

FEBRUARY 22, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Magazine of Radio

NEW YORK CITY
438 EAST 52ND ST.
EDWIN H. ARMSTRONG

If you are selling today, WOR should be selling for you in each of these 16 great war-active cities of more than 100,000 people each . . .

BRIDGEPORT, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK CITY
JERSEY CITY, N. J.
PATERSON, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATERBURY, CONN.
HARTFORD, CONN.

May we tell you how simply,
profitably, quickly this can be done?
Our address is . . .

WOR

—that power-full station
at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM



RESULTS

10,176

LETTERS BEFORE DAWN!

"It's three o'clock in the morning" . . . and the Bunkhouse Jamboree takes the air on WLS, 3 to 5 A. M. ¶ For one week, six days, we offered a tobacco sample on this pre-dawn program. We received 10,176 requests! From all 48 states, Canada, Hawaii and the District of Columbia! To receive samples listeners were required to give their occupation . . . and we received mail from factory workers, soldiers, farmers, students, police and others. ¶ This breakdown gives a good picture of the WLS audience—made up of *working families*, people with money to spend. And it's another in a long series of advertising successes to prove once again that *WLS Gets Results!*



890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
**PRAIRIE
FARMER
STATION**

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK — KOY PHOENIX * KTUC TUCSON * KSUN BISBEE-LOWELL



THE OAK TREE OF NEW ENGLAND RADIO IS THE YANKEE NETWORK

ACCEPTANCE
IS THE
YANKEE NETWORK'S
FOUNDATION

ITS acorn, WNAC, planted over a generation ago, took root firmly in the fertile New England soil and grew sturdily. Strong branches appeared and spread widely until the tree figuratively covered the expanse of six states.

Remember, this is not a group of conveniently hooked up stations for makeshift accommodation; but 21 stations with a ready-made network audience, each station enjoying the loyalty and good will that New Englanders reserve for friends of long standing.

Consider this stability and what it means in established acceptance, grown solid and substantial through the years.

It isn't the time to experiment with half way measures of unknown facilities . . . it's a time for all-out a-c-t-i-o-n—everywhere!

The Yankee Network is the only combination that can give you this all New England, sales-resulting coverage, more essential in 1943 than ever before.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Barber Jones has business to attend to . . .



He's gone to buy up time on KFAB . . .

Nowadays, when a good spot opens up on KFAB, there's no time to waste. Outstandingly productive in normal times, KFAB is a gold mine today, when farm men and women are spending the largest income in their history. This income is doubled and tripled by the cycle of its spending . . . from farmer to merchant to grocer to farmer, ad infinitum. KFAB governs the buying habits throughout the farm areas of Nebraska and neighboring states. Its listeners buy what KFAB recommends. And they'll buy the things you sell, if they hear your message over this station.

ED PETRY CO
NAT'L REPR

KFAB
LINCOLN, NEBR

DON SEARLE
GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • NO. 8

FEBRUARY 22, 1943

CONTENTS

Garey Chief Counsel in FCC Probe	9
NAB Ponders War Session Plan	10
Universal Hookups—Pro and Con	10
P & G Buys CBS 7 p.m. Period	10
Recorders-AFM Fail to Agree	11
Judge Barnes Orders Trial in AFM Suit	11
48-Hour Week Rules Delayed	12
CAB Reviews Fourth Radio War Year	14
Two More States Abolish War Time	16
Navy Ruling Hits Institutional Fund	16
Atlantic Refining Co. Plans Baseball Schedule	18
Satevepost to Spend \$600,000 for Spot Promotion	18
OWI Tips for Radio Writers	20
OWI Wires Sent to Boost Sales	24
Many Stations Lacked 1940 Net Income	28
Rep. Grant Defends Durr	39
Travel Ban Boosts Sportscast Interest	44
Winchell on Inactive Duty	47
AT&T Tariff Schedules	51
Fly Confers with Nets on Small Stations	58

DEPARTMENTS

Agencies	40	Network Accounts	56
Agency Appointments	41	Personal Notes	33
Behind the Mike	33	Purely Programs	26
Classified Advertisements	57	Radio Advertisers	43
Control	56	Station Accounts	42
Editorials	32	Studio Notes	50
FCC Actions	56	We Pay Respects	33
Merchandising	22	Hix Cartoon	58

Subscription \$5.00 a Year • Canadian and Foreign, \$6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

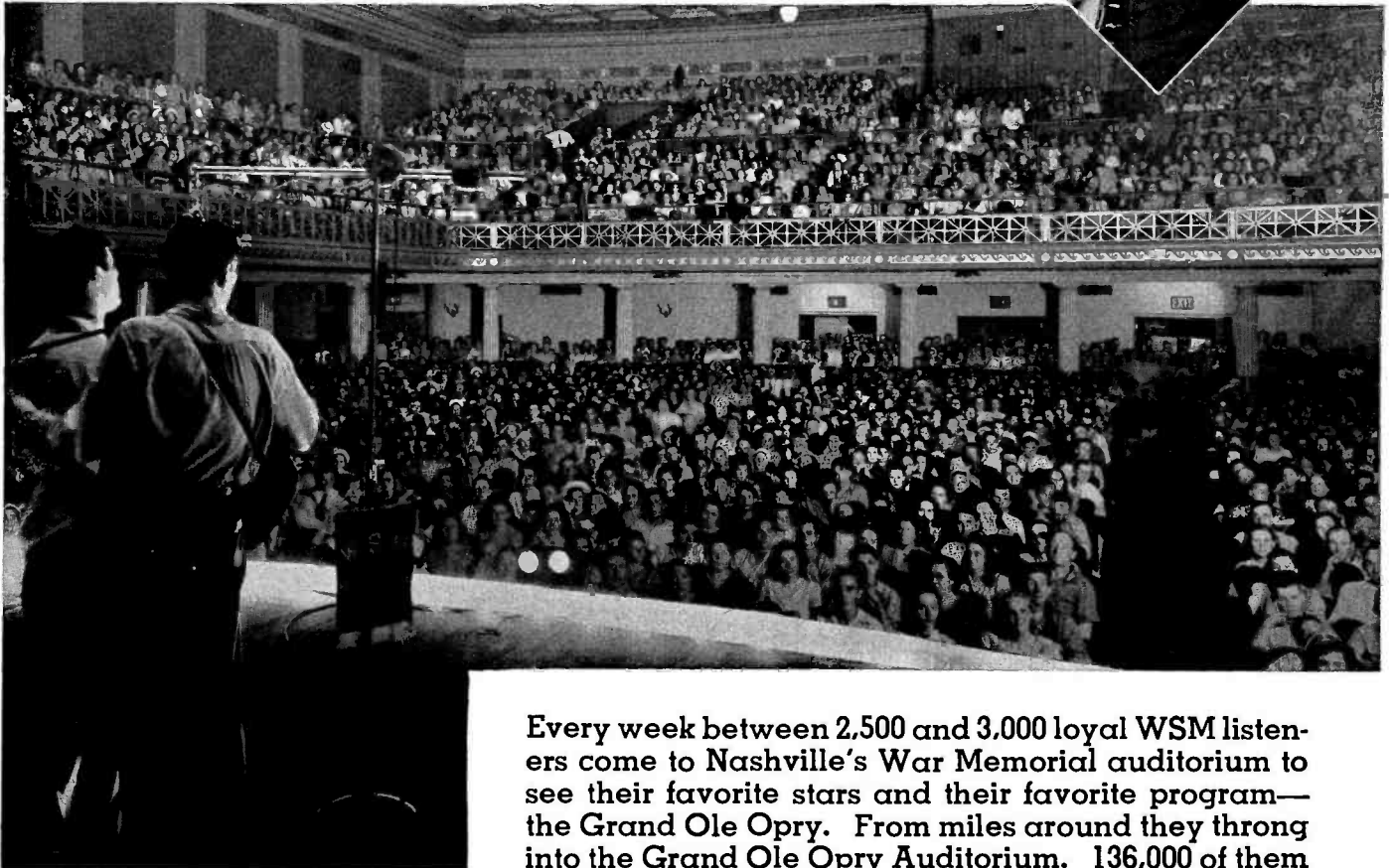
No room for tourists this season, BUT . . . BUSINESS IS BOOMING IN TAMPA!

● Alright! So there's a "ceiling" on tourists this year. And we admit that only a "corporal's guard" is with us at this writing. But, honestly, we couldn't take care of any more tourists if the OPA threw the "pumps" wide open. You see, we're too busy looking after the needs of thousands of well-paid shipyard workers; of the skilled workers in Tampa's other war industries; of an ever-increasing army personnel. Ask any merchant—department, drug or grocery store. This month Tampa's population reached a new high. This population has more money to spend than ever before. And you can get your "spots" before the ears of the buying-minded majority with WFLA, the NBC station in the Tampa area.

WFLA TAMPA NBC
JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE

Free!

2,500 TO 3,000 PROSPECTS!



Every week between 2,500 and 3,000 loyal WSM listeners come to Nashville's War Memorial auditorium to see their favorite stars and their favorite program—the Grand Ole Opry. From miles around they throng into the Grand Ole Opry Auditorium. 136,000 of them paid \$40,000.00 in admissions during the past year to see this unique and original show.

Week in and week out this regular audience is a premium that you get FREE when you buy a slice of the world's most famous show of its kind.

And besides these thousands, millions more in two million radio homes are bending an interested ear to their receiving sets—listening to the program that (according to a recent survey) 5 out of 6 persons prefer to any other Saturday night show. This is the Grand Ole Opry audience!



HARRY L. STONE, Gen'l Mgr.

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.



So Mrs. Mullane TOOK THE CONSEQUENCES...

YOU'VE undoubtedly heard the story of Mrs. Dennis Mullane, the Staten Island lady who muffed a question on Ralph Edwards' "Truth or Consequences" show on NBC the other Saturday night and



3. IT WAS RALPH EDWARDS' TURN to take the consequences. Special office space was rented—200 clerks, working on 24-hour swing shift, were hired to handle the mail which averaged 30,000 letters daily, and bore post-marks from every State in the Union and from Canada. And they're still coming!



4. HERE IS 17-YEAR OLD HAROLD MULLANE, brought from camp Le Jeun, North Carolina, on the air with his mother and Ralph Edwards the following Saturday with some of the 300,000 pennies the young Marine received.



1. ON A RECENT SATURDAY NIGHT on Procter & Gamble's "Truth or Consequences," Master of Ceremonies Ralph Edwards told Mrs. Dennis Mullane "We are going to ask every person listening to put a penny in an envelope and mail it to you. You are to take the pennies to the bank and buy War Bonds for your son, Harold, enlisted in the Marines . . ."

2. EARLY THE FOLLOWING MONDAY MORNING Mrs. Mullane answered the postman's ring. He deposited 10,000 letters in Mrs. Mullane's living room. That batch was just the beginning of the deluge. Tuesday, trucks drove up with 30,000 more letters. Then Mrs. Mullane called, "Help!"

promptly became the focal point for an avalanche of pennies from every State in the Union. If not, a quick left-to-right on the surrounding photo captions will bring you up to date.

Everybody, you'll admit, has been very nice to Mrs. Mullane.

But what does it all mean to advertisers—especially those who are looking for the one best way to do the great variety of selling and public relations jobs necessary in days like these?

It means just two things:

1. Radio
2. NBC, The Network Most People Listen To Most!

Latest Count!

For one 20-second announcement on "Truth or Consequences" on NBC

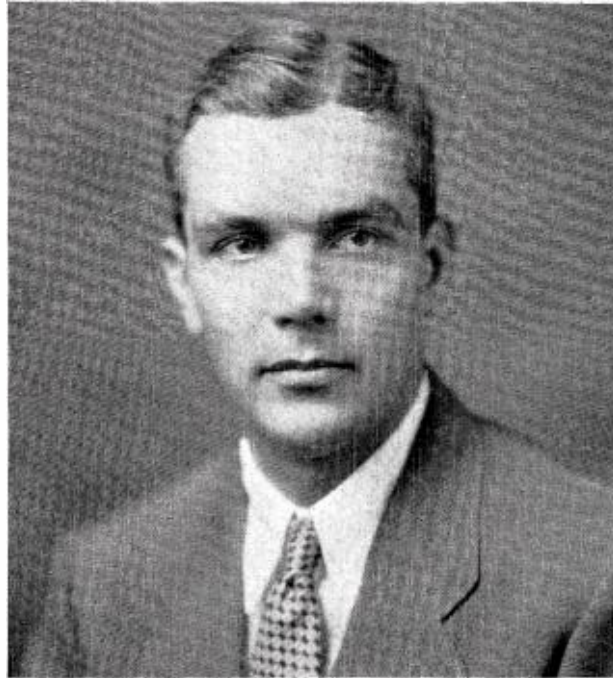
- 112 sacks of mail
- 204,000 letters
- 300,157 (27½ bags) pennies
- 200 clerks hired
- Mail from every State and Canada

This is the **NATIONAL BROADCASTING COMPANY**



NATHAN LORD

MANAGER, WAVE, LOUISVILLE



1910 Reporter, The Louisville (Ky.) Post
 1920 Police reporter to day City Editor.
 The Louisville Courier-Journal
 1929 Advertising Manager, The Girdler Corp.
 1933 Manager and Vice President, WAVE
 1933 WAVE affiliated with NBC
 1940 WAVE became basic NBC Red station
 1942 Director, NAB

TAKE a look at them clear calm eyes, gentle, and you'll see why Nate Lord is a good hunter, a good friend and a good station manager as well. Thinking back over our eight years' personal experience with him, we can safely say it's a rare pheasant, friend or customer that ever gets away, once Nate has drawn a bead! That's *shootin'*, stranger!

Be that as it may, Nate Lord is in many ways fairly typical of all the station managers we work for, here at F&P. Not all of them hunt, but every one of them, without excep-

tion, represents *good station management* and therefore a *good station*. Some feature great power and widespread audiences—some do an intensive job on concentrated metropolitan audiences. Some go in strongest for merchandising, or for mail pull, or for farm coverage, or for urbanites exclusively. But whatever their *specialties*, every one of our F&P stations is a leader in its community, and a leader in its industry. That's the *only* kind of station we work for. here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE

IOWA

WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH

SOUTHEAST

WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE

SOUTHWEST

KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA

PACIFIC COAST

KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVÖX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 247 Park Ave.
Plaza 5-4131

SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 1512 N. Gordon
Gladstone 3949

ATLANTA: 322 Palmer Bldg.
Main 5667

BROADCASTING

and
Broadcast Advertising

VOL. 24, No. 8

WASHINGTON, D. C., FEBRUARY 22, 1943

\$5.00 A YEAR—15c A COPY

Garey Chief Counsel for FCC Probe

Appointed by Cox; Rayburn Saves Budget

SAVED FROM possible loss of its entire appropriation by the spectacular intervention of Speaker Rayburn on the House floor last Wednesday, the FCC has received renewed evidence of the rough sledding it is destined to encounter in Congress this session.

Following House action approving its reduced appropriation for the 1944 fiscal year, but only after heated debate proposing withholding of the entire fund, Chairman E. E. Cox (D-Ga.), of the House Select Committee to investigate the FCC, last Friday announced appointment of Eugene L. Garey, well-known New York attorney, as chief counsel and head of the investigating staff. An initial fund of \$60,000 was approved by the House last Thursday for the committee.

"Mr. Garey is an eminent lawyer of great ability and high standing and will do his work without any prejudice or predilections and with the single purpose of constructive service in the public interest," said Chairman Cox in announcing the attorney's appointment. "The Committee deems itself fortunate in having Mr. Garey connected with the investigation."

Weeks May Be Assistant

The 51-year-old New York attorney, described by friends and associates as a "fighting lawyer", will devote his entire time to the inquiry, expected to get under way by mid-March. Senior member of the New York law firm of Garey, Desvernine & Garey, the attorney has specialized in trial work and is experienced in administrative law.

Selected from a field of several lawyers highly recommended to the committee, Mr. Garey was to be in Washington this week to set up an organization. In addition to a staff of legal assistants, he also will have an investigating staff to ferret out matters incident to the inquiry, which will cover activities of the FCC since its formation in

1934 and the stewardship of its members, past and present. The name of John Wesley Weeks, former principal attorney in the FCC's broadcast section, was mentioned as one of Mr. Garey's possible aides. Mr. Weeks, a native of Decatur, Ga., was with the FCC and the former Radio Commission from July 1, 1933 until May 23, 1936, when he resigned to return to his law practice.

There is no present intention of broadening the scope of the inquiry to include the industry, though disconcerting reports to this end have been heard, particularly in the light of stories that certain elements were seeking to block the inquiry. Main target of the investigation is FCC Chairman James Lawrence Fly, who has

feuded with Chairman Cox, largely over accusations that the Georgian improperly had represented radio station WALB, Albany, Ga., and had accepted a \$2,500 fee.

Rayburn Leaves Rostrum

The FCC's close call with extinction came on the floor of the House last Wednesday during consideration of the Independent Offices Appropriation Bill. Striking out of the entire appropriation of \$7,609,000 for the FCC was proposed by Rep. Case (R-S. D.), a member of the Independent Offices subcommittee, who had pointed out that general dispute over the FCC's functions warranted withholding of the fund until the Cox committee completed its work.

Before the melee was over, a

dozen members of the House had participated, including Rep. Cox. It was only after an "appeal to reason" by Speaker Rayburn, who for the first time this session left the rostrum to address the House, that the FCC's appropriation was safe. By a vote of 162 to 87, the motion to strike the FCC appropriation from the bill was rejected.

No words were minced in the debate last Monday and again on Wednesday. Rep. Woodrum (D-Va.), chairman of the appropriations subcommittee, strongly defended the appropriation, pointing out that the budget request had been cut by \$480,000, largely because of duplication with functions of the military agencies, and that other cuts could be made after the Cox inquiry or after the appropriations committee investigators, authorized only this session, have thoroughly examined the Commission's functions and personnel.

Smith Committee Named

Reference also was made to the recently created seven-man committee to be headed by Rep. Smith (D-Va.) to curb so-called "bureaucratic" activities and which likely will inquire into FCC operations [BROADCASTING, Feb. 15].

Appointment of the Select Smith Committee was announced by Speaker Rayburn last Thursday. It includes, in addition to Chairman Smith, Voorhis, Cal., Delaney, N. Y., and Peterson, Ga., Democrats; and Hartley, N. J., Jennings, Tenn., and Bennett, Mich., Republicans.

Naming of a prominent New England attorney as chief counsel for this Committee was regarded likely. In the Rules Committee and floor discussion of this resolution, the FCC had been cited as one of the agencies to be covered because of purported "bureaucratic" operation and assumption of unauthorized powers.

The House Thursday also authorized two other appropriations for committee investigations. The Dies Committee was given another \$75,000 for expenses of its investigation of un-American activities (three members of the FCC's Federal Broadcast Intelligence Service recently were named by the Committee). A fund of \$100,000 for the Appropriations Committee to make its own investigations of the fiscal operations and needs of all Govern-

(Continued on page 45)

Sketch of Cox Committee Counsel

BORN Aug. 28, 1891, Chicago, Ill. Son of Eugene Francis and Ellen Frances Garey. Education: Chicago-Kent College of Law, LL.B., 1913. Married Margaret Kashner, May, 1923.

