sponsor... and many more are climbing on the Lewis bandwagon with all speed.

Last year Fulton Lewis, Jr. won the coveted DuPont award for the nation's best radio commentator. His name is one with which any sponsor would be proud to have his product linked. Sell him at your one-time quarter hour rate per week... Wire, phone or write WM. B. DOLPH, WOL WASHINGTON, D. C. TODAY!
LAGUARDIA ACTION CONTINUES WNYC

CONTINUED operation of WNYC, New York, as a municipal station was believed settled by action of Mayor LaGuardia in vetoing practically all of the budget slashes made by the City Council, one of which would have deprived WNYC of support from city funds. The Council suggested that the City make money on the station by leasing it to a commercial operator [Broadcasting, May 31].

Council has until June 10 to override the Mayor's veto, which restored all but about $50,000 of the $10,856,000 cut from the 1943-44 budget by the Council, but it believed a practical impossibility for the supporters of the reductions to secure from the 26 Council members the 20 votes necessary to kill the veto. If the veto is not killed, the next year's budget will go into effect as revised by the Mayor, and WNYC will continue as before.

In explaining his veto on this point, the Mayor said: "The Municipal Broadcasting System of the City of New York is the outstanding and foremost non-commercial, publicly owned and operated broadcasting station in the country."

* * *

Continuation Urged

A PLEA for Mayor La Guardia of New York to insure continuance of WNYC as a non-commercial municipal station by vetoing a city council action cutting the station's $106,915 appropriation from the budget was written last week by Joseph Lang, general manager of WHOM, Jersey City. Plea was based on the station's programming record, and its service as a local coordinator of public service broadcasts.

Mr. Lang assured the Mayor his plea was "purely a businessman's view" "for I have no ax to grind commercially or politically". He pointed out that WNYC and WHOM were not in competition since his station caters to foreign language programs.

"The very presence of an independent, non-commercial station dedicated to civic public service, enlightenment, and the entertainment," Mr. Lang wrote, "is a healthy situation which should not be eliminated from the New York scene."

KFWC BROADCASTS

New Type Institutional Show
For Waggoner Estate

TURNING for the first time to radio institutional advertising, the W. T. Waggoner Estate of Vernon, Texas, a vast ranch and oil property covering a half million acres, sponsors a new type of patriotic broadcast on KFWC, Mutual affiliate in Vernon. Aired three times weekly, the quarter-hour program, Trails to Glory, pays tribute to the men and women who have left "the fringe of the Waggoner Ranch to serve with America's armed forces."

Ninetieth broadcast in the series was aired June 1. Thomas Hudson McKee, promotion manager at KFWC, writes the scripts and gives the dramatized tributes. He shares the show with Manager W. D. Dixon, who presents biographical sketches of the saluted, based on a combination of questionnaires and personal interviews. Transcribed music and effects are handled by William Parady.

Copy of the script in a memorial folder and a personal letter from Mr. McKee goes to the family of each service man concerned, as a keepsake. Four women, two Army nurses and two members of the WAC, have so far been honored on the program.

LILLIAN RANDOLPH (Birdie) of the weekly NBC Great Gildersleeve, has been signed for a singing role in a Republic film.

Beau Manpower-Distribution Problems...

Come to "Golden Acres"

Survey Just Completed on Rich, Vital NCBS Market to Help You!

Just made by North Central Broadcasting System for you...a complete, intimate study of manpower and distribution facts in this rich market..."Golden Acres." This valuable survey tells you the leading food and drug jobbers...location of their branches and warehouses...number of salesmen covering NCBS area...class A & B retailers...products stocked...turnover. These and many other vital facts you need to know about this great market are yours for the asking...to help you secure the shortest cut to greater sales and profits in America's "Golden Acres" where retail sales last year were $2,186,631,000. Write or phone us today for this helpful, profit-making study...and beat manpower-distribution problems in this 2-billion dollar market!
RADIO ADVERTISING TRENDS ANALYZED

RADIO advertising has shown the sharpest rise of all media and has increased in volume without interruption, proving itself the exception to the rule, according to a survey by Kenneth Davis of the Division of Industrial Economy of the Commerce Dept., writing in the June issue of Domestic Commerce.

Mr. Davis reported general advertising volume in the first quarter of 1943 increased 8% over the year before, with radio continuing its rapid pace and handling the greatest volume in its history.

Contributions of time and space in behalf of war bonds is regarded by Mr. Davis as "the most significant point of contrast" between advertising in the first quarter of 1943 and that appearing in the same period a year ago. "It is practically impossible today," he points out, "to read through any publication or listen to any series of radio programs without coming upon examples of the new advertising technique."

Discussing the increase in the volume of radio advertising, Mr. Davis declares: "As the youngest of the many widely used vehicles of advertising, radio is still growing strongly, and what its proportionate place in the field will be remains to be determined.

BETTY RHODES, star of MBS The Fleet's In, has been signed to a term contract by Paramount Pictures, and scheduled for leading feminine role in the film, "Rainbow Island".

WATSON, DODD ITEM SNARES COMMITTEE

INABILITY of House and Senate conferees to agree on an amend- ment to the Urgent Deficiencies Bill which would have freed two FCC employees, Dr. Goodwin Watson and Dr. William E. Dodd, Jr., both of the Foreign Broadcast In- telligence Service, was a principle item held up final action on the bill last week.

Conferences met and agreed on about 60 amendments, but were unable to come to terms on Watson and Dodd when House conferees refused to give up the House approved item striking the two from the payroll. The Committee members reported to their Houses for instructions.