Admitted to practice Supreme Court of Illinois, 1913; U. S. District Court, Northern District of Illinois, 1913; U. S. Circuit Court of Appeals, 7th Circuit, 1920; U. S. Circuit Court of Appeals, 2d Circuit, 1932; U. S. Supreme Court, 1918; Supreme Court, New York, First Dept., 1925; U. S. District Court, Eastern District of New York, 1932; U. S. District Court, Southern District of New York, 1932. Admitted to practice before the Treasury Dept.; Federal Trade Commission; Board of Tax Appeals; Securities & Exchange Commission; U. S. District Court, Eastern District of Michigan, Southern Division.

Member of Committee on Administrative Law of the American Bar Assn., which collaborated in drafting the Walter-Logan Bill; Knights of Malta; Phi Alpha Delta law fraternity; delegate to Constitutional Convention, 13th Senate District, 1938; honorary member of "Honor Legion of the Police Dept., City of New York"; member of Friendly Sons of St. Patrick, American Irish Historical Society; New York Athletic Club; Recess Club; Winged Foot Golf Club; New York State Bar Assn.; Catholic Club of New York; Metropolitan Club, Washington, D. C.; former member, New York County Lawyers Assn.; Chicago Bar, Illinois State Bar Associations.



EUGENE L. GAREY

Author, "The Nationality of Commercial Corporations." This was read at the International Congress of Cooperative Law, The Hague, in August, 1932. Author of "Wall Street Looks at the Securities & Exchange Commission." Office at 63 Wall St., New York. Senior member of firm of Garey, Desvernine & Garey.

CBS 7 p.m. Period Is Bought by P&G

Schenley, Goodrich Slated To Take Net Quarter-Hour

CBS has sold the 7-7:15 p.m. period vacated last Friday by *Amos 'n' Andy* to Procter & Gamble Co., Cincinnati, and several other programs are being lined up on that network and on the BLUE for other advertisers. P&G will start March 22 *I Love a Mystery* Monday through Friday, for a product as yet undetermined, according to Compton Adv., agency in charge. Carleton Morse, author of the program, will write, produce and direct.

Schenley Plans

With the *Cresta Blanca Carnival* already on MBS and *Alex Templeton Time* starting March 1 on the BLUE for Dubonnet wine, Schenley Distillers, which recently purchased Roma Wine Co., Fresno, Cal., is expected to promote Roma wines on CBS Thursdays, 8-8:30 p.m., starting about March 4. No confirmation of this schedule was forthcoming from Schenley or McCann-Erickson, agency in charge.

Also slated for CBS is a five-weekly institutional series of news programs, featuring Joseph C. Harsch, of the *Christian Science Monitor*, under sponsorship of B. F. Goodrich Rubber Co., Akron. No confirmation of the series could be obtained from network or agency last week but the show is understood to be starting March 8 or 15 in the 6:55-7 p.m. period. Agency is BBDO, New York.

M-G-M Rumors

Reports were circulating last week, after P & G had signed for the former *Amos 'n' Andy* spot on CBS, that the comedy team might be taken by Metro-Goldwyn-Mayer in the fall on CBS, or on the full BLUE at 7-7:15 p.m. plus WLW, Cincinnati, and WHN, New York station owned by M-G-M. P&G had also been named among the possible sponsors of the program, but this appears unlikely with the announcement of the new P&G mystery show. M-G-M agency is Donahue & Coe, New York.

PLAN FOR ELMER DAVIS BROADCASTS DRAWS DEBATE ON UNIVERSAL HOOKUP

PRO

By JAMES D. SHOUSE
Vice-President,
The Crosley Corp.

I READ with interest the editorial in your Feb. 8 issue which took the Office of War Information somewhat severely to task for arranging a four-network release for Elmer Davis' official comments.

While I most certainly do not question your obvious right to criticize editorially the judgment of the OWI in working out these arrangements for Mr. Davis, I feel that in all fairness those in the industry who might be concerned about the matter should be informed that the propriety and wisdom of a simultaneous release on all four networks for an official Government statement each week was discussed in detail some weeks ago by the Office of War Information with the members of their Station Advisory Committee, consisting of John Shepard 3rd., George B. Storer, O. L. Taylor, Eugene Pulliam, John Fetzer, Neville Miller and the writer.

Committee Agreed

While I do not remember specifically the position taken by each individual member of the Committee, I can state as a fact that the majority of the members of the Committee were agreed that the only proper and intelligent method whereby such a broadcast should be released was by the procedure which has since been set up by the Office of War Information.

I am sure that our Committee makes no pretense to infallibility in its judgment, and I am equally sure that it would be obviously unfair if, having advised this procedure, we did not properly assume a large part of the responsibility for advocating what you so freely criticized.

I am sending a copy of this letter to each member of the Committee, and I am suggesting that if they are not in accordance with my views on the matter, they communicate with you directly, in order to prevent any misunderstanding.

CON

By LEWIS ALLEN WEISS
V. Pres. & Gen. Mgr.
Don Lee Broadcasting System

I WAS very much interested in your editorial of Feb. 8, entitled "Davis—War Voice". In this editorial, you very soundly discouraged the notion of universal hookups except for the president of the United States, giving valid reasons.

In addition, however, to the reasons set forth in the above editorial, I feel very strongly that universal hookups should be discouraged except for presidential messages, because these universal hookups strike at the very heart of the American principle of broadcasting, which affords the radio listener a free choice of programs.

If universal hookups are to be established every time some politician wants to be heard on the air, our radio listeners will sink to the same position of those in the Totalitarian countries where they must either listen to political spokesmen or hear nothing on their radios whenever these official spokesmen choose to occupy it.

I sincerely hope, therefore, that you will continue to defend the free choice of radio listeners in this country by editorializing against universal hookups except in those instances where the President of the United States has a message of such importance for our country that we are warranted in tying all networks together so that all may hear that message.

ELMER DAVIS PLANS TO REVIEW NEWS

FIRST broadcast of Elmer Davis as the voice of the Government on all four networks will not take place until March, the OWI chief told a news conference last week. Earlier the series had been tentatively set for this month [BROADCASTING, Feb. 17].

Mr. Davis said he would give 15-minute summaries of the week's news, similar to a weekly program he formerly had on CBS. In answer to a question raised Feb. 14 by members of the American Society of Newspaper Editors on Ted Granik's *American Forum of the Air*, Mr. Davis renewed a promise that no spot news would break on the broadcasts.

If the series should prove dull, Mr. Davis said, it will be discontinued. "I have more to fear than anyone," he commented, "for I made my living that way before and I hope to do it again if I haven't offended all employers." He said on the basis of public reaction to his CBS programs, he did not expect his Government series to be dull.

Audience Increase

THE AUDIENCE increase of evening programs is much greater than the increase in daytime listening, according to A. C. Nielsen, president of the market research organization bearing his name, who last Friday addressed a closed session of the Market Research Council in New York. This trend, he pointed out, is marked among the lower income families revealing the influence of wider employment. Mr. Nielsen explained that minute-by-minute audience data revealed by the Audimeter give information on the effectiveness of commercials as well as on the program itself.

NAB May Cancel Convention; Radio War Session Proposed

Board Meeting Agenda This Week to Include Cox Inquiry, Music, Manpower Problems

PROPOSAL that the NAB cancel its annual conventions for the duration and that a compact, fast-moving "radio war conference" be held in latter April or early May in lieu of this year's convention will be considered by the NAB Board at its meeting in New York Thursday and Friday.

Since New Orleans definitely is out of the picture as the convention city, by virtue of withdrawal of its formal invitation, and with the declaration of the Office of Defense Transportation that regular conventions be discouraged, it appeared likely that the board either would approve the "war conference" proposal or cancel the convention altogether.

The war conference, which would be stripped of customary banquets, displays and other convention frills, might be packed into two days, either in New York or Chicago. Key Government officials identified with the war program and with radio would be asked to participate.

Proposals also have been made for a "convention by mail", or for a closed circuit telephone conference by NAB districts.

NAB President Neville Miller and Acting Secretary-Treasurer C. E. Arney Jr., who also is convention manager, have conferred with members of the board and industry representatives regarding convention plans. The whole matter will be canvassed by the board at its Friday session.

Also expected to highlight the board meeting will be an overall discussion of the legislative and regulatory situation. The question of the Cox Select Committee inquiry into the FCC will be raised, it was predicted. Reports have been heard that a move will be made to convince the board that it should oppose the inquiry, or at least keep neutral.

The tentative agenda provides for discussion of the entire music controversy, precipitated by the

(Continued on page 52)



HONORING Burridge D. Butler, chairman of the board of KOY, Phoenix, Ariz., (2d from left) at a luncheon on his 75th birthday recently were C. A. French (l), publisher of the Holland, Mich. *Sentinel* and *City News*, who gave Mr. Butler one of his first newspaper jobs many years ago; Donald Thornburgh, vice-president of CBS Los Angeles (2d from right); and Harold A. Safford, manager of KOY (r). Mr. Butler also is president of WLS, Chicago, and is one of the broadcasting industry's pioneer figures.

Recorders, AFM Fail to Reach Settlement

Legal Entanglements Stymie Petrillo Plan; Wartime Problems a Factor

SEVERAL weeks may elapse before any substantial basis for discussion of the AFM recording strike is reached, it appeared evident last Friday after transcribers and recorders had deliberated all week in an effort to meet the "fixed fee" ultimatum of AFM President James C. Petrillo and his international board.

After the recording group, representing the principal phonograph record and transcription companies, had failed to work out a proposition, based on the abstract AFM formula, they notified AFM last Thursday that the formal answer might not be available for several days. Mr. Petrillo promptly dispersed his board, which had met with the group the preceding Monday. Indications were that another meeting with AFM might not be held for some time.

Subcommittees Named

Perplexed as to how they can negotiate with AFM on a fixed fee basis for unemployment relief, in the face of wartime manpower and economic problems, the recording industry group was impelled to postpone a second meeting with the AFM Board, which had been set for Thursday. While the negotiations are not regarded as stalemated, the novel proposal of the AFM board, a far cry from established labor procedures, posed so many unique legal and operating problems that the recording industry felt extreme caution should be exercised.

After a half-dozen meetings, during which much midnight oil was burned, the transcribers were to meet again today (Feb. 22) and tomorrow in the hope of completing a counter-proposal. Several subcommittees were formed. Since AFM announced the plan on Feb. 12 [BROADCASTING, Feb. 15], calling for fees to be paid by the manufacturers and distributors of music into a union unemployment fund, the recording groups have been in almost unbroken conference with their attorneys.

While radio itself was not directly covered for additional royalties, it was pointed out that the effect of payment by transcription companies of royalties covering library services obviously would be felt by the broadcasting industry.

It was clear that the recording industry proposed to present a "united front". At the Monday meeting—the only one held with Mr. Petrillo and the AFM Board—17 trade executives and their lawyers attended. The juke-box field, however, was not represented. The meeting was described as "friendly" by the AFM president, who commented that it "seemed like the men want to make a settlement".

Present at the meeting for the

industry were: C. Lloyd Egner, NBC vice-president in charge of Radio-Recording Division; R. P. Myers, NBC Radio-Recording attorney; Edward Wallerstein, president, Columbia Recording Corp.; Kenneth Raine, CRC attorney; Ray Lyon, manager, WOR, New York, recording division; Judge Lawrence A. Morris, RCA-Victor attorney; Jack Kapp, president, Decca Record Corp.; Milton Diamond, Decca attorney; A. J. Kendrick, vice-president, World Broadcasting System; C. M. Finney, president, Associated Music Publishers and Muzak Transcriptions; Ben Selvin, vice-president, AMP and Muzak; Gerald A. Kelleher, president, Empire Broadcasting Corp.; C. O. Langlois, president, Lang-Worth Feature Program; A. Walter Socolow, Lang-Worth attorney; Milton Blink, Standard Radio, Chicago; Gerald King, Standard Radio, Hollywood; William F. Crouch, Soundies Distributing Corp. of America.

At the initial meeting Feb. 15, Mr. Petrillo said he would not state his dollar demands until the recording industry accepted his basic principle of a contribution directly by them to the union to relieve unemployment, increase cultural interest in music and give free concerts. If a royalty of one-cent per

record were established, based on last year's phonograph record sales, the tribute to that fund would total \$1,300,000. That would be aside from royalties sought for transcription libraries, juke-boxes and wired music. The AFM president stated at his news conference that he had not decided how the juke-box provision could be enforced.

NAB Recalls Statements

While Mr. Petrillo said he had no fight with radio, NAB, in a bulletin to its membership last Friday, pointed out that the AFM president's original statements last summer, preparatory to the Aug. 1 ban on recordings, were the recording companies had to find a way "to keep the records out of radio stations". Moreover, reference was made to statements by Mr. Petrillo and his counsel, Joseph A. Padway, before the Senate Clark Probe Committee, wherein claims were made against radio as having caused unemployment of musicians. Mr. Padway, NAB cited, suggested that 20,000 to 60,000 musicians should be employed by radio.

NAB pointed out that so far as transcription companies are concerned, "Mr. Petrillo acknowledges that no charge should be made on commercial transcriptions which are played only once, but he will not remove his ban on such transcriptions unless transcription companies accede to all of his demands."

Pointing out that he seeks from the transcription companies a percentage of the rental on library services, NAB said that if his demands were acceded to "it is conceivable that the broadcasting industry might be faced with increased cost of library services."

Listed as among the complexi-

ties confronting the record and transcription companies were:

1. The unsound public policy involved in the acceptance by any industry of an obligation to persons whom that industry does not employ, has never employed and with whom it has no relation.

2. The unsound public policy involved in permitting any organization to levy taxes upon employers and the public for unemployment purposes instead of leaving such taxing power to the government.

3. The problem of whether the payment of such a sum would be regarded as an evasion of wage stabilization regulations since, under the precedent which would be created by the acceptance of the demands, any labor leader could, instead of asking for increased pay for the members of his union, ask for an equivalent amount to be paid directly to the union itself.

4. The problems relating to income tax and other liability on any industry which made such a payment, especially since the labor union itself would be exempt from taxation on the amounts received.

5. The conflict between the acceptance of such a principle and the desire of the War Manpower Commission to draw all citizens not engaged in necessary work into war industry.

6. The conflict with the anti-inflationary policies of the Office of Price Administration, which has frozen the cost of products and services at the prices charged during March 1942.

7. The precedents which would be

(Continued on page 52)

ASCAP Suit Dismissed; Second Action Pending

JUDGE ARON STEUR of New York Supreme Court last week granted a motion to dismiss the action brought by Denton & Haskins Corp. and Gem Music Corp. to obtain a declaratory judgment against ASCAP. The motion had been argued by Louis D. Frohlich of Schwartz & Frohlich, ASCAP counsel, who contended no declaratory judgment was necessary.

Decision by Judge Steur follows complaints brought by the plaintiffs against ASCAP in January [BROADCASTING, Jan. 25], at which time two suits were filed—one to determine ownership of public performance rights in musical compositions in 1951, following expiration of current contracts assigning the rights to ASCAP.

The second suit, filed by the same plaintiffs in conjunction with George Whiting, an ASCAP writer member, demands an accounting of financial transactions since ASCAP's founding in 1914. Last week the defendants were given until March 8 to file replies.

Paine to Coast

JOHN G. PAINE, general manager of ASCAP, left New York last week for Hollywood to arrange for the semi-annual meeting of West Coast members of the society, to be held March 1 at the Beverly-Wilshire Hotel. The semi-annual meeting in the East will probably take place in the last week in March in New York after ASCAP members have sent in their votes for eight directors whose terms on the ASCAP board expire April 1.

Trial Ordered in Second AFM Suit by Federal Judge Barnes

THE GOVERNMENT'S second anti-trust suit against James C. Petrillo and the AFM was much alive last week when Judge John P. Barnes of the Chicago Federal District Court on Wednesday decided to allow the case to come to trial after studying briefs and hearing oral arguments four weeks ago by both Thurman Arnold, Assistant Attorney General, and Joseph A. Padway, counsel for the AFM, on the union's motion to dismiss the case.

Judge Barnes, in a four-page written memorandum, ruled that he was deferring a decision on the motion to dismiss since it would be necessary, he stated, to hear the complete evidence on both sides before determining whether the suit should be dismissed or whether the union is guilty of anti-trust practices. "The court is inclined to the view", he stated, "that the com-

plaint raises issues neither raised nor ruled upon in the earlier case."

Judge Barnes' ruling follows by two days the Supreme Court decision upholding his previous opinion in the earlier Government anti-trust suit when he held that the case involved a labor dispute and therefore could not be brought under the anti-trust statutes.

However, in the second suit now before Judge Barnes, the Dept. of Justice in an amended complaint charges that Petrillo is seeking, through the recording ban, to destroy the 500 independent radio stations who depend on transcribed and recorded music for a large part of their programming, an allegation not made in the original complaint. In an oral pleading before Judge Barnes on Jan. 25 [BROADCASTING, Feb. 1], Mr. Padway, asking a dismissal of the sec-

(Continued on page 48)

NBC Coast Clinic Studies War Role

50 Hear Roy Witmer Predict Good Year for Network

EXPLORING radio's war role, seventh regional conference of the second annual NBC War Clinic convened at the Ambassador Hotel, Los Angeles, Feb. 16-17. Some 50 representatives of western stations and affiliates assembled. They were welcomed by Arden X. Pangborn, general manager of KGW, Portland, Ore., and West Coast district member of NBC planning and advisory committee. Delegates were told by Roy C. Witmer, NBC vice-president in charge of sales, that despite wartime conditions, broadcasting business would be as good in 1943 as the past year.

War Service

Speaking on program trends, Clarence L. Menser, vice-president in charge of programs, analyzed the 740 network hours devoted to the war effort during 1942. He promised continuing development of patriotic service. William S. Hedges, vice-president in charge of stations, pledged NBC to untiring public service.

In a news conference prefacing the clinic, Niles Trammell, NBC president, envisioned the post-war emergence of television. "We will start on a regional basis, building networks out of New York, Chicago and Los Angeles," he said. "Then we will combine the three into a national network."

Other speakers included Harold J. Bock, western division manager of press-information department, Sheldon B. Hickox Jr., manager of station relations department, New York; John F. Royal, vice-president in charge of international division; Charles B. Brown, director of advertising and promotion; Noran E. Kersta, manager of television; Dr. James Rowland Angell, public service counsellor. Attending were:

O. P. Soule, Mrs. Ruth Fletcher, KSEI; Arden X. Pangborn, KGW; W. N. Wallace, Keith Collins, KMJ; Dick Lewis, KTAR. W. B. Stuht, KOMQ; Mrs. Georgia Phillips, Miss Bonnie Scotland, KIDO; James MacPherson, KOA; E. A. Neath, KRBM; K. O. MacPherson, KPFA; S. S. Fox, W. E. Wagstaff, G. A. Provol, Myron Fox, KDYL; John Elwood, Ray Bufum, Leonard R. Gross, Ray Baker, KPO; W. B. Ryan, H. L. Blatterman, Clyde Scott, John I. Edwards, Matt Barr, Curtis Mason, KFI; Sidney N. Strotz, Lewis Frost, John Swallow, Joy Storm, Robert Hendricks, S. S. Spencer, A. H. Saxton, George J. Volger, Paul B. Gale, Wendell William, Fred C. Selzer Jr., Jennings Pierce, Frank Ford, Helen Murray, Frank A. Berend, E. L. Barker, Richard Graham, NBC Hollywood; O. B. Hanson, NBC vice-president and chief engineer; H. A. Woodman, NBC traffic manager.

FDR Fireside Chat

PRESIDENT ROOSEVELT will address the nation on all four major networks at 10:30 p.m., Feb. 22.



IN BETWEEN SESSIONS of the traveling NBC war clinic, participants took time out for some informal chatter, as evidenced here at the Chicago meeting held recently at the Drake Hotel. Conferring with NBC President Niles Trammell are: Standing (l to r) W. S. Hedges, vice-president in charge of stations; Stanley E. Hubbard, KSTP, St. Paul; and B. J. Palmer, WHO, Des Moines. Seated, Walter J. Damm, WTMJ, Milwaukee; Dean Fitzner, WDAF, Kansas City; Mr. Trammell, and George M. Burbach, KSD, St. Louis. The group discussed war operating problems. NBC officials assured broadcasters the network would discourage future "teaser" campaigns such as the recent jingle used by American Tobacco Co. to build up new *All-Time Hit Parade*.

McNutt Holds Back Release Of Guide on 48-Hour Week

Official Regulations May Not Appear Until Late This Week; Flexibility Predicted

NO OFFICIAL information was available last week to give reliable answers to questions arising everywhere over the position of broadcasters in 32 critical labor areas under the President's order establishing "a minimum work week of 45 hours".

The best unofficial word, however, was that the detailed regulations, when finally issued, will be flexible and that business organizations which are unable to decrease their working force by lengthening the workweek will be able to get exemption from the order.

Rules Delayed

Despite WMC Chief Paul McNutt's promise that the rules would be ready "in two or three days", they were still in the snares of the Commission's legal machinery when BROADCASTING went to press. Indications are that they will not be made public until at least the middle of this week.

At a news conference last Monday, Mr. McNutt emphasized the regulations would be flexible to accommodate instances where they would work a handicap. He would not reveal any details of the forthcoming rules, but repeated that WMC expected industry to go on 48 hours wherever possible.

A report late last week said that Mr. McNutt had signed a final draft of the rules and that they were already being sent to WMC regional directors. This report was later denied, and WMC revealed the rules had been recalled for further alterations.

Disappointment over this development was expressed by NAB officials who had called a meeting of the Labor Committee to discuss

the regulations in Washington Feb. 23. The meeting will be held despite these developments, and NAB hopes to have enough information at that time to clarify the broadcaster's position.

Some opposition to application of a 48-hour week in radio was heard both from station managers and officials of the IBEW. One IBEW representative pointed out that where stations used small technical staffs, no saving in manpower could be expected.

"The only solution to radio's shortage of technicians is to train more technicians from non-draftable groups," this IBEW spokesman said. He added that an industry-wide 48-hour week for technicians might save some labor, but that this would only be a partial solution.

Overtime Plan

Among the provisions that well informed Washington sources predict are:

All business organizations employing eight or less will be exempt.

Overtime will be paid at straight time for firms not under the Wage & Hour Act, and time-and-a-half for those under the act. (Commissioner McNutt explained there is no provision for time-and-a-half for firms in intrastate commerce.)

Hiring will be through WMC regional offices, and firms will have to show compliance with or exception from the 48-hour week before recruiting new help.

All these suggestions, nevertheless, were tentative, and no definite rules should be anticipated before the official interpretations are issued.

BLUE HOLDS CLINIC ON PACIFIC COAST

WITH sessions devoted to program activities and station relations, the second annual meeting of BLUE Pacific Coast operated and affiliated stations was staged in the Ambassador Hotel, Los Angeles, on Feb. 18-19. Attended by some 30 station owners, managers and department heads, sessions were presided over by Don E. Gilman, Western division vice-president. Phillips Carlin and Keith Kiggins, vice-presidents in charge of programs and station relations respectively, were principal speakers.

Among those attending sessions were Lou Kroeck, manager of KTMS; Deane Banta, manager of KERN; Hewitt Kees, manager of KOH; Charles P. Scott, manager of KTKC; George Ross, manager of KGW; William H. Ryan, manager of KECA; Thomas E. Sharp, president of KFSD; Leo O. Ricketts, manager of KFBK; Harvey Wixson, manager of KGA; Arden X. Pangborn, manager of KEX; W. B. Stuht, commercial manager of KJR; Robert Dwan, program manager of KGO.

Liberty Magazine Plans CBS Five-Minute Series

LIBERTY MAGAZINE Inc., New York, on Feb. 26 is starting a weekly five-minute program titled *The Ghost Shift* on 38 CBS stations in the Friday 6:10-6:15 p. m. period. Series will be built around the theme of safety in war plants, with each program dramatizing an industrial accident which actually occurred in some unnamed plant. Awards will also be made through the program to plants distinguishing themselves for accident prevention, prize to be a wooden replica of the Liberty Bell.

Selection will be made in cooperation with the National Safety Council's war production fund to conserve manpower, and transcriptions of the show will be available to any plant wishing to use them as part of their accident prevention campaigns. Commercials on the five-minute series also will promote leading features in the current weekly issues of *Liberty*. Agency is Warwick & Lezler, New York, while Phillips H. Lord Inc. is producing.

Townsend Test

TOWNSEND NATIONAL Recovery plan, Chicago (publication), through its newly appointed agency, J. L. Stewart Agency, Chicago, has placed nine one-minute spot announcements on WAAF and WAIT, Chicago, in a one-week test.

Late Barn Dance

LATE show for swing shift workers will be tried March 20 by *Sunset Valley Barn Dance*, audience show heard on KSTP, Minneapolis-St. Paul, Saturdays, 8:30-9, 10:15-11. While the show tours areas near war plants, a late performance will be given from midnight to 2 a.m., with the 12-1 spot on the air.

TIED FOR

1ST
IN BOSTON
From 8:30 a.m. to 9 a.m.

**PERCENTAGE
OF LISTENERS 27.5%**

According to the Hooper "Continuing Measurement of Radio Listening" report (June 15th through Sept. 1942) of seven Boston stations.

THIS is the story of an independent radio station that is doing a single-handed job in Boston . . . a station that by sheer popularity, and without benefit of network, is a major factor in this market. WORL is the station to watch . . . WORL is the station to use. It's "Boston's Best Buy."

WORL



THIS LITTLE BUDGET WENT TO THE

"920 CLUB"

CAB Reviews Radio's Fourth War Year

Would Set Rates For Time On All Outlets

REVISION of the existing rate structure practiced by Canadian stations, election of officers and war coordination in the Government's use of radio highlighted the three-day session conducted by the Canadian Assn. of Broadcasters in Toronto, beginning last Monday.

Glen Bannerman, CAB president, reviewed the advertising prosperity of 1942 even in the face of reduced local dealer inventories. He explained this in part by describing the energetic sales promotion of many stations which produced new sources and new types of sponsorship. In the national field, he looked to continued increase of Government purchase of time. Mr. Bannerman also reported that manpower problems of the industry were being carefully studied in collaboration with interested Government agencies.

Standardize Rates

The CAB decided after lengthy discussions to standardize rates for all member stations on all times except spot announcements and flashes; to discuss possibility of setting up a judiciary committee composed of CAB, Canadian Broadcasting Corp. and a neutral chairman similar to the Canadian Railway Commission; to tell Canadian listeners about privately-owned stations through a station-break publicity campaign, to keep the same monthly fees based on twice the half-hourly rate; to oppose a CAB sponsored school for announcers; to adopt a broadcasters code.

As the result of a Canadian Gallup poll held some months ago in which, through question phrasing, over 50% of the public favored government-operation of radio broadcasting, it was decided that the privately-owned stations had not sufficiently identified themselves with the listening public as being apart from the CBC network system. It was resolved that the CAB member stations pledge themselves to explain their work and problems.

A report was heard from Cy Langlois of Lang-Worth Productions on meetings held in New York Monday and Tuesday with Petrillo and AFM. The broadcasters were told that most likely the transcription problem would not be settled for some months.

Also discussed were a report on the 1942 Parliamentary Committee of Enquiry in Radio Broadcasting, the work of the national radio committee on government advertising, new CBC transcription regulations, the advertising campaign of the Canadian Bankers' Assn., reports on Canadian Performing Rights Society and BMI fees, priorities and manpower.

A report obtained from a questionnaire of Canadian stations showed that at the beginning of 1943, 72 out of 78 Canadian stations employed 782 men and 305 women, of whom 294 men come in the 19 to 40 single age group, and 350 in the 19 to 40 married men classifications, with 240 men being medically unfit.

Avery Heads Panel

The convention reflected an intense interest on the part of American agency men and radio personalities for their attendance of 120 marked the largest turnout from the U. S. ever received at a CAB gathering. In fact, Lew Avery, NAB director of broadcast sales, lead a roundtable discussion on "Selling the Medium".

Dr. J. S. Thomson, CBC general manager, addressed the group at the Monday luncheon appraising the radio medium in its relation to the civilization. He urged broadcasters and those connected with the industry to cherish the development of the past, improve the tastes of listeners in the present and look to the future with a thought to vaster issues.

Listener interest occupied considerable attention and the various methods were considered. To this end, Monday afternoon's session was devoted to station coverage measurement and listener interest.

Largest Attendance

The fourth wartime CAB meeting drew the best attendance of any, despite staff shortages at most stations and the coldest Feb. 15 on record in Toronto. The temperature dropped to 27 degrees below zero. The largest number of American broadcasters to attend a Dominion CAB convention registered, with more than 120 from the United States.

Despite growing shortages of civilian goods and increasing restrictions, broadcast advertising revenues have held up well in 1942,

Extra Sessions

FUTURE of Canadian broadcasting was discussed at a dinner given Monday night by Stovin & Wright Ltd., station representatives, for the firm's clients and American guests. Maj. Gladstone Murray, CBC director-general of broadcasting; Bill Wright of Stovin & Wright and Joseph Sedgwick, CAB counsel, presented a 45-minute program in the nature of *Information Please*, dealing with industry problems. A joint cocktail party for convention delegates was given Monday afternoon by the Canadian National and Canadian Pacific Telegraphs.

President Bannerman said in his annual report.

Although lower inventories in local dealers' hands, some of which cannot be replenished, indicate less revenue in 1943 from usual local sources, Mr. Bannerman declared "it is surprising how many new sources and new types of sponsorship are and can be developed by an aggressive sales organization."

Urges Postwar Study

"So far as the national field is concerned," he asserted, "there is every indication of further use of the medium by the various Government agencies. National manufacturers and distributors who have restricted or abandoned sales activities appear to be alert to the necessity of keeping their names before the public as insurance against being forgotten when the day comes for again supplying civilian requirements. One thing is certain—never since its inception has the medium of broadcasting been so much in the minds and ears of the various advertisers as it is today.

"In recent months a number of

industries are establishing committees to study their future position in the post-war era. It seems to me that no industry has more at stake in the future than the privately-owned broadcasting stations. One might hope that, growing out of this annual meeting, a committee would be set up to study the future of this industry in the post-war era."

Mr. Bannerman reported that while various Government agencies have increased the use of commercial time, privately-owned stations have given considerable free time to war activities. The Canadian Bankers Assn. has used radio for the first time, he said. A joint committee on manpower has been set up by the CBC and CAB under the Government's National Selective Service board, he added.

Rate Structure Discussed

At a closed meeting Monday morning CAB members agreed that Government radio advertising should be routed through a single agency or department. Too many campaigns conflict for time, it was brought out, and poor programming has created a state of war weariness through too many announcements. It was the consensus that the best use of radio is not being obtained by uncoordinated Government radio advertising.

As a result of meetings with agency timebuyers during the year, Mr. Bannerman reported a proposed revised rate structure beginning with a basic time period of a quarter-hour. The proposed half-hour rate would be twice the quarter-hour rate less 20%, with the hourly rate twice the half-hour.

Each station should determine its own evening hours for Class A rates, he pointed out, while Class B would be from 12 noon to 1 p. m. All other time would be in Class C. Times less than a quarter-hour included 10-minute periods at 75% of

(Continued on page 54)



INTERNATIONAL RELATIONS were prominent on the agenda of the CAB convention at Toronto. Seated (l to r): Mrs. Dorothy Lewis, NAB, Washington; Lew Avery, NAB, Washington; Glen Bannerman, CAB president, Toronto; Neville Miller, NAB president, Washington; Easton C. Woolley, NBC, New

York. Standing, Jack Treacy, NBC, New York; H. C. Rice, WGR-WKBW, Buffalo; W. B. Parsons, NBC, New York; Phil Lalonde, CKAC, Montreal; Chas. Ayers, Ruthrauff & Ryan, New York; Harry Sedgwick, CFRB, Toronto. Many broadcasters from the United States attended the sessions in Toronto.

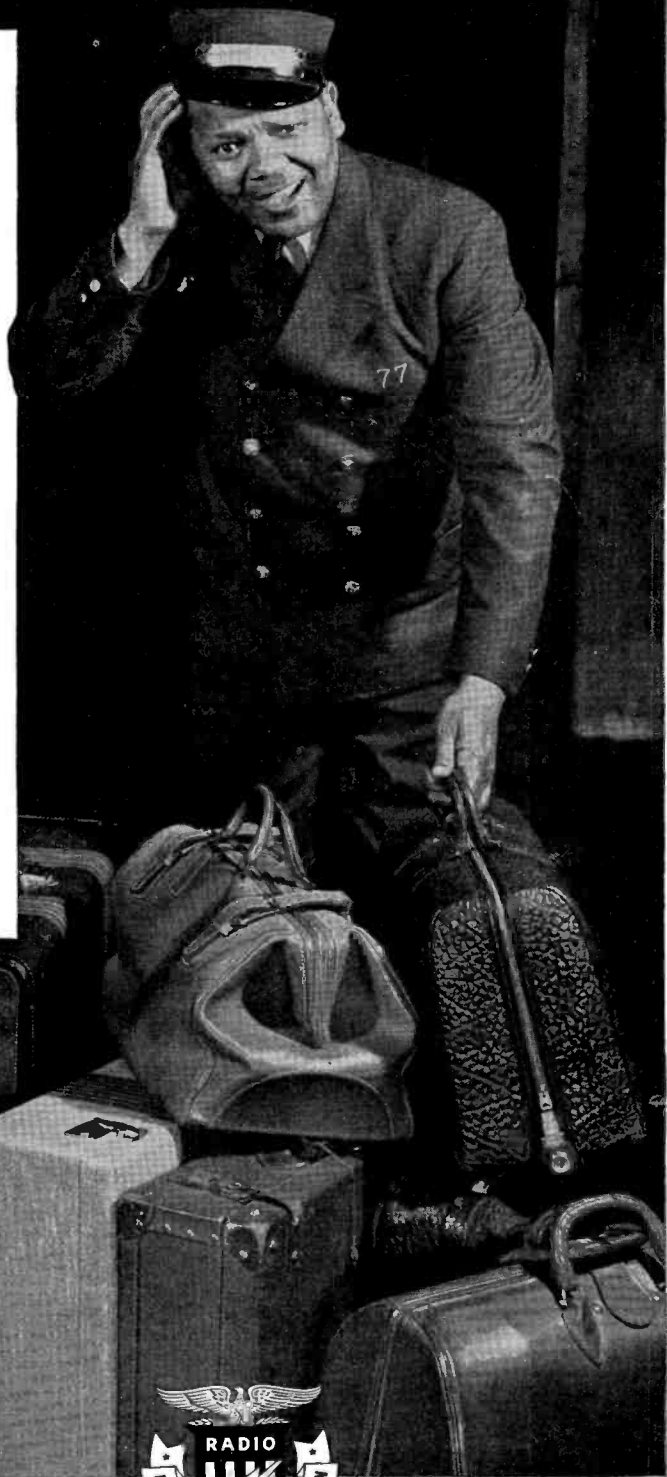
"Folks sure am comin' to DETROIT!"

People are moving into Detroit! Even an alert Board of Commerce finds it difficult to keep count. But, this we know: Detroit leads all major cities of the nation in percentage of increase in population during the past two years.

These newcomers (more than 300,000 of them) would have emptied the state of Delaware. Or cleared the city of Denver. Or left Dallas a ghost town. But, they have come from everywhere. Come to build the tanks and guns. Come to make every hour a productive hour.

No routine radio schedules could serve these men and women. That is why WJR is on the air twenty-four hours a day. Why there are newscasts every hour of the night. Why the name band swinging for dancers in Hollywood is piped in for the pleasure of the swing shift at the war plants.

Detroit is not leading a normal life these days. It is working 'round the clock. It is fighting a war. And so is WJR.



WJR

THE GOODWILL STATION

Detroit



BASIC STATION... COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President... Leo J. Fitzpatrick, Vice President and Gen. Mgr.

Edward Petry & Company, Inc.,
National Representative

Two More States Abolish War Time

Radio's Headaches Grow As Others Plan Action

INNUMERABLE headaches for radio as well as a threat to the nation's war production loomed last week as two more States abolished War Saving Time, while three others had similar legislation under consideration.

Disregarding fervent pleas of War Production Chief Donald M. Nelson [BROADCASTING, Feb. 8], the Legislatures of Michigan and Ohio passed measures to turn back the clocks one hour. Michigan's bill officially placed the State on Central War Time, which corresponds to normal Eastern Standard Time, while Ohio's legislation placed the Buckeye State on Eastern Standard Time.

Ohio Cities Balk

Even after the Ohio Legislature passed the bill, Gov. John W. Bricker was besieged with a wave of protests from the urban centers urging him to veto the measure. Despite the protests, Gov. Bricker signed the bill into law last Wednesday, with the statement that the time change would "help the agricultural situation". Several large manufacturing plants engaged in war production are located in Ohio.

Further complicating Ohio's problem was the declaration of at least 25 cities that their communities would continue to observe Eastern War Time. The Ohio Eastern Standard Time became effective Feb. 21.

Detroit last week voted 2-1 to remain on Eastern War Time after the Michigan Central War Time became effective Feb. 15. Mr. Nelson had appealed also to the Detroit City Council to keep that city on Federal time.

Michigan generally was thrown into confusion over the change, with most of the western part of the State going on Central Time and the manufacturing centers holding out for Federal time. Radio schedules were reshuffled in many instances, as broadcasters

worked far into the nights to straighten out entanglements involving both commercial and sustaining programs.