Indications were that the House would continue to insist on dismis- sal of the two, together with Dr. Robert Morss Lovett, Government Secretary of the Virgin Islands Rep. Voris (R-O.), in a letter to his constituents, assailed Dr. Wat- son, asserting that he believed it overthrown of the American systen by force and revolution.

MEET A Young Charmer WITH A FUTURE

Barbara McDowell is a Wichita "BOOM BABY!" "Boom Baby" because of all time is a "Boom-Town."

Facing a bright future be- cause Wichita is a "Boom-Town" with a future, Barbara's dad is building for his family's future at Wichita's Boeing Aircraft plant.

Are you building your present and future sales in Wichita?

Today Wichita ranks first among all sales hot spots in the Middle West—and fourth in the entire country. KFH—the only full-time, 5000-watt station in Kansas—is ready to do the job for you.

That Selling Station
In Kansas' Biggest, Richest Market!

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

BROADCASTING • Broadcast Advertising
NBC Submits Waivers to Affiliates

Hedges Informs Stations Regarding New FCC Time Regulations

FOLLOWING is the full text of the letter sent by William S. Hedges, NBC vice-president in charge of stations, to affiliates of that network, designed to make NBC affiliation contracts conform to the new FCC network regulations effective June 15:

“We hereby release you of any obligation you may now have to broadcast any network commercial program we may offer you if the program offered by us occurs at a time conflicting with the time for which you are committed to broadcast a program of another network or if the program offered by us is offered on less than 56 days notice to you or if the program offered by us does not occur within the following hours, New York City time: (Here are inserted times applicable to each time zone).

Broadcast Obligations

“The aforementioned waiver with respect to your obligations to broadcast our network commercial programs is made, however, with the understanding that you will continue to submit to each of our network commercial programs which you are already obligated to broadcast in periods of time outside the hours mentioned above, but in no event beyond the period for which we are presently committed to the respective sponsors thereof to deliver your station.

“We further waive any rights which we may have under said contract which may be inconsistent with the provisions of section 3.105 of said regulations.

“We assume you will desire to waive any right which you may have under said contract which may be in conflict with section 3.102. In that event we hereby grant you the right of first refusal, good for seventy-two (72) hours, in your primary service area upon our network programs, provided, however, we shall have the right to permit any of our programs to be broadcast by any station now regularly broadcasting our programs or by any station which may be substituted therefor by us as an affiliate in the same community of any such station.

“Each of the foregoing waivers shall become individually effective at such time as the corresponding regulation pursuant to which the waiver is made becomes effective and shall continue in effect for so long as that regulation is in effect.

“As you recall we have previously waived all rights under said contract which may have been inconsistent with section 3.101 and 3.103 of the regulations.

Contract Expiration

“With respect to section 3.103, we will assume unless we hear from you to the contrary that our contract shall expire two years after the effective date of this section with the understanding that should this section be subsequently modified or be made ineffective within a period of two years from the effective date thereof so as to make licensees having network contracts extending for a duration longer than two years eligible for a renewal of their license, it is agreed our contract shall expire on the date presently specified or on the latest day permissible under any such modification, whichever date shall earlier occur. The foregoing change in expiration dates shall not affect, of course, any earlier rights of termination of either party which may now be contained in said contract.”

[The above paragraph is included only in letters to stations whose present contracts with NBC have more than two years to run. Stations with contracts expiring in less than two years were notified that those expiration dates remain unchanged.]

GILLETTE SPONSORS ALL-STAR BASEBALL

GILLETTE Safety Razor Co., Boston, has purchased for $25,000 the broadcasting rights to the 1943 all-star baseball game between the National and American leagues, to be played Tuesday night, July 13, or at 1:30 p.m. July 15, if postponed. Game will be broadcast here on over 200 Mutual stations; in Canada through the facilities of the CBC, and will be shortwaved abroad.

The $25,000 as well as all other receipts will be turned over to the major league’s baseball equipment fund to provide baseball equipment for the armed forces, according to Baseball Commissioner Kenesaw L. Landis, and J. P. Spang Jae., Gillette president, who made the announcement. Deal marks the first time that the all-star game has had an exclusive radio sponsor. Agency is Maxon Inc., New York.

Spots for “Dixie”

AN EXTENSIVE radio campaign to promote “Dixie”, Paramount technicolor musical starring Bing Crosby and Dorothy Lamour, started June 10 on Crosby's Kraft Music Hall program on NBC, to which he returns after a sojourn in Mexico. Crosby will introduce music from the picture. His July 1 broadcast on NBC will also be dedicated to “Dixie” as the great rallying song of the South and to the “Fighting Sons of the South” with Dorothy Lamour as a special guest.

Prior to the picture’s release in southern cities, Paramount has bought local spot announcements and station-breaks in Atlanta, Richmond, Charlotte, Nashville, Birmingham, New Orleans, Montgomery, Louisville, Dallas, Ft. Worth, Houston, Memphis, New- port News and Norfolk. Agency is Buchanan & Co., New York.

Riding a Sure Thing

The Boise Branch of a Nation-Wide Mercantile Organization use KID0 “EXCLUSIVELY” and for the “FIRST TIME” in a Semi-Annual Sale.

The Boise Branch reached 109.74 of its Quota.