A telegraphed inquiry from a Michigan broadcaster to the WPB asked whether his station should operate under Federal time or under Michigan time. The wire was referred to the FCC.

Rosel H. Hyde, assistant general counsel of the FCC, commenting on the query, said stations operating on limited time are authorized by the FCC to broadcast certain hours under Federal time. Those stations cannot operate under hours other than Federal time without violating the terms of their licenses.

Another headache facing the industry is the potential loss of revenue which will result in abolishing an hour of Class A time, the most lucrative of radio's salable hours. Class A time generally begins at 6 p.m., with much lower rates in the bracket between 5 and 6 p.m.

Hardship Faced

With both network affiliates and independents confronted by reduced revenue by the mandatory change in time, untold hardship is faced by many broadcasters, already financially pressed to the point of suspending operations. Six stations have suspended since last fall, and Chairman James Lawrence Fly of the FCC has been in conference with network officials in an effort to work out some feasible plan to save further curtailment due to lost revenue (see page 58).

Georgia began the move to abolish War Saving Time by legisla-

tion that State into the Central War Time Zone [BROADCASTING, Feb. 1]. Since then, however, several individual cities have elected to remain on Federal time, placing that State in confusion.

Meantime the legislatures of Indiana, Oklahoma and Kansas have under consideration measures to abolish War Time, according to WPB officials. Although Chairman Nelson plans no official action, it was learned, he has advised the country at large that the WPB is unalterably opposed to anything but universal Federal time, as established by Congress a year ago.

Inasmuch as War Time was set up by Congressional Act, all Federal agencies and interstate commerce will continue to operate on Federal time, regardless of what the individual States may do, it was pointed out. Postoffices and transportation lines operating interstate will continue to be guided by Federal War Saving Time, which will further complicate the situation in the States which abolish it.

FDR's Crossley 67

PRESIDENT ROOSEVELT'S speech on Allied war plans, broadcast Feb. 12 on all four networks from the White House Correspondents' Assn. dinner, was heard by 67% of the radio set-owners in this country, according to a report issued last week by the Cooperative Analysis of Broadcasting. The talk was broadcast from 9:30-10 p.m.

FIRST anniversary of the *Treasury Star Parade* was observed last week in Washington with a gathering of Treasury and Allied Record Mfg. Co. executives.



TIME CHANGE HEADACHES were many at WSB, Atlanta, when the Georgia State Legislature, without warning, abruptly turned back clocks one hour [BROADCASTING, Feb. 1] by legislating the State into Central War Time Zone. Attempting to rearrange 131.5 hours of WSB programs, between bites of lunch, are (seated) General Manager J. Leonard Reinsch (left) and Commercial Manager John M. Outler. Standing, Program chief Roy McMillan, Martha Brooks.

Navy Ruling Hits Institutional Fund

Radio Time Not Includable In Cost-Plus Contracts

RADIO advertising is not a necessary overhead expense in producing war equipment for the Government, the Navy has ruled in disallowing from a cost-plus contract a charge for a radio program aired by a Michigan machine tool firm on an independent station in that State.

This ruling, it was learned in Washington, is in accord with policies for war work outlined by WPB Chief Donald Nelson and the Comptroller General of the United States.

Mr. Nelson decided some time ago that certain kinds of advertisements of industrial or institutional nature, principally those offering financial support to trade or technical journals, were permissible [BROADCASTING, Oct. 5].

The Army, however, does not allow any general advertising in cost-plus contracts. An officer of the Service of Supply Fiscal Division told BROADCASTING that institutional advertising to maintain brand names must be paid from the manufacturer's commission, or from other funds.

Two Firms Get Awards

TWO electronics plants—Farnsworth Television & Radio Corp., Marion, Ind., and Colonial Radio Co., Buffalo—are among 36 industrial plants awarded the Army-Navy Production Award, Undersecretary of War Robert P. Patterson and Undersecretary of Navy James V. Forrestal announced last week.



ADMIRAL MEETS ADMIRAL in studios of WLS, Chicago, as Rear Admiral John Downes, left, Commandant of the Ninth Naval District, and Rear Admiral William B. Young, chief of the Bureau of Supplies and Accounts and Paymaster General of the Navy, got together for a nautical chat on the quarter-hour, *Meet Admiral Downes* program, broadcast every Saturday morning on WLS. Bystanders include (l to r): Harry Templeton, war program director of WLS; Al Boyd, production manager of WLS; J. Harrison Hartley, chief of the radio section of the Navy Dept.; Lt. Com. Roger Q. White, district public relations officer of Great Lakes and Lt. Holman Faust, radio public relations officer of Great Lakes.

Mobilized by Air

WITH 14 Virginia radio stations and WWDC of Washington participating, and approximately 618,000 school children, teachers, war savings staffs and state and civic dignitaries attending via radio, a special "Virginia Schools at War Mobilization" program was to be broadcast from Mount Vernon Feb. 22, 9:45-10:15 a.m. Virginia stations participating were: WOPI, Bristol, Tenn.-Va.; WCHV, Charlottesville; WBTM, Danville; WFVA, Fredericksburg; WLVA, Lynchburg; WMVA, Martinsville; WGH, Newport News; WTAR, Norfolk; WPID, Petersburg; WRNL, Richmond; WSLS, Roanoke; WLPM, Suffolk; WINC, Winchester, and WRVA, Richmond.



FROM
ATLANTIC CITY
TO POUGHKEEPSIE

FROM
NEW JERSEY
TO RHODE ISLAND

THE EASIEST SPOT
TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL
570 kc.

America's Leading Independent Station

64 newspapers in this area regularly list
WMCA programs . . . more than twice as many
as list the next New York independent station.

Atlantic Planning Baseball Schedule

Oil Company Will Continue On Curtailed Basis

DESPITE a double handicap of gasoline rationing, and uncertainty over the wartime future of athletics, Atlantic Refining Co., Philadelphia, is planning to continue baseball broadcasts in the East this year, according to N. W. Ayer, agency servicing the account.

Present plans indicate a definitely reduced schedule, but Atlantic hopes to continue all its major league broadcasts, and is considering a minor league arrangement. Agreements have already been made with both Philadelphia major league teams, and the Pittsburgh Pirates, and negotiations are continuing with the two Boston teams.

Minors Uncertain

Atlantic's minor league schedule has been held up by uncertainty over plans for continuation of minor league baseball. At the present, Atlantic is not considering any games south of Baltimore, although last year the company sponsored games of Jacksonville and Savannah in the South Atlantic League and Charlotte and Richmond in the Piedmont League.

Although agreements have already been made with three major league teams, no station list is yet ready. It is understood, however, that Atlantic hopes to pipe these broadcasts over regional networks.

First news of Atlantic's minor league plans appeared at the annual meeting of the Eastern League in New York early this month, when it was learned that Atlantic had taken up the option on its three-year Eastern League contract, and was dealing with individual teams instead of accepting a blanket contract with the league. Atlantic will continue Eastern League broadcasts in Wilkes-Barre, Williamsport, and Elmira, but has made no arrangement with Binghamton, Albany, Hartford or Springfield.

Last year Atlantic had its most ambitious schedule in seven years of baseball broadcasting. The company aired 2000 games in six leagues over 50 stations, using 8500 station hours.

National Biscuit Series

NATIONAL BISCUIT Co., New York, will be the first national advertiser to sponsor *Mystery Chef*, BLUE program available for local sponsorship. Scheduled to start, Feb. 22, National Biscuit will use WEBR, Buffalo; KQV, Pittsburgh, and WSGN, Birmingham, Ala., for enriched bread. Program, featuring news and information on food and heard Monday through Friday, 2:15-3 p.m., is now sponsored on a total of 19 stations. John Shillito Co., big Cincinnati store, is sponsoring on WSAI. McCann-Erickson, New York, handles National Biscuit Co.



BUSINESS TRENDS of the war-converted West Coast and program interests of that audience get attention from this network-agency trio. Talkers are (l to r): Don Belding, Los Angeles manager and chairman of the board of Foote, Cone & Belding; Donald W. Thornburgh, CBS West Coast vice-president; William S. Paley, CBS president.

NEW REPAIR ORDER HAS AA2X PRIORITY

OFFICIALS of the WPB Radio & Radar Division said last week that they believed the position of broadcasters seeking maintenance and repair parts will not be affected by the new general maintenance and repair order, CMP 5, issued for virtually all industry under the controlled materials plan.

Common impression was that CMP 5 in general parallels P-133, the radio division maintenance and repair order, and except for some differences in definitions, is substantially the same. It was pointed out that the new order gives radio the same AA2X rating granted by P-133 as amended only three weeks ago [BROADCASTING, Feb. 8]. CMP 5, by its own terms, supercedes orders of the "P" series, but all "P" limitations remain valid. Members of the WPB legal department say that CMP 5 will probably be further modified before it takes effect on March 31.

Campbell Show Set

CAMPBELL SOUP Co., Camden, N. J., which took an option on the Wednesday 9:30-10 p.m. period on CBS some months ago, will start a comedy program in that spot March 3, featuring Milton Berle, comedian. A girl vocalist, orchestra and stooges will complete the show, to be aired on 63 stations on behalf of the company's soup products. Account last Friday gave up five-weekly sponsorship on CBS of *Amos 'n' Andy*, off the air for the present. The team declined Campbell's offer of the half-hour, now scheduled for the Berle series. Ward Wheelock Co., New York, is agency.

Shoe Polish Series

KEYED to the shoe rationing order, a campaign will be started on New York and Philadelphia stations by Knomark Mfg. Co., Brooklyn, promoting Esquire and Knomark shoe polishes as a means of conserving shoes. Starting date and station lineup have not been determined. Agency is Consolidated Adv., New York.

WLB Simplifies Wage Adjustment

Broadcasters Aided by New Form 10, Now Available

A REVISED Form 10, simplifying applications for voluntary wage increases for employees under War Labor Board jurisdiction in the national wage stabilization program, is now available at more than 100 local offices of the Labor Dept.'s Wage & Hour division.

The new form includes two special questions that will simplify the work of broadcasters seeking to adjust earnings of individual announcers, technicians or other employees. Questions 13 and 14 on the form, which is made out in quadruplet, deal with cases of inequality, when a particular employee claims that he is underpaid.

Wage and Hour officials point out that many individual wage increases are permitted without recourse to Form 10, which may take as long as two months to clear. Employers are advised to file a preliminary inquiry on the simple Form 1.

Within two or three days, their local Wage & Hour officials will give an opinion whether the raise requires WLB approval.

Axis Trial Dramas

COUNCIL FOR DEMOCRACY will present a series of five programs on NBC starting Saturday, Feb. 27, titled *Day of Reckoning*. Well-known writers will contribute scripts, centering around trial and prosecution of Axis leaders. First broadcast, written by Moss Hart, is titled *Hitler on Trial*. Raymond Massey, radio, film and stage actor, has received special leave from the Canadian Army to portray Lincoln, the prosecutor. Monty Woolley will impersonate Satan, who defends the Nazi chief. Subsequent broadcasts, to be heard Saturdays, 7-7:30 p.m., will stage trials of Mussolini, Tojo, Laval and Quisling.

Satevepost Plans \$600,000 for Time

Circulation Drive Includes Spots, Special Campaigns

OVER \$600,000 will be spent by the Curtis Publishing Co., Philadelphia for year-round spot radio promotion on *Saturday Evening Post* circulation drive which started last Tuesday, Feb. 16. One-minute transcribed announcements broadcast on Wednesdays, Thursdays, and Fridays on varying schedules averaging, for the most part, eight to ten announcements weekly, have been placed on 95 stations in 28 cities. Agency is MacFarland, Aveyard & Co. Stations on a 52-week contract are:

WJZ WMCA WQXR WFAF WHN WNEW WOR WABC KNX KHL KECA KFI WENR WCFL WIND WEBM WMAQ WLS WGN WAAF WBZ WBEI WHDH WNAC KFRC KPO KYA KQW KROW WFIL KYW WCAU WIP WXYZ CKLW WWJ WJR WJSV WRC WOL WMAL

The following stations will be used for special SEP promotions from time to time:

KOA KLZ KVOD WQAM WSUN WSB WATL WGST KOIL WFPM WIRE WWL WSBM KSL KDYL WOV KTAR KOY WHO KSO KRNT KIRO KOMO WTMJ KSD KMOX KXOK WGR WGY WSAI WCPO WGAR WTAM WHK KGW KOIN KALE WBAL WCAO WCCO KSTP WDAF KMBC KCMO KRLL KGKO WFAA KTRH KPCC KDKA WJAS WCAE.

Finance Drive

SEABOARD FINANCE Co., Los Angeles (loans, investments), stressing prompt payment of 1942 income tax, in a 30-day campaign which started Feb. 15, currently is sponsoring a varied schedule, totaling more than 5,000 transcribed 20 and 30-second announcements, on 26 western stations. Utilizing from one to ten announcements daily, station list includes KEVR KRSC KWJJ KXL KGO KFRC KSFO KYA KROW KROY KTRB KGDM KMJ KERN KPAS KIEV KFOX KFAC KMTR KFVD KRKD KMPC KGB KFMB KPHO KTAR. In addition, six weekly quarter-hour newscasts plus live spot announcements are being used on KFI and KPO. Smith & Bull Adv., Los Angeles, has the account.

War Noises on Discs

STANDARD RADIO, Chicago, has created a group of transcriptions carrying authentic battle sounds of World War II. In addition to aerial battles and sounds of U. S. Air Force fighter planes, tank maneuvers, artillery fire and plane strafing, British air raid and all-clear signals have been transcribed. Modern steam passenger trains as well as crowd effects are also on the new releases. The new war sounds, according to Gerald King, co-owner of Standard Radio represent Standard's most ambitious undertaking in the sound effect field.

Farm Safety Discs

NATIONAL Safety Council, Chicago, has prepared for national release a series of one-minute transcriptions offering advice to farmers concerning the prevention of accidents which may hinder the war production effort. Announced by Everett Mitchell, agricultural director of NBC-Central Division, recordings were supervised by Ted MacMurray, production director of BLUE, Chicago.



Big Aggie Says: VICTORY WILL SCATTER THE *OKIES

Dozens of alert national advertisers agree that it's a sound investment to spend their advertising dollars out here where there's plenty of money *now* and where radio listeners will continue to do business, after Victory, at the same old stand.

Food produced on the nearly half million farms in the WNAX area will win the war . . . and win the peace. These farms are our defense plants. They are equally important as those manufacturing guns, airplanes and ammunition.

There is one important difference between farmers producing food and the hundreds of hard working Americans employed in defense areas. Farmers will continue to produce

foodstuffs . . . long after Hitler and Hirohito sign on the dotted line.

WNAX listeners are here to stay. Nearly 4,000,000 people (81% rural) make their homes in the WNAX primary area and when peace comes they'll still be home . . . still buying your product.

Your product is needed here *now*. And with a \$1,500,000,000.00 increase in farm income, there's more than ample money with which to buy it. The selling investment you make *here* today will bring tomorrow's dividends . . . free from the gamble of shifting markets, free from the uncertainty of post-war reorganization.

*OKIES *A worker who migrates . . . maybe to a defense area.*



The Billion Dollar Market

SIoux CITY - YANKTON 570 ON YOUR DIAL

Affiliated with Columbia Broadcasting System

A COWLES STATION

Represented by the Katz Agency

WWNC Radio School

AN EMERGENCY radio school for announcers will be conducted by WWNC, Asheville, N. C. to meet the station's need for trained men and women. Beginning March 15, the course will last approximately six weeks and will cover every phase of announcing. Students with an adequate education who are draft exempt and who pass preliminary voice audition will be given three-hour courses in the station's studios.

FM Anniversary

FOURTH anniversary of FM Broadcasters Inc., was observed Feb. 15, with expansion activities of high-fidelity stations stalled under the equipment freeze. FM Broadcasters Inc. said in a statement last week "the actual anniversary was Jan. 29, but we didn't get around to mentioning it until now." Statement predicted that 1945 would be a big year for FM.

OWI TIPS FOR RADIO WRITERS

Cautions Against Tying Commercial Plugs to War Effort, Citing Examples

RADIO's wartime job is to explain and instruct, according to the Office of War Information, and to help the industry do that job the OWI Domestic Radio Bureau has issued a 16-page booklet of suggestions *When Radio Writes for War*.

Douglas Meserve, acting chief of the Radio Bureau, in releasing the booklet, emphasized that it contains "suggestions—not regulations". "We have no desire to be censors, no desire to tell writers what they should say," the preface advises. "We want only to point out—in accordance with the wish of these writers themselves—some of the common errors that often cause listener confusion."

Urging writers to fortify them-

selves with all facts of any subject the booklet cautions that "radio must present the war and its problems in true proportions, observing always the tenets of good taste".

Playing up the United States and belittling other United Nations is frowned on. Use of superlatives and catch-phrases to emphasize individual points such as those pertaining to War Bonds, food distribution and so on, is discouraged. Each is a part of the overall campaign for victory. Calling every new campaign a "second front" also is bad, according to OWI.

Horror stuff on the air is not good taste, says OWI. Care should be exercised in placing war messages on all types of programs, it



UNIQUE TABLE designed by Ray Lyon, recording studio director of WOR, New York, is sloped so that unwanted reflections of sound are kept out of the microphone, doing away with the distorted waves reflected back by the ordinary flat table. Made of four inches of rock wool acoustic treatment, topped by a piece of perforated transite, the surface is said to absorb undesirable tones of the voice, giving absolute, natural reproduction. Here is a member of the WOR staff adds decorative background to the table.

is suggested. They shouldn't be so mixed with comedy as to be lost in the gag; neither should a guttural voice come in with "Stop, in the name of the Third Reich" and pretend to take over the station. That type of copy gives the listener a sense of being duped, cautions OWI.

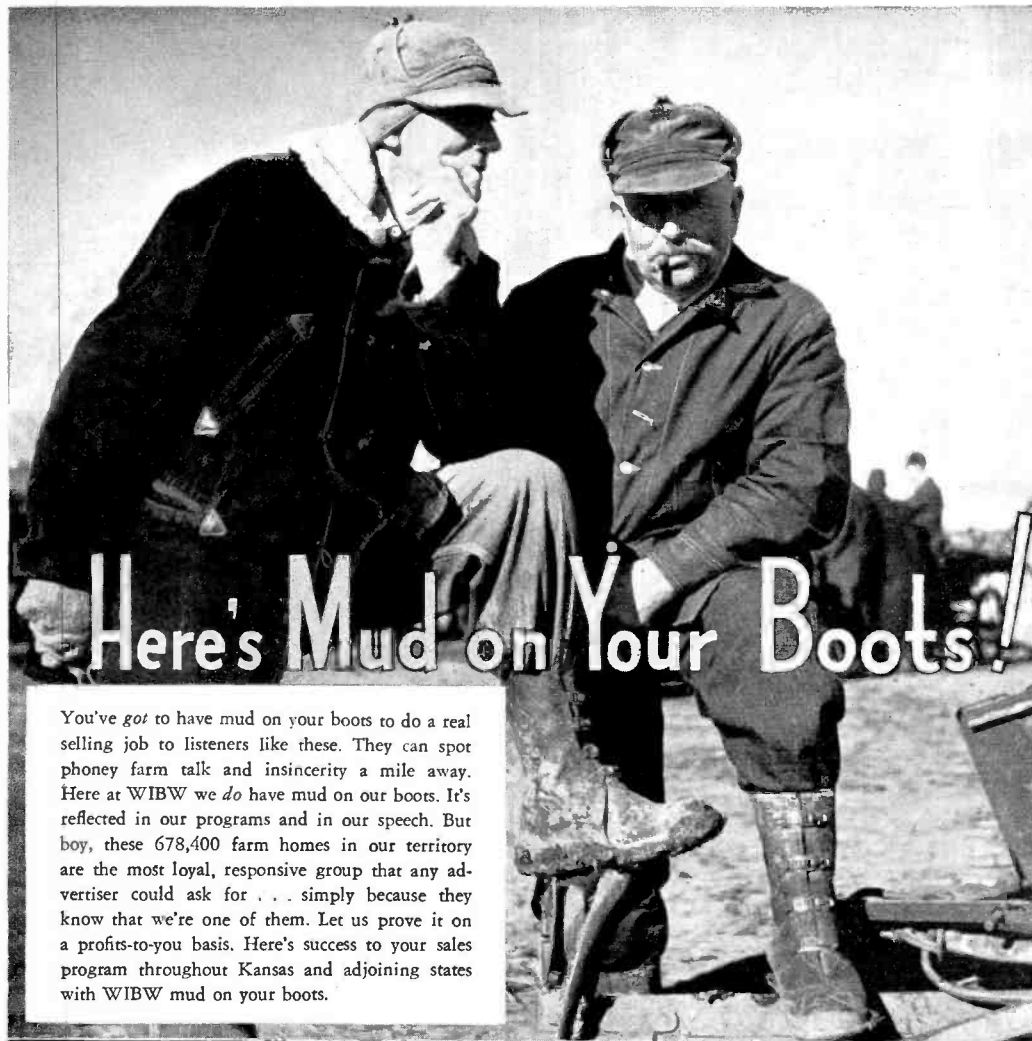
"In our judgment it is poor taste to tie commercial plugs in with war messages," comments OWI. "Listeners lose confidence, not only in the message but also the product which tries to capitalize on the gravity of the war. Surveys and letters of protest show a strong public resentment to the practice of commercial advertisers injecting highpower pressure at the expense of the war."

As a "horrible example" of what not to do, OWI cites a slogan "flaunted by the maker of a hair-removal cream"—"For a nation under arms, watch your under-arms." The OWI also abhors commercials that urge women to feed their war-worker husbands certain cereals so "they can help win the war."

Writers are urged to clear their scripts with proper Government agencies—not for censorship purposes, but to be sure they have facts correctly stated. Explaining that clearance is "not censorship" the OWI concludes: "The Domestic Radio Bureau of the OWI at Washington or any of its regional offices throughout the country will be glad to give you advice."

Pronunciation Guide

SO POPULAR was the first guide book of recommended pronunciations for CBS announcers and newscasters published last August, a revised edition brought up to date has been released by the network to go to all CBS affiliates, including Canadian outlets, as well as to the BBC. Prepared by W. Cabell Greet, CBS speech consultant and associate professor at Barnard College, the 138-page guide entitled "War Words" contains over 4,000 war words, names and place. It is published by Columbia U. Press [\$1.50].



Here's Mud on Your Boots!

You've got to have mud on your boots to do a real selling job to listeners like these. They can spot phoney farm talk and insincerity a mile away. Here at WIBW we do have mud on our boots. It's reflected in our programs and in our speech. But boy, these 678,400 farm homes in our territory are the most loyal, responsive group that any advertiser could ask for . . . simply because they know that we're one of them. Let us prove it on a profits-to-you basis. Here's success to your sales program throughout Kansas and adjoining states with WIBW mud on your boots.

WIBW

IN
TOPEKA

"The Voice of Kansas"

COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

IN THE TIME BUYERS POLL

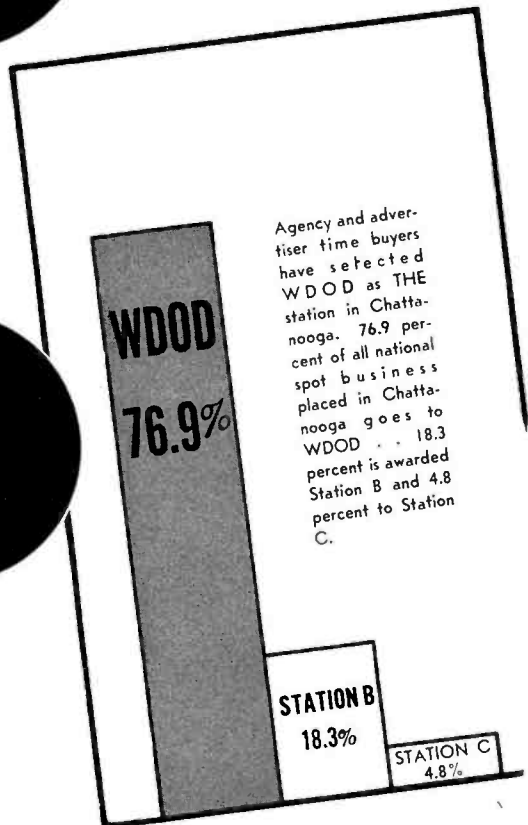
There's a reason why WDOD is the choice of time buyers everywhere. Now in its 18th year, this pioneer radio station is enjoying the greatest season in its entire history. The chart opposite gives the details of a recent survey that proves WDOD's dominance.

**-IT'S WDOD
FOR CHATTANOOGA!**



The Sales Management's preferred list of high-spot cities shows Chattanooga not only one of the top markets in Tennessee, but one of the leading markets in the entire nation. Retail sales in the first eight

months in 1942 are estimated at 48 percent above the 1939 level. Its actual retail sales for January 1943 represent a larger gain than that of any other Tennessee city.



Agency and advertiser time buyers have selected WDOD as THE station in Chattanooga. 76.9 percent of all national spot business placed in Chattanooga goes to WDOD. 18.3 percent is awarded Station B and 4.8 percent to Station C.

THE TIME BUYERS' STATION



**NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.**

WDOD

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

B RITISH United Press radio wire clients in Canada are scheduled to receive 24-piece sets of illustrated colored folders, designed to help stations secure additional national and local sponsors for 12 special features on the wire. Multiple sets of the folders are to be given to client radio stations, radio representatives and agencies to call attention to program sponsorship possibilities.

* * *

Who's Who

RED COVER replica of *Who's Who in America* on heavy card stock is distributed by WBBM, Chicago, promoting News Commentator Harlan Eugene Read, whose biography from *Who's Who* is reprinted in the brochure. Also contained in the promotion piece is a coincidental phone survey on the commentator's programs.

Merchandising & Promotion

BUP Promotion—WMAQ's 'Q'—Timekeeper
Sales Formulas—Washington Factories

Successful Merch 'Q'

THE REAL 'CUE' to successful merchandising is contained in *The Q from WMAQ*, new publication of the Chicago station, which was mailed to 15,000 wholesale and retail grocers and druggists. Emmons C. Carlson, advertising and sales promotion manager, NBC Central Division, edits the brochure.

* * *

Plugs 'Timekeeper'

ACTIVITIES of Bill Herson, heard as the "Timekeeper" early mornings on WRC, Washington, feature a booklet titled "This is NOT the Story of Peter Rabbit".

Network Stars Exhibit

CONSTRUCTION of display cases to contain 11 x 14 prints of network stars which will be installed in the Westinghouse Building, Fort Wayne, is scheduled to begin shortly. Dick Galbreath, musician of WOWO-WGL, Fort Wayne, is photographing copies of the pictures.

* * *

Maps

KDKA, Pittsburgh, has published for distribution to advertisers a brochure containing 10 performance maps describing typical listener response to random sponsored and sustaining shows.



"TINY TABLOID", new fan publication of WHK-WCLE, Cleveland, appears in that city's cars and buses twice-monthly to boost local, Mutual and BLUE programs on the station. Next to the "Take One" box, K. K. Hackathorn, sales manager of WHK-WCLE, holds one of the car cards used by the station along with the 25,000 copies of the tiny "newspaper" distributed in the current campaign through contract with the Cleveland Railway Adv. Co.

Sales Formulas

ILLUSTRATED with pictures of satisfied advertisers and agency men with the talent they use for their products, a sales brochure titled "Seven Formulas That Spell Sales in New York", distributed to the industry by R. L. Hutton Jr., WEAf promotion manager, contains the sales histories of seven WEAf sponsors: C. F. Mueller Co., using Don Goddard; Reid's Ice Cream and George F. Putnam; Tenderay Beef and Mary Margaret McBride; RCA-Victor and Ted Cott's *Sounding Board*; Old Dutch Coffee and *The Spice of Life Program* and Horn & Hardart's *Children's Hour*.

* * *

Washington's 'Industries'

GOVERNMENT "industries" form the theme of the latest brochure of WJWS, Washington, titled "Look at Industrial Washington". Fullpage illustrations in red and white depict five Government "factories" such as Civil Service Commission, with its 4,000 employees, and the Navy with 46,800, as tall smokestacks superimposed on a picture of the Capitol, with columns of employes in black and white marching from page to page.

* * *

Dimes from Hayes

COPY OF *Collier's* Feb. 20th issue cost radio editors nothing last week when they opened a letter from Arthur Hull Hayes, general manager of WABC, New York, and found one thin dime glued to the page with instructions to buy the magazine and "turn at once to page 13." Page 13 revealed a picture of Lois January before a WABC mike with a column caption describing her daily 5:30 a.m. program for soldiers in camp.

* * *

Army Rank Display

MATERIAL used by WSYR, Syracuse, in a photographic display of Army men and their ranks in the Merchants National Bank & Trust Co., that city, which was furnished by the Army, invited the public to tune in the *Army Hour*, official War Dept. Program on NBC, 3:30-4:30 p.m. Sundays. Food and department stores have requested use of the display.

First IN THIS VITAL MARKET

WSPD is the most listened to station in this area because it is keyed to family appeal. Get on the bandwagon and sell listeners by telling them your message over WSPD, the No. One station in this vital market.

JUST ASK KATZ

WSPD

5000 WATTS

A FORT INDUSTRY STATION

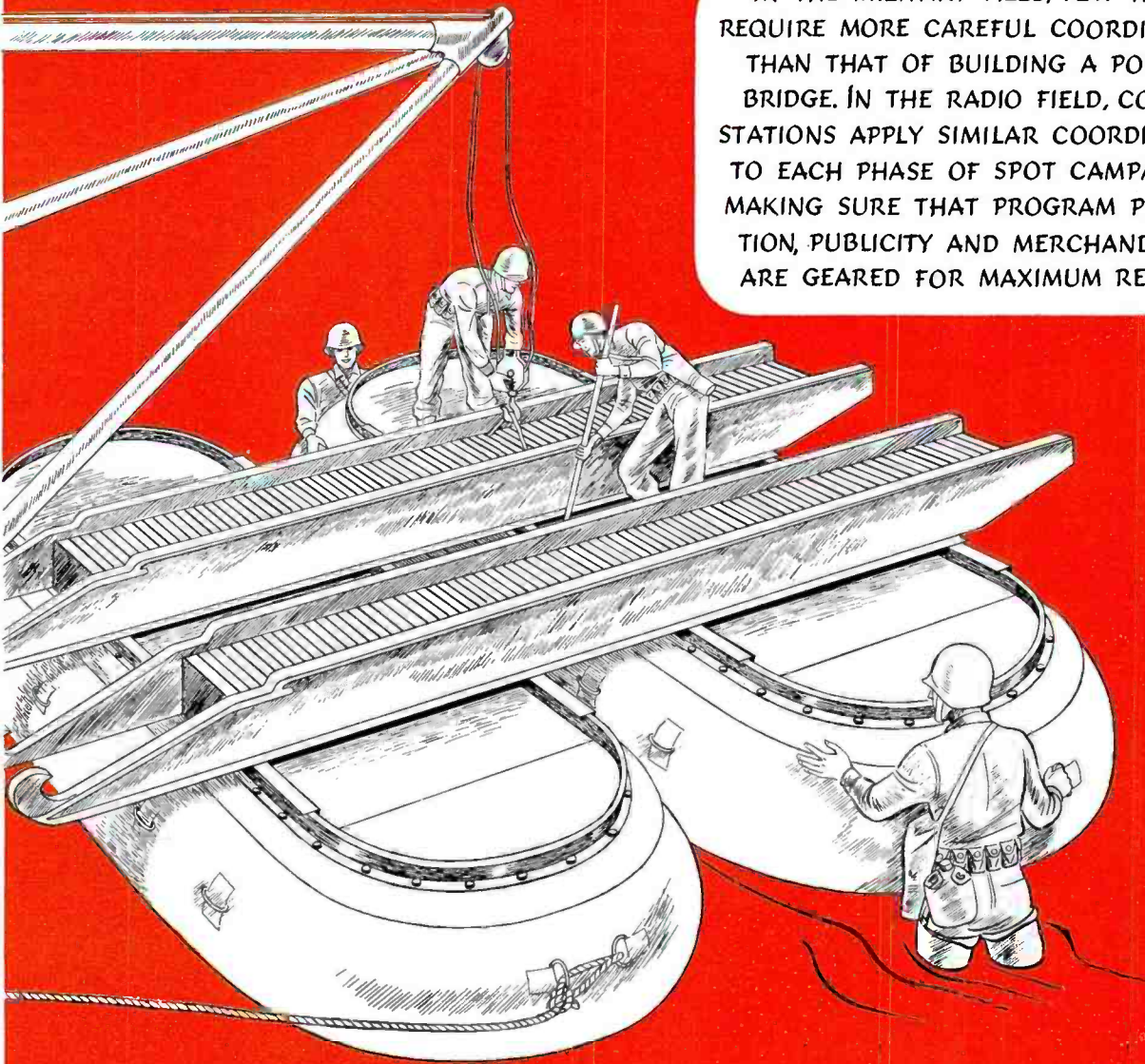
BASIC NBC

TOLEDO, OHIO

A Fort Industry Station
You Can BANK On It...

Nissen

IN THE MILITARY FIELD, FEW TASKS REQUIRE MORE CAREFUL COORDINATION THAN THAT OF BUILDING A PONTON BRIDGE. IN THE RADIO FIELD, COWLES STATIONS APPLY SIMILAR COORDINATION TO EACH PHASE OF SPOT CAMPAIGNS—MAKING SURE THAT PROGRAM PRODUCTION, PUBLICITY AND MERCHANDISING ARE GEARED FOR MAXIMUM RESULTS



IN MOVING MEN . . . OR MERCHANDISE
TEAMWORK GETS THE JOB DONE BETTER

GEARED FOR RESULTS

THE
COWLES
STATIONS

WMT
CEDAR RAPIDS
WATERLOO

KRNT
DES MOINES

KSO
DES MOINES

WNAX
SIOUX CITY
YANKTON

AFFILIATED WITH THE
DES MOINES REGISTER
AND TRIBUNE

REPRESENTED BY THE KATZ AGENCY

NORTH CAROLINA
is the
SOUTH'S No. 1
INDUSTRIAL
STATE

VALUE of MANUFACTURED PRODUCTS

NORTH CAROLINA



**AVERAGE OF
NINE OTHER
SOUTHERN STATES**



Source: — Census of Manufactures, 1939

WPTF
with **50,000 Watts**
in **RALEIGH** is
NORTH CAROLINA'S
No. 1
SALESMAN
NBC — 680 K.C.



FREE & PETERS, INC. National Representatives

Wires of Thanks Sent to Boost Sale Of OWI Programs, Connor Tells Ward

EDITOR'S NOTE: When the Office of War Information recently sent telegrams to all broadcasters, praising them for their cooperation in the nation's war program, S. O. Ward, owner of WFLA, Lakeland, Fla., local, protested to Elmer Davis in a letter, a copy of which was printed in BROADCASTING, Feb. 8. In reply to Mr. Ward's criticism of the OWI for spending money for telegrams when a note by mail would have sufficed, Richard F. Connor, chief of station relations, Domestic Radio Bureau, OWI, sent the following letter, dated Jan. 29, to the Lakeland broadcaster:

"Dear Mr. Ward:

"Mr. Davis has requested that I reply to your letter of Jan. 26 with regard to his telegram of Jan. 21.

"I am sorry the receipt of this telegram affected you adversely.

It was sent, however, at the request of scores of stations throughout the country.

"As you know, the 'Uncle Sam' series, which is a part of the OWI Station Transcription Plan, begins on Feb. 1. OWI is producing this five-a-week series, containing important war information, and has arranged by special ruling, that this government-produced series may be made available to stations for local sponsorship without cost to the station.

"Many stations have written us, asking for some official indication of the importance and significance of this series, in order to enlist the interest of their local advertisers. We sent the telegram nightletter, at a low government rate, and felt that it was worth the relatively small expenditure on the part of the Office of War Information, if it would help provide a means of additional revenue for stations."

Two Civilians, Officer Named to Kirby's Staff

APPOINTMENT of two civilians and one officer to the War Dept. Radio Branch under Lt. Col. E. M. Kirby, chief, was disclosed last week by announcement from Hollywood that Gary Breckner, CBS announcer-m.c., would report this week as program production chief. He takes over a post vacated recently by Jack Joy, who was named chief of the Broadcast Service Section. Harry Walsh of KOIL, Omaha, joins the Radio Branch this week as scriptwriter in the Broadcast Service Section.

Second Lt. Thomas J. Walsh, formerly of WXYZ, Detroit, who recently was graduated from Officer Candidate School, reported to Col. Kirby last Monday and was assigned to the Placement Section under Capt. Frank E. Pellegrin. Lt. Walsh, who was inducted last May, was with the King-Trendle station for eight years. In another Radio Branch shift Joe Brechner, chief scriptwriter, was transferred to the Placement Section, following appointment of Capt. Hal B. Rourke as assistant to Col. William Nuckols, assistant for Army Air Forces to Maj. Gen. Alexander D. Surlis, director, Bureau of Public Relations [BROADCASTING, Feb. 15].

UP Foreign Clients

UNITED PRESS has completed plans to serve a number of stations in North Africa, the Middle and Near East, bring the worldwide total of UP radio clients to 640. Latest additions include stations in Ankara and Istanbul, Turkey; Palestine Broadcasting Corp.; Iraq Broadcasting Co., Baghdad; Egyptian Broadcasting, Cairo; South African Broadcasting Co., Johannesburg, Capetown and Durban. Contracts have been signed to begin service to outlets in Damascus and Beirut, Syria, as soon as physical equipment can be completed.

14 SERVICE STARS

Three More WSM Employees

Now in Army

ANNOUNCEMENT last week that three employees had left WSM, Nashville, to enter the Army led to disclosure that 14 or more staff members of the National Life & Accident Ins. Co. station now are in the services.