Place your money on a “SURE THING”

KIDO-BOISE, IDAHO

WHKY

HICKORY 5,000 WATTS DAY & NIGHT
NORTH CAROLINA
1,000 WATTS NIGHT

Radio Homes Coverage 1 4 4 8 2 3
National Representative Howard H. Wilson Co.
1290 KC BLUE NETWORK

Now
5,000 WATTS
DAY & NIGHT
600 KC

The Only Columbia Station in Maryland

Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles
CBS Submits New Options to Affiliates

Local Time to Govern Contracts Under New Rules

CALLING upon its affiliated stations for cooperation and teamwork, CBS May 28 sent to its affiliated stations a detailed telegram outlining changes in contracts necessitated by the FCC's network regulations, scheduled to become effective June 15.

Specified in the telegram were hours to be optioned for each time zone, pursuant to the Commission's determination that local time rather than Eastern Time Zone would govern. The telegram, signed by Robert W. K. Abern, president of station in charge of station relations, pointed out that FCC Chairman James Lawrence Fly had "indicated that the modifications" carried with the regulations. Stations were asked to confirm the agreement by wire. Chairman Fly gave his assent, it is understood, late May 28, and the telegram was dispatched the following day.

Following is the full text of the CBS telegram:

"The affiliation agreement between us provides that the obligations under it are subject to all applicable FCC regulations. Since the FCC regulations applicable to stations engaged in chain broadcasting are expected to become effective on June 15, 1945, and in this order that your affiliation agreement may comply with the applicable provisions of those regulations, we wish to notify you that:

"FIRST: So long as Section 3.103 shall be in effect, you will be under no obligation to refrain from broadcasting the programs of any other network organization, but it is equally understood that you are under no obligation to broadcast any programs of any other network organization.

Program Obligations

"SECOND. So long as Section 3.104 shall be in effect you will be under no obligation to accept any Columbia network programs (a) to a lesser than 56 days' notice or (b) for broadcasting during a period in which you are obligated by contract to broadcast a program of another network or (c) in any hour other than the following: (Insert 1, 2, 3 or 4 whichever is applicable). You are of course at complete liberty to accept network commercial programs which we may offer in hours other than those specified above.

"THIRD. So long as Section 3.105 shall be in effect, you shall be relieved of any obligation which would hinder or prevent you from rejecting programs to the extent that such obligations are inconsistent with Section 3.105.

"FOURTH. If the term of your affiliation agreement presently extends beyond June 14, 1945, such agreement will terminate June 14, 1945, provided that if Section 3.103 shall be rescinded or modified prior to that date, such agreement shall remain in effect until its present expiration date, or until such later date as may be permitted by such regulation. If the term of your affiliation agreement does not presently extend beyond June 14, 1945, but contains an option or options giving us the right to extend the term beyond June 14, 1945, the options which give us the right to extend the term of the affiliation agreement beyond June 14, 1945, are suspended; provided, however, that if and to the extent that rescission or modification of such section shall permit such options shall be reinstated.

"FIFTH. So long as Section 3.102 shall be in effect, we shall be released from any obligation which prevents us from furnishing any Columbia network programs to a station serving a substantially different area from that served by you or from furnishing Columbia network programs which you do not such earlier date as may be permitted by such regulation. If the term of your affiliation agreement does not presently extend beyond June 14, 1945, but contains an option or options giving us the right to extend the term beyond June 14, 1945, the options which give us the right to extend the term of the affiliation agreement beyond June 14, 1945, are suspended; provided, however, that if and to the extent that rescission or modification of such section shall permit such options shall be reinstated.

FOLLOWING are time options specified by CBS as being optioned. In its telegram making all affiliation contracts conform to new network regulations, effective June 15 (see Paragraph SECOND in text on this page):

Insert 1 for eastern time zone stations only:

Mondays, Tuesdays, Wednesdays, Thursdays, Fridays, Saturdays, 9:45 a.m. to 12:45 p.m., 1 p.m. to 3 p.m., 3 p.m. to 5 p.m., 5 p.m. to 7 p.m., and on Sundays, 10 a.m. to 1 p.m., 1:30 p.m. to 3 p.m., 3:30 p.m. to 5 p.m., and 7 p.m. to 10 p.m. (all periods expressed in New York time current on the date of broadcast.)

Insert 1 for central time zone stations only:

On Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, 10:45 a.m. to 12:45 p.m., 1 p.m. to 3:30 p.m., 4:30 p.m. to 6:30 p.m., 7:30 p.m. to 10:00 p.m. and 11:00 p.m. to 1:30 a.m. and on Sundays, 10 a.m. to 1 p.m., 1:30 p.m. to 3 p.m., 3:30 p.m. to 5:30 p.m., and 6:30 p.m. to 9:00 p.m. (all periods expressed in New York time current on the date of broadcast.)

Insert 3 for mountain time zone stations, except KGVO, KFBF and KZUC.

On Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, 11 a.m. to 12:45 p.m., 1 p.m. to 3:30 p.m., 4:30 p.m. to 6:30 p.m., 7:30 p.m. to 10:00 p.m. and 11:00 p.m. to 1:30 a.m. (all periods expressed in New York time current on the date of broadcast.)

The words "optional" followin FIFTH were not included in the wire to stations. The two sentences between those words were included only in wire to Baltimore, Buffalo, Cleveland, Columbus, O.; Detroit, Ithaca, Pittsburh, Richmond, Worcester, Cedir Rans, Sioux Falls, Kansas City, Louisville, Navel, New Orleans, Topeka, Sioux City-Yankton, Salt Lake City, Portland, Ore.
time in return for this new allocation and our waiver of your obligation to take network programs in times other than those specified in paragraph SECOND is conditioned upon your foregoing your present exempt time. (Optional).