Albert E. (Hoot) Gibson, station promotion manager the last 3½ years, recently left for Army duty. He is a first lieutenant of infantry, in training at Washington & Lee U. He is succeeded at WSM by Bob Shimbaum, formerly of WNOX, Nashville, and WDDO and WAPO, Chattanooga, known on the air as Bob Sherry.

Winston S. (Red) Dustin, WSM advertising and merchandising manager, left to join the Army Air Forces, and is assigned to the public relations office of the Ferrying Command, Memphis. Jud Collins, special events and commercial announcer, has joined the Army Air Forces as an aviation cadet.

Other former WSM staff members, in the armed services are:

Lt. Col. E. M. Kirby, chief of the War Dept. radio branch, one-time public relations director of the station; Capt. Jack Harris, Col. Kirby's executive officer, former director of news and special events; Jack DeWitt, chief engineer; John Campbell and Arthur Omberg, engineers, now civilian consultants with the Signal Corps, Washington; Lt. Runcie Clements Jr., son of the president of National Life and former member of WSM business office, now on duty in the Navy; Marvin Hughes, Malcolm Crain, "Snookie" Landman, Audrey Royalty and Herbert Ogilvie, staff musicians, all in the Army. Walter Beardon, engineer, also is in the Army.

EDWARD R. MURROW, CBS London correspondent, is narrator on "Leningrad Fights", feature-length film showing that city's resistance to the Nazis.

American Radio is in Good Hands Today

It is in the hands of people who have spared no effort, neglected no opportunity, to make radio a weapon for Victory

From broadcasting entertainment that builds morale, to information that keeps the country alert, from explanations of war-time measures, to requests for cooperation with Government drives, the support of the American broadcasters has been wholehearted, enthusiastic, and efficient.

RCA has furnished equipment and technical services which have aided the broadcasters in the past. But because our plants and laboratories are working around the clock to build radio equipment for our armed forces, our service to broadcasters may not have been up to the standards RCA has set for itself.

We intend to keep producing that equipment, and to keep devoting ourselves completely to the task of winning this war. But we intend also, to the best of our ability, to aid the broadcasters in their important work. The skill, the knowledge, the resources of RCA are yours to command wherever available. If you have equipment problems, and if you feel we can be of service to you, write to us, call us, get in touch with us. We may be able to lick them together!



RCA BROADCAST EQUIPMENT

RCA Victor Division

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Purely PROGRAMS

BLUEPRINT for personal success is the theme of a Sunday afternoon series on WISH, Indianapolis, called the 8 *Cylinder Club*. Regular listeners are counted members of the club. For 10 cents they are supplied with a large sheet similar to an architect's blueprint on which they may develop their own personal plans week by week.

Aim of the club is to do for its individual members what research departments of business firms do for industry. Idea originated with Mansur B. Oakes, who conducts the series. Noel Iliams, Indianapolis, the Indiana manager for the Business Men's Assurance Co. of Kansas City, is the sponsor. Script of the programs will be offered to advertisers for use on local stations.

Consumers' Welfare

SLANTED to the consuming public, a weekly quarter-hour program, *Your Home, Your Welfare, Your Pocketbook*, has been started on KNX, Hollywood. Conducted by Elsie Jensen of the local Office of Price Administration, series explains price regulation and features occasional guest interviews.

Welfare Work Dramatized

WELFARE work done by residents of the city and county of Camden, N. J., other than that performed through agencies supported by public funds, is subject of new Monday evening series, *The New Jersey Idea* on WCAM, Camden. Welfare and business groups provide material for dramatizations.

Password of the Day

NOVEL program on WHIO, Dayton, called *Hidden Password*, has evoked listener response. Unannounced songs played on an organ must be identified to obtain the key to the password for the day since the hidden password is composed of a word from titles of each song used. Winners, selected on the basis of accuracy, prompt reply and neatness, are four each day—two Dayton residents and two from outlying districts. Simple tunes are chosen for the program.

Negroes at War

DESIGNED to show the part Negroes are playing in the war effort, a dramatized series, *My People*, started recently on Mutual, with a program inspired by Lincoln's birthday. Mrs. Eleanor Roosevelt, and Roland E. Hayes, tenor, participated in the first broadcast. George Zachary, chief of the OWI Program Service Division, supervises the weekly programs.

Preventing Illness

TO COUNTERACT the increasing shortage of doctors, and provide the public with simple rules for prevention and relief of illness, two stations are presenting series of health programs. WMCA, New York, has started a five-weekly half-hour program, titled *The Medicine Chest*, conducted by Dr. Frederic Damrau, a New York physician. WTMJ, Milwaukee, in cooperation with the city's health department, has begun a dramatic quarter-hour, *March of Health*, heard Saturdays. Dr. Edward Krumbiegal, city health commissioner, dealt with present trends in combating infantile paralysis on the opening broadcast.

Wartime New Mexico

THE ROLE New Mexico is playing in the war effort, is described in *New Mexico at War*, heard Fridays, 7-7:30 p.m. on KOB, Albuquerque. A brief historical sketch with information about agricultural, mining and oil production of each county is featured. Two weekly prizes for school children's essays on the subject, "What Our Community is Doing in the War Effort", are offered. Sponsor is the Charles Ilfeld Co., wholesalers.

FBI True Tales

FAMOUS CASES cracked by the Federal Bureau of Investigation are dramatized in a new series on WKY, Oklahoma City, *Files of the FBI*, broadcast Fridays, 9:30 p.m. Produced by John I. Prosser, production manager, and written by Scott Bishop, continuity director, from factual material approved by FBI Director J. Edgar Hoover, the series features W. G. Bannister, Oklahoma FBI chief.

Kentucky Tomorrow

KENTUCKY'S postwar development is considered in a series of 32 weekly quarter-hour programs on WHAS, Louisville, in cooperation with the U. of Kentucky. Talks by University experts on subjects such as Kentucky's manpower, mineral wealth, transportation facilities, taxes, schools, forests, agriculture, technology and tourist possibilities are featured.

European Underground

FROM official records of the European underground movement, supplied by the Free World Assn., material is drawn for a weekly half-hour series heard on WMCA, New York. Names, dates and places are substituted to protect persons whose activities are dramatized. The association is a non-profit clearing house for world democratic forces.

Builders of Ships

GLORIFYING shipbuilders' part in the war effort, *Report of the Union* on KFRC, San Francisco, pays dramatic tribute to welders, molders, riggers, production workers and others. Weekly show, produced by Watson Humphrey and written by Dave Selvin, is sponsored by the Bay Cities Metal Trades Council and placed through Rhoades & Davis Adv. Agency, San Francisco.

Come On In! The Market's Fine!



No foolin'! Nashville is one market you can't afford to miss, and WSIX covers it to your complete satisfaction.

Prosperity is here for the duration and well beyond. Whether you want to increase your sales today or build your prestige for the future, Nashville and WSIX offer you an ideal combination. Write for availabilities.

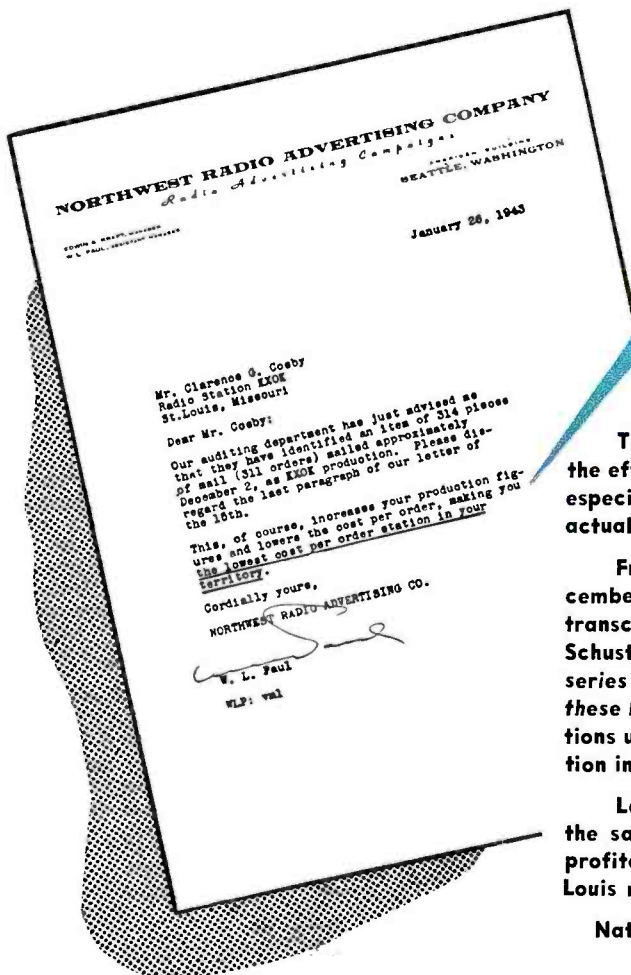
Member station the Blue Network and Mutual Broadcasting System
Spot Sales, Inc., National Representatives

5000
WATTS



980
KILOCYCLES

"lowest cost per order station in your territory"



Thanks, Mr. Paul. It's always nice to hear of the effectiveness of KXOK as an advertising medium, especially when you receive proof in the form of actual sales. Here's the success story.

From November 5, 1942, up to and including December 19, 1942, KXOK ran a series of 5-minute transcribed programs in the interest of Simon & Schuster Tax Books, selling at one dollar a copy. This series actually sold 7,343 books as a direct result of these KXOK programs! And of the four St. Louis stations used, KXOK was the lowest cost per order station in this territory.

Let us give you more details on how KXOK rang the sales bell for this sponsor, and how you can profitably use KXOK to stimulate sales in the St. Louis market, too! On the air 24 hours daily.

Nationally represented by Weed & Company.

KXOK

ST. LOUIS

BLUE NETWORK

THE ST. LOUIS STAR-TIMES STATION

630 KILOCYCLES

5000 WATTS

FULL TIME

Liquor Ad Regulation Revived in Senate Bill

BILL to limit advertising of alcoholic beverages on radio stations was reintroduced in the 78th Congress recently by Sen. Johnson (D-Col.), and referred to the Interstate Commerce Committee. A similar bill was introduced last session, but never reported.

Sen. Johnson's bill, a milder form of a measure he had proposed several times before, would make it unlawful to broadcast liquor advertising into a State or adjoining country at a time when liquor broadcasts are illegal in that area. The new measure, Sen. Johnson claims, would not affect local stations since their signals generally do not reach other states.

KSTP Adds Correspondent

KSTP, St. Paul, in addition to its UP press-wire service, has added a special Washington correspondent, Frank Conner, of the *Chicago Sun*.

Nearly 200 Stations Lacked Net Income In 1940, New Revenue Figures Reveal

ALMOST 200 broadcast stations or 650 that filed income tax returns in 1940 showed "no net income" for the year, according to a current breakdown of corporation taxes released by Guy T. Helvering, Commissioner of Internal Revenue.

197 Showed Deficit

Radio's average was far better than that of associated trades, according to Internal Revenue, however, for over half the magazines and book and music and advertising firms showed losses, and nearly 50% of newspapers paid no income taxes.

The statistics indicated that 197 broadcasting and television stations showed a deficit of \$1,022,000 on a gross income of \$7,862,000. At the same time, the Bureau found

that 389 broadcast stations had a net income of \$26,746,000. The stations paid income taxes of \$6,075,000, from a gross income of \$153,273,000. They distributed dividends totaling \$12,944,000.

Among the allied industries, 2,197 advertising agencies filed returns. Of these, 1,011 showed profits and 1,039, "no net income". Agencies reporting a profit, paid \$4,091,000 income taxes on \$19,467,000 net income. Their dividends were \$11,282,000; their gross income, \$360,069,000. Agencies with "no net income" reported deficits of \$7,804,000.

Newspapers filed 1,434 returns showing profits, 1,148 with "no net income". Newspaper profits were \$87,777,000, of which \$18,472,000 was paid in income taxes

RADAR DELAYED
BEW Economist Says Industry Was Not Interested

DEVELOPMENT of radar, radio's miracle contribution to the war, was delayed in the United States before Pearl Harbor because it did not seem to have any profitable major peacetime use. Dr. Lyman Chalkley, head economic analyst for the Board of Economic Warfare, wrote last week.

Discussion of radar, a subject of intense Army and Navy secrecy, arose in a monograph "Technology and the Economics of Total War" which was prepared over six months ago, and therefore not cleared by OWI. Dr. Chalkley maintained that the profit system is inadequate in preparing a nation for total war, and that national security requires an economy based on need rather than gain.

and \$48,387,000 in dividends. Papers in the "no net income" bracket, 1,148 in number, lost \$13,428,000 in 1940.

Among periodicals, 420 showed a net of \$25,947,000, paid \$5,573,000 in taxes and \$12,871,000 in dividends. Deficits of 475 others totaled \$5,061,000. Book and music publishers had a net of \$9,096,000 for 242 firms reporting, while 330 lost \$2,039,000.

Manufacturers of communications equipment and phonographs showed a net income of \$64,838,000 in 190 returns, the Internal Revenue Bureau reported. These firms paid income taxes of \$15,006,000, and dividends totaling \$30,435,000. An additional 174 manufacturers showed deficits of \$3,070,000 in 1940.

At the same time, Commissioner Helvering's annual report for the fiscal year June 1941-June 1942 showed that manufacturers of radio sets, phonographs and components had paid \$19,144,408 in excise taxes. Effective Oct. 1, 1941, a 10% tax had been imposed on these products.

Other Internal Revenue figures for the excise tax on radios, phonographs and components show that from Oct. 1-Dec. 31, 1941, total payment to the Government was \$9,174,623, while for the period Jan. 1-Dec. 31, 1942 the tax yielded \$17,080,819.

NBC Latin Tieup

TO ASSIST the OWI in its campaign to popularize the meaning of the Four Freedoms of the Atlantic Charter, NBC's Inter-American U. of the Air is devoting four of its Sunday afternoon *Lands of the Free* broadcasts to discussions by four noted speakers of their importance. Feb. 21, Mrs. Franklin Roosevelt spoke on "Freedom of Speech"; Feb. 28, Norman Rockwell will talk on "Freedom of Worship"; March 7, Stephen Vincent Benet, "Freedom from Want"; and March 14, Archibald MacLeish, "Freedom from Fear." Series also ties in with a campaign by the *Saturday Evening Post*, which is devoting four of its covers to the freedoms.

Arizona

Bank Deposits JUMPED 53.72% During 1942

Especially are we proud of the exceptional gain recorded by Arizona's own Valley National Bank, long time sponsor of the 9:15 P.M. News from KTAR. This institution, through its nineteen convenient offices throughout the state, led the way with a 66% increase. Your perfect approach to the growing wealth of this market is KTAR. . .

KTAR

PHOENIX ARIZONA

Arizona BROADCASTING CO. Inc.
Represented Nationally by
Paul H. Raymer Company

New York Chicago Detroit San Francisco Los Angeles

THE ABC OF RADIO IN ARIZONA

- ★KTAR - Phoenix 3000 W. - 520 KC
- ★KVOA - Tucson 1000 W. - 1280 KC
- ★KYUM - Yuma 250 W. - 1240 KC
- ★KGUL - Safford 250 W. - 1450 KC
- ★KCRJ - Jerome 250 W. - 1280 KC
- ★KWJB - Globe 250 W. - 1280 KC
- ★KYCA - Prescott 250 W. - 1280 KC
- ★NBC and BLUE Network Stations
- ★Other ABC Stations

Affiliated with the PHOENIX REPUBLIC and GAZETTE

**"DID YOU ORDER
229
ORCHIDS?"**



YES,

**FOR THE 229 NATIONAL
AND REGIONAL ADVERTISERS* WHO
MADE 1942 OUR BIGGEST YEAR TO DATE**

Acme White Lead Works
Adam Hat Stores, Inc.
Affiliated Products, Inc.
Allcock Manufacturing Co.
American Bird Products, Inc.
American Cigarette and Cigar Co.
American Cranberry Exchange
American Home Products
American Industries Salvage
American Tobacco Company
Anacin Company
Armour and Company
Armstrong Cork Company
Associated Serum Producers Inc.
A & P Tea Company
Audiphone Company
Barbasol Company
Bayer Company, Inc.
Beechnut Packing Company
Bishop Cafeterias
Bisodol Company
Bond Clothing Company
Bristol-Myers Company
Bulova Watch Company
Campagna Company
Campbell Soup Company
Canada Dry Ginger Ale Co.
Carey Salt Company
Carter Products, Inc.
Celanese Corporation
Chatham Manufacturing Co.
Chesebrough Mfg. Co.
Chicago, Milwaukee, St. Paul & Pacific Railroad
Chick Bed Company
Chocolate Products Company
Chrysler Corporation
D. L. Clark Company
Coca Cola Company
Colgate-Palmolive-Peet Company
Colonial Baking Company
Colusa Products Company
G. E. Conkey Company
Consolidated Royal Chemical Corp.
Continental Baking Company
Continental Oil Company
Dr. B. L. Corley
Corn Products Refining Company
L. L. Coryell Oil Company
Crescent Macaroni Company
Council on Candy as Food in the War Effort
Crete Mills
Cudahy Packing Company
Cummer Products Company
Curtiss Candy Company
Diesel-Wemmer-Gilbert Corp.
DeKalb Agriculture Association
Detroit Bible Class
Double-Mix, Inc.
File Institute
h Company
g Company
y School

**An increase of more than 10% over 1941. Does not include 180 other accounts, strictly local in nature.*

Fenn Brothers, Inc.
Ford Motor Company
Foreman and Clark
Fox Chemical Company
Gamble Stores
General Cigar Company
General Electric Company
General Foods
General Mills
General Motors
Gillette Safety Razor Company
Gooch Milling Company
Good Foods, Inc.
Gospel Broadcasting Association
Gotham Silk Hosiery Company, Inc.
Griffin Manufacturing Company
Grove Laboratories, Inc.
Hall Brothers, Inc.
Hartz Mountain Products
Haskins Brothers and Company
Hecker Products Company
Highland Potato Chips Company
Hilex Company
Inland Milling Company
International Cellulocotton Co.
International Silver Co.
Iodine Educational Bureau
Iowa Dairy Industry Comm.
Ironized Yeast Company, Inc.
Andrew Jergens Company
Dr. Floyd B. Johnson
Johnson and Johnson
Johns Manville Company
K. C. Baking Powder Company
Kellogg Company
Kolyons Company
Lady Esther, Ltd.
Lever Brothers Company
Lewis Howe Company
Libby-McNeil and Libby
Liggett and Myers Tobacco Co.
Thomas J. Lipton, Inc.
Lockheed-Vega Corp.
Longines-Wittnauer Watch Co.
P. Lorillard Company
Lowe Brothers Company
Ludens, Inc.
Lutheran Laymen's League
Luxor, Limited

Magazine Repeating Razor Co.
Manhattan Soap Company
Marrow's, Inc.
Marshall Canning Company
Mennen Company
Mentholum Company
Miles Laboratories, Inc.
Minneapolis-Honeywell Regulator Co.
Minnesota Mining and Mfg. Co.
Metro-Goldwyn-Mayer (Loew's, Inc.)
Montgomery Ward and Company
Morton Salt Company
Monticello Drug Company
Musterole Company
Mystic Mills
National Biscuit Company
National Refining Company
National Soap Company
Nitragin Company, Inc.
Northern Pump Company
Northwestern Bell Telephone Co.
Northwestern Yeast Company
Nu-Enamel Company of Iowa
Nu-Way Manufacturing Company
Old Ben Coal Company
Olson Rug Company
Omar, Inc.
Ontario Travel Bureau
Pacific Coast Borax Company
Pan-American Coffee Bureau
Paramount Pictures, Inc.
Parker Pen Company
Pennsylvania Salt Mfg. Co.
Pepsi-Cola Bottling Company
Pepsodent Company
Pet Milk Sales Corp.
Philco Radio and Television Corp.
Philip Morris and Company, Ltd.
Phillips Chemical Company
Phillips Petroleum Company
Pillsbury Flour Mills Company
Plough, Inc.
Postal Telegraph Company
Potter Drug and Chemical Corp.
Procter and Gamble Company
Prudential Insurance Company
Pure Oil Company
Quaker Oats Company
Ralston Purina Company

Rath Packing Company
RCA Manufacturing Company
Reid, Murdoch, and Company
R. J. Reynolds Tobacco Co.
RKO Pictures, Inc.
Royal Lace Paper Works, Inc.
Russell-Miller Milling Co.
Sargent and Company
Schulze Baking Company
Sears, Roebuck and Company
Seck and Kade, Inc.
Seiberling Rubber Company
R. B. Semler, Inc.
Serutan Company
Service Optical Company
Seventh Day Adventist Comm.
Shaler Company
Sherwin-Williams Company
Simoniz Company
Sinclair Coal Company
Sioux City Stockyards Co.
Smith Brothers
Socony-Vacuum Oil Co., Inc.
E. R. Squibb and Sons
Staley Milling Company
Standard Brands, Inc.
Standard Oil Company
Standard Welding Institute
State Sales Company
Sterling Products, Inc.
Stokely Brothers
Sun Way Vitamin Company
Swift and Company
Tangney McGinn Hotels
Tanvilac Company
Texas Company
Tidy House Products Company
Time Magazine
Thompson Hybrid Corn
Tone Brothers
True Story Magazine
United Drug Company
United Fruit Company
U. S. Rubber Company
U. S. Tobacco Company
Vick Chemical Company
Wander Company
William R. Warner, Inc.
Washington State Apple Comm.
R. L. Watkins Company
Welch Grape Juice Company
Wheeling Steel Corp.
Western States Mfg. Co.
White Laboratories, Inc.
Willard Tablet Company
Williamson Candy Company
J. B. Williams Company
Winston and Newell Company
William H. Wise and Company
J. H. Woodbury and Company
F. W. Woolworth Company
William Wrigley, Jr. Company
Young People's Church
Zinsmaster Baking Company

KSO + KRNT
BASIC BLUE AND MUTUAL BASIC COLUMBIA
5000 WATTS 5000 WATTS
THE COWLES STATIONS IN DES MOINES
Affiliated with the Register and Tribune • Represented by the Katz Agency

Shops
Insurance Co.
ance Co.

"Broadcast Stations are Performing a Service of Great Importance to the War Effort"

JAMES LAWRENCE FLY
Chairman, Federal Communications Commission

Chairman Fly, in a recent letter, said:

It seems to me that the importance of radio broadcasting in the national war effort is self-evident and can hardly be overrated.

Effective mass communication of information as to why we fight, what we are fighting against, and the efforts which are now being made and must in the future be made to



"... Radio Has Been a Tireless and Sleepless Public Sentry ..."

HOWARD W. JACKSON
Mayor of Baltimore



In 1942 Radio will do more work for the war effort than ever before. It has been the tireless and sleepless public senter...

I FEEL sure I am not going too far when I say that our Baltimore radio stations have made an invaluable contribution to Baltimore's great success in organizing for protection against air raids. They have lined into our program of public education for Civilian Defense, with a will, an interest, an enthusiasm and a spirit of public service that I would not have believed possible if I had not seen it happen or been present at times when the program was being worked out. Not only did the radio men in Baltimore say that their facilities were open upon such occasions as we might ask for them, but they agreed to participate in a Civilian Defense publicity plan for Baltimore which I have not seen or heard of in any other city.

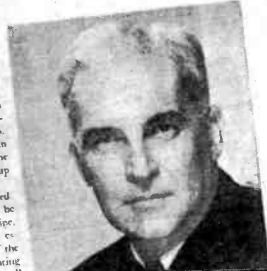
Agreeing upon the wisdom of a continuing program of Civilian Defense news periods every weekday for the improvement of public and volunteer service and the spread of important information, all the radio stations in Baltimore joined in closing up two five-minute periods each day at exactly the same time, with no slightest objection and no hint except the duration of the war.

This has resulted in the ability of Civilian Defense Headquarters in Baltimore to speak to the entire radio listening public of the city at exactly the same time every day and night for the past year, on such subjects as blackout laws, slacking work, practice maneuvers, household protection in air raids, incendiary bombs, purchase of Government securities—in fact to keep the people of Baltimore up to date on the latest Civilian Defense information and what is at least equally important, to keep up the public morale and spirit of courage and co-operation whenever those efforts showed their results.

I feel, in all circumstances, that in Baltimore the radio has been a tireless and sleepless Public Sentry, and all that that term means.

"Radio Is Making a Tremendous Contribution to the War Effort"

PAUL P. MONTY
Secretary of Agriculture



"Radio is to be congratulated for the part it has played in the recruitment of men and women for work in war production plants."

"Through radio and the press, Americans have learned of their country's needs. Thousands of women—many of whom never worked outside their homes before—are now working in war production plants. Other thousands are doing men's work in essential civilian industries. They are the soldiers on the home front, backing up their men on the fighting front."

"But still more women-power is needed. Many more thousands of whom must be trained for jobs on the assembly line. Women are being asked to leave less essential work and apply themselves to the general work and apply themselves to the general work of keeping our fighting

"Radio... A National Asset of the Greatest Value..."

CLAUDE R. WICKARD
Secretary of Agriculture



Secretary of Agriculture Claude R. Wickard, whose department has been a prime user of radio ever since broadcasting began, in a recently published letter said:

The Department of Agriculture greatly appreciates the splendid services rendered to it by the radio stations and the networks. All have been most liberal in contributing time for both national and local farm programs broadcast by Government agencies. Also they have furthered the war-time farm programs in the news and current events news, entertainment and other broadcasts serving farm hearers.

The farmer is playing a most important part in our war effort by providing food for our fighting men, our allies, and our own citizens. In this work the war-time farm programs, market reports and other information of vital importance to the farmer, all carried over the radio, is of the greatest help. Broad coverage of these programs is an important part in the success of our farm production

OFFICE OF CIVILIAN DEFENSE Washington, D. C.

Mr. Harold C. Burkes,
Manager,
Radio Station WBAL,
Baltimore, Maryland.



Dear Mr. Burkes:

The contribution of the radio industry to civilian defense has been tremendous. Local stations and the Networks have cooperated wholeheartedly in informing the public about the need for an army of volunteers to fight the battles on the home front.

As you know, civilian defense necessarily must be put into action by the State and local communities on the basis of their needs and problems. It is particularly significant that WBAL and hundreds of other local stations throughout the country have been leaders in informing the people of their communities of the vital importance of winning battles at home and of the urgent need for volunteer workers of all kinds.

Radio has done an all-out job for recruiting for civilian defense and is continuing to do so. Station after station has given unstintingly of time and services. Many times civilian defense forces have been mobilized by radio to control local disasters such as fires, floods and hurricanes. A good many stations with a keen sense of responsibility have intelligently aided in maintaining morale among civilians.

It gives me real pleasure to be able to extend to WBAL and to the radio industry at large the sincere appreciation of the United States Office of Civilian Defense.

Faithfully yours,

J.M.L.
JAMES M. LANDIS,
Director.

RADIO AT WAR ON ALL FRONTS!

Today, with a global war, it is most fortunate that we have global communication. Our system of radio broadcasting serves as a widespread and instantaneous medium for communicating helpful news and propaganda. On the home front, radio maintains the morale of our people; a major role in making clear to the people of this nation the kind of war in which they are engaged; in reporting on the work program in mobilizing the nation's manpower resources; in giving civilian life a war footing; in aiding the sale of inter-American solidarity in preventing programs of starvation and health and in developing every possible element of war morale. We are now making use of our facilities in whatever direction will aid most in winning the war.



WBAL ADVERTISEMENTS PUBLICIZE RADIO'S SERVICE TO NATION

These full page advertisements in the Baltimore News-Post report the magnificent accomplishments of the American Broadcasting Industry in furthering every phase of the War Effort.

Great as were these achievements in 1942, in 1943 Radio will do even more to aid our war effort—for that has been the record since the beginning each year to better its own accomplishments and its service to the nation.



**ONE OF AMERICA'S
GREAT RADIO STATIONS**

Nationally represented by Edward Petry & Co., Inc.

BROADCASTING

and

Broadcast Advertising

MARTIN CODEL, Publisher

SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices

National Press Bldg. • Washington, D. C.
Telephone—METropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor • J. N. (Bill) BAILEY, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355

BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN

WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

HENRY S. LIEBSCHUTZ, Art Director

Subscription Price: \$5.00 per year—15¢ a copy • Copyright, 1943, by Broadcasting Publications, Inc.

War Writers

OF ALL the Government suggestions for radio, one of the best is the current booklet *When Radio Writes for War*, now being distributed by the OWI for guidance of scriptwriters.

Well-written and brief, the booklet offers good suggestions. The OWI, for example, advises against tying-in commercial plugs with war messages.

In the early part of the war many agencies jumped at the opportunity to tell listeners to "help win the war" by buying their clients' products. Such commercials, to say the least, were distasteful.

OWI doesn't pull any punches. It decries such slogans as "For a Nation Under Arms Watch Your Under-arms" on behalf of a deplorable. Equally opportunistic are commercials that hitch-hike on war production.

While the general tenor of commercial copy has been toned down considerably the last few months there still remains room for improvement. To quote the OWI booklet: "Listeners lose confidence, not only in the message but also the product which tries to capitalize on the gravity of the war."

To that all segments of the industry will heartily agree. After all no advertiser wants to lose customers at the expense of using the war with all its exigencies as an excuse to sell his products.

Jimmy's Slush Fund

THERE are those in radio who will go into raptures over the proposals of AFM Czar James C. Petrillo for the return of recorded music to the air, because it appears to leave radio scot-free. That would be foolhardy lack of foresight, based on past experience.

Mr. Petrillo proposes fixed fees, to be agreed upon, for the return of his minions to their record and transcription pursuits, the money to be paid into a union fund. If the fee for phonograph records alone amounted to as little as a cent per record, it would mean about \$1,300,000 in AFM's exchequer. That would be for "unemployment" relief, says Mr. Petrillo—relief for a union which already has a surplus fund of \$2,500,000, according to his testimony last month before the Senate investigating committee. And that's aside from tribute from transcription companies, "juke box" installations and wired radio.

Quite a sizable slush fund! And that \$1,300,-

000 would come—not from users for profit, but from the public. The fact that AFM asks nothing direct from radio at this time is proof of nothing at all. It doesn't sanctify Petrillo's standing with radio. He proposes that transcription companies agree upon a fee for library services. These services, to non-network stations, are what sustaining programs, available for sponsorship, are to basic network stations.

What's to prevent Jimmy from forcing the hiring of staff orchestras by the smaller independent outlets through a "secondary boycott" threat of jerking transcriptions from those stations via the transcription companies? He uses that technique against network stations on remote bands, penalizing an entire network because of a controversy with a single station. Then why not an entire transcription company and its clients?

Even if there were substantial unemployment in the ranks of qualified musicians properly attributable to what Petrillo calls "canned music", we believe his theory is wrong. Think of the absurd extremes to which his methods might be carried! Some of these are cited in the powerful editorial on Petrillo's new demands published in the Feb. 16 *New York Times*, and reprinted in this issue. We have even heard mentioned the possibility that an association of "suppressed sopranos" might well be formed and demand tribute from radio because they can't get radio engagements and are entitled to unemployment relief.

Jimmy wound up last week with another victory—from the nation's highest court—upholding the opinion of the Chicago Federal District Court that the record ban could not be prosecuted under the anti-trust laws because it constituted a "labor dispute". A new suit, still pending before the Chicago court, brought by the Dept. of Justice, awaits decision, but little relief can be expected in the light of the Supreme Court's ruling.

Since it is now concluded that the recording "strike" constitutes a labor dispute, and since there is some question about the unique fashion in which Petrillo desires to settle the controversy, it seems to us the matter properly should be referred to the War Labor Board in Washington. The nation is in the grip of the worst manpower shortage in history. AFM talks about unemployment in musicians' ranks. The industries affected cannot risk becoming parties to an accord with a labor union which might

contravene war manpower policy. There should be a prior ruling.

Moreover, a change in statute presumably would be entailed before payment of royalties as proposed, would be permissible. The existing copyright law, on recordings, covers only payments to the copyright owner. The Clark Petrillo Probe Committee, it is evident, should hear testimony of the public and the users before it gives its blessing to Mr. Petrillo's private taxation project.

But first and foremost, the whole matter should be passed upon by the War Labor Board or perhaps by Stabilization Director James F. Byrnes, particularly since high public officials have attested that the recording ban has seriously interfered with the war effort, and the Supreme Court now has ruled that a labor controversy is involved.

As a showing of good faith, Mr. Petrillo should lift the recording ban now, as the Government and the Congress request. Then he should let the Government, which has been most solicitous of labor, settle the manpower-inflation aspects.

Radio & Rationing

WHEN DECISION was reached last Wednesday to freeze canned meats and fish preparatory to rationing, and to halt the rush of buyers, the news came first to the American consumer via radio. Ten days earlier, in the still of a Sunday afternoon, the bulk of the nation's 130,000,000 learned about shoe-rationing through their loudspeakers.

This new Government technique of spot release of public notices that affect every citizen, pegs one of radio's most important wartime roles. There will be other examples, too. Radio, in these two instances, supplied the "flash" news. Commentators followed up. And the newspapers published the more detailed accounts providing readers with necessary background and official texts.

There was a marked difference in the handling of these two latest rationing decisions. The shoe ruling was not spontaneous. OWI decided, after consultation with OPA heads, to make the announcement Sunday afternoon, Feb. 7, when stores were closed. OWI Radio Bureau officials approached the sponsors of a number of network programs and explained the need for time for an unidentified "important announcement". The plan was set to go a week ahead of announcement. On the preceding Saturday, the sponsors were furnished with the actual material to enable them to work the announcement into their programs.

An entirely different set of facts prevailed as to fish-meat rationing. There was no prearrangement, no secret to be kept. Because of the runs on food stores, Secretary of Agriculture Wickard requested that a 60-day freeze be invoked, pending the rationing of meat products expected April 1. The freeze was first announced on 11 p.m. (EWT) broadcasts, to become effective at 12:01 a.m. Thursday. It was spot news handled in spot fashion.

Those announcements, via radio, constituted the formal notices to public and industry alike. The necessity for speed and flexibility in wartime motivated the course. Radio was ready and handled the job. Radio indeed has taken on a new and significant role, as a sort of official chronicler of the war.

We Pay Our Respects To —



JAMES SUTHERLAND THOMSON

AMERICAN NETWORK officials are soon going to deal with a clergyman-educator who has left the presidency of a great Canadian university to head the nation's broadcasting system. The newcomer to the ranks of radio executives is Dr. James Sutherland Thomson, a ruddy-faced Scotsman who made a creditable military record in World War I and then settled down to a life of churchwork and education. He was formally introduced to the industry at the Canadian Assn. of Broadcasters convention last week.

Dr. Thomson's acquaintance with the problems of administering a radio network are limited to two years experience on the CBC Board of Governors. He comes to CBC with definite ideas about radio's part in the community. Since he succeeded Maj. Gladstone Murray Nov. 2, the new CBC general manager has busied himself learning the business to which the Canadian Government appointed him.

Dr. Thomson is convinced, however, that radio is perhaps the greatest development of the age. He feels that radio, as an art, has hardly emerged from the pioneer stage.

"The time is now arriving," Dr. Thomson stated recently, "for radio to take itself seriously as falling into the tradition of a great and noble art—the art of the theatre. A good deal of the so-called comedy is slap-stick burlesque and the entertainment element still predominates. We are still at the stage of the melodramatic or sentimental serials that, not so long ago, were the staple diet of the moviegoers."

Though a firm believer in publicly-owned radio—he looks at the national radio system more than any other institution as the voice of Canada—Dr. Thomson says that particularly in the United States there are signs that the radio business is beginning to develop artistic standards. In music, drama, and

education, he says that radio is at last taking great steps forward.

Dr. Thomson believes broadcasting's future lies in programming. While a member of the CBC Board of Governors he stated that if commercial sponsors could not produce programs to meet public tastes, CBC would create shows of acceptable calibre and make them available for sponsorship, retaining control of the commercials.

The function of CBC, he said in taking his new post, is to interpret the spirit of the Canadian people. "There must be fun and laughter for the leisure hour as well as serious talk to rally our hearts in the midst of a tremendous ordeal."

Dr. Thomson had been president of the U. of Saskatchewan since 1937. He arrived in Halifax from Scotland in 1930, and was professor of philosophy and systematic theology at Pine Hill United Church Divinity College there before going to Saskatchewan. His fairly recent arrival on this continent is reflected in conversation, for he habitually looks at situations in the Dominion as one from the outside.

CBC's new head was born in Stirling, Scotland, April 30, 1892. He was just out of the U. of Glasgow and Trinity College, Glasgow, when he joined the Queen's Own Cameron Highlanders in 1914, returning from the war with rank of captain.

Back from the battlefronts, he resumed study at Trinity, graduating in theology in 1920, and winning the Paterson Fellowship in theology. He was ordained in 1920, and after four years as minister in Coatsbridge, Scotland, was appointed secretary for Youth and Education to the Church of Scotland, a post that involved lecture tours in Canada, and the United States.

He is author of many articles and two books on religious subjects. Dr. Thomson was married in 1922, and has two children.

Personal NOTES

MILLER McCLINTOCK, president of Mutual Broadcasting System, was honored on Feb. 15 by the Yankee Network with a luncheon, and in the afternoon with a cocktail party and reception for the press.

DONN CLAYTON, production manager of North Central Network Corp., St. Paul, has been elected vice-president and assistant general manager. He was previously production manager of WTCN, Minneapolis, and an adviser on radio programs for the Hutchinson Agency, Minneapolis.

BILL PELTZER, new to radio, is handling sales for KVAK, Atchison, Kan. and Shirley Gassert, also new to radio, is in the traffic department.