"You appreciate, of course, that the regulations under which your present network business or present network orders which have been accepted, or impair your complete freedom to accept orders in the future which may be either within or outside of the hours specified under SECOND above.

"We have discussed with Chairman Fly the effect of the regulations upon our affiliation contracts as outlined above and he has indicated that the modifications set forth above comply with the regulations. Please wire us your confirmation of the changes in our affiliation relationship outlined above.

"We are confident that with your voluntery and wholehearted cooperation we can maintain a high level of network commercial business for the benefit of all CBS stations and thus be able to continue an equitable high level of sustaining service to you and to your listening public. Our determination to provide the very best possible network service is not in any way hanged by the fact of these regulations but will depend henceforth to a far larger degree on your realization of the common problems which now face us as a network organization and you as an affiliated station."

Roma Spots
OMA WINE Co., subsidiary of cheney Distillers Corp., is supplementing its network advertising with a spot radio campaign onight foreign languages stations. Drive started May 23 and will continue for a year, using both live and transcriptioned announcements. Italian announcements are aired on /WCP WHOM WOV WPEX /GES and KLS, and Polish announcements on WGES WBXN and /BNY, the latter station also airing English commercials. OMA Wine's revised CBS program started June 3. Agency is McCann-rickson, New York, and San Francisco.

C. J. Burnside Tells Growth of Radar As Developed, Built by Westinghouse

WESTINGHOUSE has been active in Radar production since 1937, C. J. Burnside, manager of the Westinghouse Radio Division said last week, adding that the firm is now making 41 times as much of the equipment as it did when the National Defense Program got underway in 1940.

During 1937, Mr. Burnside said, Westinghouse developed the key electronic tube for the first Army radar equipment for detecting enemy aircraft. He said this pioneering enabled the firm to place proven radar equipment in the hands of the armed forces several months before the attack on Pearl Harbor.

At Pearl Harbor it was one of the early Westinghouse radar units, Mr. Burnside asserted, "which detected and located Japanese planes some 30 minutes before they attacked on Dec. 7, 1941."

Mr. Burnside said that in addition to its mass production of the radar equipment, Westinghouse is continuing its studies of apparatus to "beamcast" radio waves, research which was begun nearly 10 years ago near East Pittsburgh, Pa. The work is carried on by specially recruited physicists and engineers in cooperation with the National Defense Research Committee, the Naval Research Laboratory and the Army Signal Corps. "Beamcasting" was first demonstrated publicly by Westinghouse in 1933 at the Century of Progress Exposition in Chicago. Until a few years ago, however, the maximum power of the ultra short waves involved was about one watt. Equipment now used makes possible considerably more power for radar apparatus.

Mr. Burnside explained that one of radar's great advantages over the outdated acoustic detectors, those large listening horns once familiar sights in news reels, is that radar travels at 186,000 miles a second—the speed of light—while sound travels at only 700 miles an hour, hardly double the speed of a fast bomber.

Writer Shortage

ANOTHER attempt to obtain essential classification status for radio writers and producers of the War Manpower Commission will be made by OWI as result of strong showing of opinions at a Hollywood industry meeting on May 27. Promise was made by Donald D. Staufer, new chief of the radio bureau, OWI, to more than 250 top actors, writers, producer, agency, network and station executives attending the meeting staged in NBC studios. He was on the West Coast primarily to outline present and future plans of his office. Only 75 of 300 members of Radio Writers Guild are still working in the Los Angeles area.

Sheer Test

IN A FOUR-WEEK test campaign for Sheer Liquid Hosiery, Gold Medal Products Co., Brooklyn, on May 28 started anticipations in the Meet Frances Scott program on WHN, New York, heard daily, 8:30 a.m. Agency for Gold Medal Products is W. L. Voseck Co., N. Y.

Worcester Salt Plans

WORCESTER SALT Co., New York, advertising account has been given to J. Walter Thompson Co., Chicago. Plans are not definite. Worcester Salt was acquired recently by Morton's Salt Co., Chicago, whose advertising has been handled by the agency since early 1942.

No outsider has built the enduring friendships that WMBD enjoys in PEORIA! Folks here depend on Peoria's only radio station for entertainment, news, and public service features. It's the one medium that gives complete coverage of PEORIA—17 of Central Illinois' richest agricultural-industrial counties.

CONLAN SURVEY SHOWS WMBD DOMINANT

36,955 completed calls survey by Robert S. Conlan & Associates proves WMBD for out in front morning, afternoon, and evening. It's an eye-opener!

THE RIGHT INTRODUCTION... Builds Solid Friendships

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DENNIS TELLS ROLE OF RADIO IN WAR

LOCAL STATIONS alone are giving 821 shows every week before camps in their respective areas, according to Walt Dennis, chief of the news bureau of the NAB, in a talk before the Assn. of Actors and Artists Mobilization Conference for Entertainment During the War in New York last June 3. Many stations also assign their talent to camp shows one or more times a week for benefit of personnel only, he said.

American radio at war, Mr. Dennis said, breaks down into three categories: domestic, shortwave for overseas and foreign consumption, and the technical, such as radar. Some three million dollars worth of time and talent had gone into 45 performances of Command Performance, aired for men overseas, via shortwave, Mr. Dennis estimated.

The OWI is having more than a million words every 24 hours to both our Allies and the Axis, Mr. Dennis revealed. The newswoman is the truth about what war is costing them, and our Allies and the neutral nations want stories of our industrial progress, and many other types of programs.


decision. Present at the extraordinary sessions last Thursday and Friday of the NAB board, in addition to President Miller, were Paul W. Morency, WTIC, Hartford; R. W. Shaffer, WFBG, Altoona; G. C. Michelson, WIS, Columbia, S. C.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Hoyt B. Wooten, WREC, Memphis; Nathan Lord, WAVE, Louisville; John E. Fetzer, WZZO, Kalamazoo; Leslie C. Johnson, WBBF, Rock Island; John J. Gillin Jr., WOW, Omaha; Robert Hollister, KANS, Wichita; R. L. Pengra, KYW, Philadelphia; E. L. Hayek, KATE, Albert Lea, Minn.; Hugh A. L. Half, WOAI, San Antonio; Ed Yocum, KGHL, Billings, Mont.; Calvin J. Smith, WFMJ, Youngstown; H. H. Spence, KXRO, Aberdeen, Wash.; James D. Shouse, WLO, Cincinnati; J. O. Maland, WHO, Des Moines; Barney Lavin, WDAY, Fargo, N. D.; Don S. Elias, WWNC, Asheville; Herb Hollister, KANS, Wichita; Paul W. Kesten, CBS, New York; Frank M. Russell, NBC, Washington.

Unavoidably absent were Frank King, WMBR, Jacksonville, who was involved in pending ASCAP litigation; William B. Way, KVOO, Tulsa, ill with arthritis; and Harry Westlund, KRE, Berkeley, Cal., who was prevented from traveling by doctor's orders.

THREE-WAY HANDSHAKE produced this rare depiction of George F. Booth, owner of WTAG and editor and publisher of the Watertown Democrat, Mass. Telegram & Gazette.

Mr. Booth (r) is congratulating Mildred Bailey on third anniversary of her Afternoon Journals. Birthday guest is B. D. Deerr (l) of syndicate column "New York Day by Day."

Savannah, Ga.
CBS - 3000 Watts

Page 54 • June 7, 1943

BROADCASTING • Broadcast Advertising.
Radio Top Topic
(Continued from page 11)

military communications and methods to flank Com. T. A. M. Craven, former naval communications expert on the FCC. Mentioned in this connection are Rear Admiral S. C. Hooper, former director of Naval Communications, who was recently retired because of health. His appointment would be favorably received, it is known, by both branches of the service and in Congress.

Jett Considered

Selection of past engineering officials of the House Committee, and of its present chief engineer, Lt. E. K. Jett, U.S. N. Ret., also is regarded as likely. Lt. Jett, often cited as an ideal public official, has never been an active candidate for a post on the FCC although the opportunity has arisen more than once.

At the FCC nerves are frayed because of the inquisitorial activities of the House Committee. Chief Counsel Eugene L. Garey, New York attorney, already has called three members of the FCC—Case, Craven and Payne—for preliminary examination in executive session. The other four members will be called. Hearings are expected to start by July 1, with members of the Commission as the first witnesses, on matters pertaining to broadcasting. [See separate story on page 14.]

Feelings are easily bruised these days in the FCC. Quarrelling is said to be at its worst. Almost daily additional requests for files and information emanate from the House Committee. The anxiety about the possible adverse reaction to the Committee for testimony has Commission members and personnel on edge.

C. E. HOOPER, Inc., has taken additional quarters at 271 Madison Ave., the building adjoining the radio research company's New York headquarters at 22 E. 45th St. The new space will serve as a production unit for the Hooper Station Audience Reporting Division and the new Advertiser's Service.

100% COOPERATION GIVEN CENSORSHIP

BROADCASTERS have cooperated 100% with the Office of Censorship in the first six month operation of a random spot check by the Broadcasting Division. The Division has been checking news scripts and commentaries originated by individual stations. Samples have been secured from stations in every state.

This routine operation parallels sample monitoring of network and foreign language programs conducted by the Broadcast Division, and a sample of a rotating cross section of daily newspapers by the Press Division. Together these operations give the Office an index to observance of the Censorship Code by the responsible censors under the voluntary system of cooperation by station management and newspaper editors.

Many station managers and news editors have written to the FCC expressing their appreciation for the review thus afforded of day-to-day news operations of their stations.

FCC Quest of Operators Aims at Job Placement

POSTCARD inquiries are being mailed to licensed operators on the basis of the FCC's finding "a few simple questions designed to list the information as to whether or not the licensee is available for employment," Chairman James Lawrence Fly of the FCC announced at a news conference last week. Results of the project, which is being handled by Dallas Smythe, head of the Economic Unit, will be made available to the NAR and to stations who can make use of it, said Chairman Fly.

A sample of 1000 cards has been mailed, but because of possible changes of address and wartime mailing difficulties, it is not expected that a sufficient number of replies will be received before the latter part of the month to judge of the success of the project. It was emphasized at the FCC that rather than a survey, this is a direct attempt to place the employment of operators where they are needed.

More Soap Opera Fans, Hooper Report Reveals

AN INCREASE somewhat over 12% in listeners available to daytime serials during April and May 1943, as compared to the same months last year, is reported by C. E. Hooper Inc., New York, as part of the company's current comparative information on "soap opera" audiences. Data were released in connection with a following appearance in the Saturday Evening Post of an article entitled "Watchboard Weepers" by Maurice Zolotow.

Hooper states "there were fewer homes occupied in the daytime in April and May 1943 than in 1942, but in those where listeners are at home and therefore available, 8.2 are listening this year compared with 7.3 last year." The available audience is regarded as 100% in both cases, to give a true comparison.

A BASEBALL clinic has opened on WEAF, New York, as a Saturday morning series. George Babe Ruth is on hand weekly to answer questions.

Ad Council Plan
(Continued from page 12)

...cost to the Government to explain the war to the people..."

In a report on recent activities of the Council, Mr. La Roche said that radio advertisers and broadcasters alone in the period from April 12 to May 1 had contributed time and talent worth $6,300,000.

"Picture a news expenditure of more than $2,000,000 a week for one product, for one client," he added.

"During the same three-week period newspaper advertisers and newspapers themselves contributed 72,000,000 lines of space for war bond promotion. This is equivalent to 36,000 full pages or 12,000 pages per week for one product, for one advertiser. In addition there were 8,089 outdoor posters valued at $202,000 and 100,000 car cards worth $100,000, contributed to the Second War Loan drive. Secretary of the Treasury Morgenthau has described the Second War Loan promotion as the "greatest advertising operation in the history of the world."

Mr. La Roche emphasized that the war bond effort was only one of the various war information campaigns which are conducting for their government, including drives on black markets, salvage, absenteeism and recruiting of manpower for industry, agriculture and the armed forces.

Officers named by the Council for the coming year, in addition to Mr. La Roche, are: vice chairman, Harold B. Thomas, Centaur Co., and Paul B. West, ANA; treasurer, Mason Bitton, McGraw-Hill Publishing Co., and Secretary, Frederick R. Gamble, AAAA. These officers are also on the board of directors, which includes A. L. Billingsley, Fuller & Smith & Ross; Thomas D. A. Brophy, Mr. La Roche, Eckhardt; A. O. Buckingham, Cluyt, Peabody Co.; Richard Compton, Compton & Associates; E. S. Satterfield, New York Sun; Kerwin H. Funston, Outdoor Ad.; Kolin Hager, WGY, Schenectady; Carlton Healy, Hiram Walker Inc.; Paul W. Keenan, CBS; Charles G. Mortimer Jr., General Foods Corp.; Stuart Peabody, Borden Co.; William Reidy, Newell-Emmett Co.; H. W. Roden, Harold H. Clapp Inc.; A. E. Winger, Crowell-Collier Publishing Co.; Juan Young, J. Walter Thompson Co., and an additional director representing newspapers, to be elected.

BELLOGG Co. of Canada, London, Ont. (corn flakes), on June 2 started a spot announcement campaign seven times weekly for 16 weeks on 10 Canadian stations. On June 7 a new slogan Canadian produced show started Monday through Friday for 13 weeks on CKL, Toronto, Calif.; CJOA, Edmonton; CJO, Lethbridge, Alta., and CFG, Grande Prairie, Alta. Account was handled by J. Walter Thompson Co., Toronto.
It is not the amount of noise you make that counts in radio. It’s what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS © Lord Nelson Hotel Halifax, Nova Scotia or Joe Weed, New York City.

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area get RESULTS!
WANTED

2 SUPER ANNOUNCERS

We will pay up to $200 weekly to start—and more as you merit it. You must have record of performance in mailing and selling, and ability to build listenable shows.

WRITE FULLY AND IN CONFIDENCE TO

G. T. DYER

WANT

CHICAGO, ILLINOIS

CLASSIFIED
Advertisements

Help Wanted

PARTNER WANTED—Here is an opportunity for a man who is interested in becoming manager of a very progressive local network station. The owner's illness plus other interests prompts this advertisement. To be considered, your first letter must contain full details. Box 696, BROADCASTING.

DRAFT EXEMPT GENERAL MANAGER—Wanted by local station in East North Central Area. 150,000 market. Network affiliate, must be executive, with program, local and national sales experience. Salary and bonus. State full experience and references. Box 702, BROADCASTING.

Central Engineer—Permanent position for first class license “C,” WBB, York, Pennsylvania.

Station Manager—By regional network affiliate in place to replace present manager subject to draft. Write Box 700, BROADCASTING, giving experience, earnings, references, draft status, salary desired. Our organization knows about this advertisement.

PROGRAM DIRECTOR—Must be able to take full charge of entire radio station, including program, sales, and station engineering, including full department staff. This is non-network operation in Midwestern state. Complete details are required in reply, including salary desired and draft status. Box 694, BROADCASTING.


First Class Engineer—Draft exempt; tell all first control, program, and sales experience, including min- imum salary, Radio Station WLPW, Suffolk, Virginia.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 708, BROADCASTING.

CONTINUITY WRITER—MAN OR WOMAN—Local station in Midwest has immediate opening for an experienced continuity writer. Applicant must have sufficient present voice to assume full charge. Give complete details—age, marital status, salary required and, if male, draft status. Box 695, BROADCASTING.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band reasons. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

Announcer—Good position, pleasant work with congenial staff. Experience not necessary. Box 699, BROADCASTING.

Engineer—First class, competent announcer, chief permanent. New York local, full data first letter. Box 710, BROADCASTING.

Wanted At Once—First class engineer. Draft exempt. Tell all first communication experience, including minimum salary, WMSL, Detroit, Michigan.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 k.w. network station. Box 709, BROADCASTING.

Situations Wanted


WANTED—Personal manager of a large station preferably North or West Coast. Must be experienced and have a good past record. Box 706, BROADCASTING.

Situations Wanted (Cont’d)

Station or Commercial Manager Available—Draft exempt. College graduate, 35, married, 12 years' radio background includes all phases selling, merchandising, program- ming, promotion. 4 years assistant sales manager 5 kw metropolitan station; 8 years network sales. Reasonable salary. Box 714, BROADCASTING.

CHIEF ENGINEER—Over twenty years in radio. Experienced on RCA equipment 1/4 to 50 k.w. and W.E. 1/4 k.w. Experience in maintenance of transmitter and control room, acoustics, instantaneous recording, announcing (news, sports, commercials and MC ad lib.) Age 42. Draft exempt family man for permanent position anywhere but Southwest. Minimum salary $250 monthly. “Engineer” 1948 East Michigan Street, Evansville, Indiana.

Station Manager—Program Director—Fifteen years’ experience. Draft exempt, married. Formerly of NBC, New York. Available immediately. Finest references. Box 588, BROADCASTING.

PRODUCTION MANAGER-ANNOUNCER—Draft exempt, age 27, married. Desires position in large station. Prefer South. Box 706, BROADCASTING.

Chief Engineer—Age 56. Married. Children, 14 years’ experience, operation, installation. Excellent voice. Box 699, BROADCASTING.

News Editor—Newscaster and commentator. Wishes change. Well experienced, finest references. Eastern station preferred. Draft deferred. Box 600, BROADCASTING.

The Entire Engineering and Announcing Staff—Of a large eastern coast Winter resort network Station is dissatisfied with working conditions and desires a change. Box 669, BROADCASTING.

Girl—College graduate in radio desires position writing or announcing. Experienced. Box 691, BROADCASTING.

Two Girls—Restricted licenses, studying for second. Recent NYA graduate. Available together. Box 602, BROADCASTING.

MANAGER—Married, recent draft reject. Capable, honest, correct, best possible references. Available immedia- tely. Prefer southern location. Permanence and opportunity for future. Box 704, BROADCASTING.

Young Man—Acting and dramatic experience and 4-F. Would like to start as announcer with full station. Box Goyen, 11 Sheridan St., N. W., Washington, 11, D. C.

PROGRAM DIRECTOR—Desires position with midwest station. Now employed. Draft 4-F. Box 688, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER—Draft exempt, age 25, married three years’ experience. Desires position with larger station preferably North or West Coast. Box 705, BROADCASTING.

Wanted to Buy

Pittsburgh (Pa.)—Lawyer desires to purchase entire or part interest in a broadcasting station. Also desires to purchase complete equipment for 250 watt station. All replies confidential. Box 697, BROADCASTING.

Radio Station—Preferably on the Pacific coast. Would consider either majority or minority interest. Box 711, BROADCASTING.

For Sale

Radio Station For Sale—A 250 watt station in a flourishing midwestern city. Doing a nice business. Established four years with rich farm territory absorbing. Address Box 701, BROADCASTING.

Situations Wanted

Announcer—Age 21. College graduate. One year's announcing and commercial drama. Han les control, excellent voice. All references. Prefers eastern location. Box 707, BROADCASTING.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GEORGE C. DAVIS

Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

GEORGE C. DAVIS

Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

Paul F. Godley

Consulting Radio Engineers
Montclair, N, J.

MO 2-7859

G. T. Dyer

WANT

CHICAGO, ILLINOIS

Radio Engineering Consultants
Frequency Monitoring
Silver Spring, Md.
321 E. Gregory Blvd., Kansas City, Mo.

RING & CLARK

Consulting Radio Engineers
WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

Professional Directory

Hector R. Skiffer
Consulting Radio Engineer
Field intensity surveys
Station location surveys
Custom built equipment
Saint Paul, Minnesota

Jansky & Bailey

An Organization of Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

Paul F. Godley

Consulting Radio Engineers
Montclair, N. J.

MO 2-7859

George C. Davis

Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

FREQUENCY MEASURING SERVICE
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK

Consulting Radio Engineers
WASHINGTON, D. C.
Petrillo Asks Publishers to Aid AFM
In Elimination of ‘Bootleg’ Records

JAMES C. PETRILLO, president of the American Federation of Musicians, requested music publishers to assist the union in eliminating “bootleg” records of hit tunes by refusing to license the recording company.

Eli Oberstein, whose Hit and Classic records have been the only instrumental recordings of music which have become popular since the AFM imposed its ban on recordings Aug. 1, last year, was especially cited by Mr. Petrillo as an example of what he was aiming at. These records are presumably pressed from masters made outside the United States.

Request was described as “a lagging” by one of the music publishers who had been summoned by the AFM president to the meeting, held last Tuesday in the union’s headquarter offices in New York. In effect, he said, the AFM is asking the music publishers to refuse to license the recording of any of their music, since the copyright law requires a publisher who has permitted one recording company to record one of his compositions to make this number available to all other recording companies who wish to use it, at the statutory maximum fee of two cents a pressing.

Fear of Conspiracy

Although the AFM desires to stop the production of instrumental recordings, which they classify as unfair competition to the hit, their ban on records is in effect, compliance by the publishers would also eliminate the a cappella transcriptions which several companies have issued to their library service subscribers, to give them hit tunes without violating the AFM ban.

General feeling among publishers is reported as “middle of the road”, with the publishers not wishing to lay themselves open to Government prosecution for conspiracy in restraint of trade nor yet wanting to defy the AFM, which could forbid its members to play the music of a recalcitrant publisher, either in their public appearances or on the air, a move which might conceivably put that publisher out of business.

Mr. Petrillo refused to discuss the meeting or to issue any statement regarding this latest move on the recording front. Walter Douglas, chairman of the board of Music Publishers Protective Assn., who agreed to hold a meeting of his board and to give Mr. Petrillo an answer by the end of the week, was likewise unavailable for comment. AFM executive board is expected to deal with the problem further at its meeting in Chicago next week.

NAB Line Cut

A BREAK in NBC’s lines around Denver last Wednesday night caused trouble between New York and Hollywood, and the results were felt at the last quarter-hour of Eddie Can- tor’s “Time to Smile” program from the West Coast was not broadcast. A program similar in content was transmitted by NBC from 9:15-9:30 p.m., after which Bristol-Myers Co.’s second NBC show Mr. Dis- trict Attorney came on from New York until 10 p.m. The break was not corrected until 10:25 p.m., thus cutting 25 minutes from Kay Ky- ser’s College of Musical Knowledge, sponsored by American Tobacco Co.

Beverage Spots

BEVERAGES of America, Hollywood (Chukker), in mid-May started using an average of three transcribed one-minute announce- ments daily on eight stations in Pennsylvania, Maryland, Illinois, Oklahoma and Texas. Contracts are for 12 weeks. Agency is Barnes Chase Co., Los Angeles.

Vio Bin Series

VIO BIN CORP., Monticello, Ill. (Life of Wheat, vitamin product), has begun a five-minute five-a-week trans-cribed talk on foods and vitamins by Hayden Roberts on WBBM, Chicago. Agency is Rogers & Smith, Chicago.

Effective Sound

TRANSCRIBED sound effects effectively taught the public of Ithaca, N.Y., the new Army red and blue air raid signals. After a disappo-inting practice blackout, WAGU co-acted with local officials in transcribing an explanation of the rules with sound effects in the program, resulting in a well-received 90-minute program. After a week-long series of transcribed radio announce- ments, a second test blackout proved entirely successful.

NAB GROUP STUDIES LABOR’S USE OF AIR

DISCUSSIONS of labor’s part in the use of radio will be featured at a meeting of the NAB Code Compliance Committee in New York June 16-17, Neville Miller, NAB presi-dent and ex-official chairman of the committee announced last week. A letter from the Council for Free-dom from Censorship, composed of Thomas R. Karkskaden, chairman; Morris S. Novik, Paul F. Lasersfeld and Norman Thomas, will be the principal topic on the agenda.

Among the subjects the letter proposed are: Should trade unions have the right to buy entertainment purposes with inciden-tial mention of auspices; should they be allowed to buy time to ex-ploit their operation and solicit membership; what additional fa-cilities should be extended to labor spokesmen on sustaining time; how can the viewpoints more acceptable to labor’s interests be included in general entertainment features; how can trade unions take greater ad-vantage of radio as a medium to contact the public.

Members of the Code Committee are: William B. Quarton, WMT, Cedar Rapids; Grant F. Ashbacker, WKCR, Cambridge; William H. Hedges, NBC; Felix Hinkle, Can-ton, O.; Herbert Kendrick, WJLS, Beckley, W. Va.; Eugene O’Fallon, WERS, DeKalb, Ill.; and Edward McNutt, KEX, Portland, Ore.; Jan Schimek, CBS, and Lee B. Wailes, KXWE, Philadelphia; Russell F. Place, NAB counsel, is secretary.

Family Men Face Early Induction

McNutt Urges Employers File Replacement Schedules

EARLY reclassification of 3A’s, proposed as elimination of pre-Pearl Harbor fathers, was predicted in Washington last week as Paul V. McNutt, chairman of the War Manpower Council, released labor figures which indicated that local draft boards would exhaust their supplies of eligible single men long before the summer was over.

With draft service men still needed to fill the 1945 quota of the armed forces, Mr. McNutt said that on May 1 there were only 900,000 single men, married and single, in the 18-38 age group. He estimates that 900,000 of these will escape the draft by taking Congressionally protected agricultural jobs.

Few Singles Left

It is obvious from these figures that married men are still in the draft. In anticipation of the induction of family men, Selective Service has already provided for a lengthened furlough period of two weeks for men in 1A.

Some hope of longer delay in their induction appeared last week when the Navy agreed to take the handicapped men in 1B for limited service. However, Mr. Mc- Nutt was not optimistic at his Monday news conference. He said that in 1944 the services might take a 20% in 2A, for physically handicapped, younger, older.

To meet the expected drafting of married men, Mr. McNutt has urged employers who depend on a number of men in 3A to file replacement schedules with their state selective service directors to facilitate their orderly withdrawal. In many states the last 4 weeks of the registration, where the number of eligible men is small, the normal proce-dure will be to await reclassification of men for the new year, then to file Form 42A to seek deferment in 2A as a necessary worker in civilian industry.

Mr. McNutt said, however, that there will eventually be only 1,500,000 industrial deferments. He is urging employers of the 3,000,000 now in 2A and 3B to prepare to give up many of these men.

WOR Accounts Up 20%

AUDIENCE interest in war news as well as desire for relaxation from the war reflected in a 20% gain in new business accounts ob-tained by WOR New York, during the first five months of 1943 as com-pared to the same period last year, according to Eugene S. Thomas, WOR sales manager. A large por-tion of the increase was due to additional sales in the amusement and publication fields. New ac-counts using WOR last year total 120 as compared to 100 a year ago. Aware of the effect of the war on listeners’ interests, Mr. Thomas explained “That means more and more radio to the public as the means to convey their message to the public.”

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BROADCASTING • Broadcast Advertising
An RCA Emergency Service to Help Keep Broadcast Stations on the Air

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

Under this plan, old tubes of the five types listed are returned accompanied by a suitable order which will enable us to ship rebuilt tubes in replacement.

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

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

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

Do Not Send Tubes Without Return Authorization!

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

RCA TRANSMITTING TUBES

Proved in Communications Most Exacting Applications

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