WILLIAM HILLPOT, director of radio production of the Office of the Coordinator of Inter-American Affairs, has been named chief radio program officer and Associate Coordinator of the CIAA. His duties remain substantially the same. Mr. Hillpot was formerly program manager of the B.I.U.E.

HENRY M. JACKSON, former sales manager of CBS in San Francisco and recently western sales manager for Radio Sales, Chicago, recently was appointed major in the Special Service Division of the Army Signal Corps.

BERT GEORGES, vice-president and general manager of WHEB, Portsmouth, N. H., was re-elected at a recent stockholders meeting.

EARL HEADRICK, formerly of KSLM, Salem, Ore., has joined the sales staff of KGW-KEX, Portland, Ore., replacing Arch Kerr, who has moved to Hollywood.

WILLIAM J. DUNN, director of CBS Far Eastern staff, returned to this country on vacation last Wednesday from Sydney, Australia. George Moorad, Red Cross press representative, is filling the post.

DOROTHY HAUGH, sales assistant of KFI-KECA, Los Angeles, has resigned to become office manager of the engineering school at Douglas Aircraft Corp.

GREG ROULEAU, manager of WHLB, Virginia, Minn., is father of a girl born Jan. 27.

JAMES R. FOUCH, president of Universal Microphone Co., Inglewood, Cal., recuperating from an operation, will return to his desk in early March.

ROBERT B. ROWLEY, manager of WICA, Ashtabula, O., is father of a boy born Jan. 29.

IVER SHARP, KSL director of station operations, has been elected a vice-president and director of KSL. Mr. Sharp came to KSL four years ago to direct business operations.

PHILLIPS CARLIN, vice-president in charge of programs of BLUE, is on a cross-country tour to confer with West Coast and Chicago program managers.

JESS BARNES, former vice-president of Outdoor Adv. Corp., New York, and previously on the sales staffs of Poster Adv. Co., and General Outdoor Adv., on Feb. 15 joins the sales staff of MBS.

JOHN HEINEX, promotion director of WJSV, Washington, and Esther Kravitz, of the sales department, have resigned. Neither have announced their plans.

LT. GEN. J. G. HARBORD, chairman of the board of RCA, was guest of honor at a dinner at the Union League Club in New York last week.

HERBERT HODGE of the British Broadcasting Corp. is touring Western Canada under auspices of the British Ministry of Information.

LT. ROBERT J. McANDREWS, assistant public relations officer of the West Coast Air Forces Training Center, Santa Ana, Cal., and formerly western division sales promotion manager of NBC, married Adelina Ciabbari, Los Angeles, in the latter city Feb. 13.

WILLIAM D. SHAW, formerly account executive of CBS, San Francisco, and now a second lieutenant in the Army Air Forces, has reported for duty at the new San Marcos (Tex.) Navigation School.

JACK L. KAMSIER, former Chicago brokerage salesman, has joined the sales staff of WJJD, Chicago.

BEHIND the MIKE

DON KNEASS has been promoted to chief news editor of KGW-KEX, Portland, Ore., replacing Virgil Smith, resigned. Day Foster, formerly of KORE, Eugene, Ore., has been made war program manager. Ed Bennett, stage and radio actor, and Frank Coffin, formerly of KXRO, Aberdeen, Wash., have joined the announcing staff. Fenton Ford, announcer, is now at Naval Training Station, Farragut, Ida. Ted Hallock, announcer, is an Army Air Cadet at Santa Ana, Cal.

F. L. BEELBY JR., former continuity editor of WAIT, Chicago, has been commissioned a lieutenant at Ft. Sill, Oklahoma, and is attending Officers' Communication School.

GENE SEADLER, announcer of KFBK, Sacramento, has joined the Army.

KAY COOPER, formerly of WIP, Philadelphia, and Florence B. McIntyre have joined the program department of WIRG, Philadelphia.

MURRY WAGNER, former announcer of KFMB, San Diego, has joined CBS Hollywood. He replaces Harry Mitchell, resigned.

DICK ROSS, former night supervisor of KHJ, Hollywood, has joined the Army Air Forces, reporting to Fresno, Cal.

RUTH NORMAN, former casting director of CBS television, has been named CBS casting director, replacing Marjorie Morrow, who resigned to join Warner Bros. eastern office as associate director. Miss Norman joined CBS in 1938.

GEORGE SUDERMAN, former university history lecturer, and news analyst of KSAL, Salina, Kan., has joined the news staff of KSO, Des Moines.

MAURICE DREICER, commentator of WPAI, Paterson, N. J., has started a new series of five-weekly programs 5-5:15 p.m. Mr. Dreicer, now has a weekly schedule of 17 programs.

ARTHUR ROSS, general assistant to Ed Fitzgerald, conductor of *Moonlight Saring Time* on WOR, New York, enters the Army Feb. 15. Replacing him is James Martin, of the mail room staff. Dan McCullough, former announcer of WOR is now a navigator of the Air Transport Command.

BOB WYLLIE, chief announcer of WFMJ, Youngstown, O., got a live valentine on Feb. 14, a new baby girl.

GEORGE HAYES, announcer and newscaster on *Say It With Music*, all-night program on WJZ, New York, has been named night manager of WJZ, reporting to John McNeil, general manager of the station.

BOB MOONEY has returned to the announcing staff of WNBC, Hartford, after being rejected by the Army for a leg defect. He left last fall. Greg Brown, a war plant worker, has joined the staff for week-end duty only.

OPL. WILLIAM BRADLEY, former continuity editor and production manager of WHEB, Portsmouth, N. H., is now stationed at Washington with the 2d Signal Service Battalion. Gordon Kinney, former production director, is now with the Radio Branch of the OWI, in Washington.

BOB HAYTON of the announcing staff of KGVO, Missoula, is international president of the Pan-American Student Forum. He presents a weekly 30-minute broadcast, *Meet The Americas*, under the auspices of the Montana State U. chapter of the forum. Aline Mosby, daughter of General Manager A. J. Mosby, is a senior in the Montana State U. School of Journalism and serves KGVO as campus news correspondent.

RUSS HODGES, sports commentator of WOL, Washington, has been presented by the Washington Redskins professional football team with a gold football for a job "well done" in describing their games last season.

JOHN C. SCHRAMM, producer-director of the BLUE, is teaching a course in radio production at Queens College, Flushing, N. Y.

Redd Awarded Medal

FOR OUTSTANDING service in the war effort, Robert L. Redd, Hollywood writer-producer of the NBC weekly half-hour *Eyes Aloft*, recently was awarded a medal by Brig. Gen. William E. Kepner, commanding general of the IV Fighter Command. Ordinarily the medal is given only to filter center workers and ground observers for 500 hours loyal service and to civilian supervisors of the Army Air Forces ground observers groups for six months continuous service.

BURRITT WHEELER, formerly of KWKW, Pasadena, Cal., has started a five-weekly quarter-hour philosophical commentary on KECA, Los Angeles.

WALTER BASCHALL, news editor of WSB, Atlanta, was recently inducted into the Army at Ft. McPherson, Ga.

BLISS HARRIS, KVOO, Tulsa, continuity writer and actress, will soon join the staff of WLW, Cincinnati, handling her own show.

NORMAN J. KRAEFT, formerly of WMBD, Peoria, Ill., has joined the announcing staff of WJJD, Chicago.

ROBERT R. MILLER, associate producer of the Radio Council of the Chicago Public Schools, has been inducted into the Army.

KATHERINE GRANTHAM, newspaperwoman and radio writer, and Edward Bliss, formerly a reporter on the *Columbus* (O.) *Citizen*, have joined the CBS news department, assigned to all-night news programs. The network's production staff has lost Louis Teicher, now in the Army.

VANCE COLVIG, maintenance man of NBC, Hollywood, has resigned to join Kay Kyser, as gag-writer.

BILL HOWARD, writer-announcer of WSPD, Toledo, has joined the Army. Jack Harrington, newsman, has been transferred to Fort Industry station WAGA, Atlanta, as news editor. Don Mathers, formerly of WTRY, Troy, has joined WSPD, as announcer.

DALE BABCOCK, of the transcription department of KFI-KECA, Los Angeles, has been inducted into the Army. Rosalie Grainer of the secretarial staff, takes over his duties.

CHARLES SWALLOW, son of John W. Swallow, western division program director of NBC Hollywood, has joined the Army Air Forces, reporting to Lemoore Field, Cal.

BARBARA BARNHART, conductor of the *Modern Home Forum* on WOWO, Ft. Wayne, Ind., known to listeners as "Jane Weston", was married Feb. 5 to Sgt. Richard Ramsell, of Baer Field.

DON WRIGHT, news editor of CJRC, Winnipeg, has joined Press News Ltd., Toronto, as radio news editor.

CHRIS MACK, WNAX, Sioux City-Yankton, farm service director, has been appointed radio industry representative in the farm mobilization movement of that area, and recently supervised production of a regional broadcast in conjunction with the CBS Farm Mobilization Day program. Daily farm family interviews feature his *On the Farm* program aired at 12:50, Monday through Saturday.

DAVID H. HARRIS, program-production manager of WTAG, Worcester, has been appointed radio chairman of the annual Worcester Red Cross membership drive.

LEN FINGER of the Blue script staff, will write *Where Do We Stand*, BLUE program starting Feb. 28 under sponsorship of D. L. Clark Candy Co., Pittsburgh.

IRVING RAVETCH has joined the CBS Hollywood staff as junior writer.

JOSEPH LOSEY, NBC program producer, who is on eight-weeks leave of absence to direct a play by Konstantin Finn, will continue doing spot shows while directing rehearsals.

WCKY SALESLADY

Wilson Station Names Women

—To Key Posts—

PROMOTIONS and additions to WCKY, Cincinnati, announced recently by L. B. Wilson, president and general manager, place women in several key



Miss Petty

posts. Sara Jane Petty, 10-year employe and secretary to Fred H. Palmer, business manager, was transferred to the sales staff, becoming the station's first saleslady. Her secretarial post has been taken

by Irma Zwygart, staff member.

Sylvia Jones, wife of a Coast Guardsman, became the first woman operator of the WCKY News-O-Graph. Hazel Kerns, former assistant to Jeanette Fuller, traffic manager, becomes assistant to Margaret Dotson, promotion director.

Only male addition is Philip Dusenbury, former sales manager of WPAV, Portsmouth, O., who was appointed merchandising manager.

PEN BROWN has joined the announcing staff of WRBL, Columbus, Ga. Announcer Ben Willis has been transferred to WGPD, Albany, Ga., affiliate of Georgia Broadcasting Co. Bonnie Beardsley has left the announcing staff because of her soldier-husband's transfer.

ALLAN FREED has joined the announcing staff of WKEN, Youngstown.

CHRISTINE NEVILLE, of Rochester, N. Y., new to radio, has joined the publicity staff of WOL, Washington.

WALTER WALRATH, WICA, Ash-tabula, O., program director, has been appointed chairman of the Ash-tabula City Council of Civilian Defense radio publicity and manager of radio broadcasts under the war program. Pat Heasman, announcer, has taken over *The Woman's World* program, replacing Pauline Hopkins Warner, who has left for Florida to join her husband, who is in the Navy.

ART LINDSAY, producer, and Charlotte Musgrave, announcer of KIRO, present rationing news in program titled *Ann Baxter*, including interviews with local OPA administrators.

Our First ...

anniversary in the field of broadcasting gives cause for celebration. We invite you to cut a piece of birthday cake in the form of substantial results from Puerto Rican business.

WJAG

P. O. BOX 4504, SAN JUAN, PUERTO RICO

"First on all Puerto Rico Dials"

- ★ The largest unduplicated coverage in Maine radio
- ★ Centering in Portland where payrolls exceed ALL records
- ★ Where the rate of gain in retail sales is consistently establishing new records.
- ★ Over 69% of CBS network commercial programs

5000 WATTS - 560 KC

• PORTLAND, MAINE •

**MALCOLM
HOWARD**



ADVERTISING AGENCY

20 E. Jackson Blvd., Chicago, Ill.
Telephone Webster 2110

February 3, 1943

51,314

returns from a single
WGN broadcast

Mr. James Anderson,
W G N,
Tribune Tower,
Chicago, Illinois.

Dear Jim:

As you know, on Sunday January 24th, our client, Rubin's, Chicago's largest Women's Apparel Store, presented their second all winners program of Rubin's "Stars of Tomorrow" with contestants competing for a \$500 War Bond. The winner, as always was determined by listener's mail vote.

When all the votes were in and counted on the following Thursday we found that we had the amazing total of 51,314 individual votes, each represented by a postcard or letter.

Many listeners not only took the time to vote, indicating their choice by name or number, but also added some comment about the fine entertainment quality of these broadcasts; or, MC Mauri Cliffer's antics; or, about the unusual handling of the commercial announcements; and in many instances expressed their appreciation of the sponsor's granting of opportunity to good amateur talent.

Although Rubin's Amateur programs have been a Chicago radio feature for the past seven years with only twenty-one weeks now on WGN, this was the greatest vote count it has ever experienced.

All this is no surprise to us however, because previous history with some of our other client's schedules on WGN, both local and national, has lead us to EXPECT big things of your station.

Cordially,

Arthur M. Holland
MALCOLM-HOWARD ADV
Arthur M. Holland

A Clear Channel Station

50,000 Watts

720 Kilocycles

WGN
MUTUAL

BROADCASTING SYSTEM

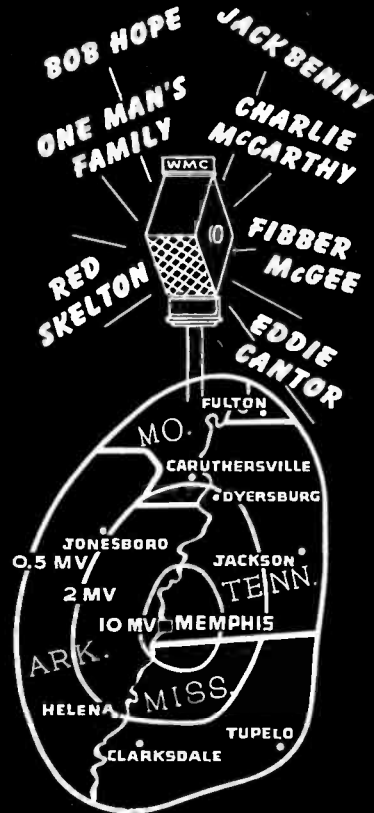


51,314 letters in spite of the outstanding network competition on Sunday evening! This is another testimonial of WGN's ability to produce for its advertisers. This is another reason why WGN leads all other major Chicago stations in local and national spot business.

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

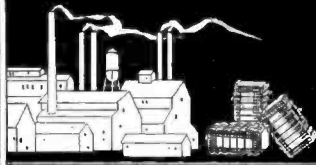
station popularity*



* Programs build audience, and WMC's program structure has made it the most popular radio station in the Mid-South. According to the most recent Hooper ratings, 11 out of the first 15 programs are heard over WMC. Also, the latest Hooper surveys in Memphis show WMC with better than 40% of the total listening audience of all 4 Memphis radio stations.

That, Mr. Advertiser, is a very popular station.

WMC
MEMPHIS, TENN.



THE "BUY-WAY" HIGHWAY OF THE MID-SOUTH

Member of
South Central Quality
Network
WMC-Memphis
WJX-Jackson, Miss.
KWKH-TBS-Shreveport
WSMB-New Orleans
KARK-Little Rock

**5,000 WATTS DAY AND NIGHT
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL**

CHAMP BOND MAN
WBNS Newscaster's Sales

—Top 2 Million—

CHAMPION radio War Bond salesman, according to WBNS, Columbus, O., is Jim Cooper, who set out to sell \$100,000 worth of Bonds on his four-a-day news program. His cash sales passed \$2,000,000 and he's still going strong.



Mr. Cooper

"Genial Jim Cooper" has been sponsored by the Gas Co. since he joined the news staff of WBNS six years ago. On Aug. 15, 1942, he announced that he wanted to sell \$100,000 worth of Bonds and would personally deliver all sales of \$100 or more. Since then he has devoted two minutes on each program to reporting his total sales and plugging for Bonds.

The first \$100,000 was a cinch, and by October he had passed a half-million. Nearing his 11,000th broadcast, he topped \$2,000,000 recently. Sales have included two of \$100,000 each. Incidentally, he's had to abandon the idea of personal delivery.

EDWARD L. ROGERS, Washington freelance announcer and newscaster, has been assigned as announcer on the Ford Motor Co. news program *Watch the World Go By* nightly on the BLUE, with Earl Godwin.

PVT. ROBERT WALSH, known to radio as Bob Becker, former announcer of WNEW, New York, Mutual, and special features director of WAAZ, Jersey City, returned to radio last week for a brief assignment as announcer on a broadcast of *Music From Monmouth*, all-soldier program on WAAZ and WCAP, Asbury, Park.

IENRY HOWARD and Newell Davis have been named assistant directors in the CBS production department. Howard, with CBS since 1941, has been assigned to *The Goldbergs* and *Kitty Foyle*. Davis comes to CBS' New York office from WHCU, Ithaca.

GEORGE BEEBOUT, program director of WFMI, Youngstown, O., who has been critically ill, has been given two pints of blood by Jackson Weaver, announcer, and Ralph Bruce, salesman.

PVT. BILL GRISKY of Philadelphia, formerly of KYW, Philadelphia, and NBC is writing and producing a show presented over WSKB, McComb, Miss. Pickup is from Camp Van Dorn each Wednesday 7:00 to 7:30 p.m.

ELINOR INMAN, formerly an assistant to Davidson Taylor, CBS assistant director of broadcasts, has been named broadcast director of CBS religious programs, post formerly held by Ruth Lange, resigned.

WALTER SHELDON, formerly of WCAU, Philadelphia, has been transferred to the Communications Cadet School at Valley Forge, Pa.

ALAN FREED, formerly of WKST, New Castle, Pa., who joined the announcing staff of WIBG, Philadelphia, earlier this month, leaves this week to join the Armed Forces.

IRENE COWAN, at one time heard on WCAE, Pittsburgh, has started a satirical program, *Irene*, on WOR, New York.

PARKER GAYMAN, newscaster of KFRC, San Francisco, has entered the Naval Reserve as ensign.

JOE HOOKER of the announcing staff of WKZO, Kalamazoo-Grand Rapids, has been made public relations director in charge of operations in the Grand Rapids studios. Donald Mullen, formerly of WTCM, Traverse City, takes over his announcing duties.

JERRY GILMAN, announcer and continuity writer of KVAK, Atchison, Kan., was inducted into the Army Feb. 8 at Ft. Leavenworth. Joe Peck, formerly of KVAK and recently of KFEG, St. Joseph, Mo., replaces him. Dottie Taylor, secretary, has been promoted to program director.

DONALD CURRLIN, announcer of KGO, San Francisco, recently was commissioned an ensign in the Navy. He was replaced by Frank Cady, formerly of KYA, San Francisco.

GWEN JONES, staff assistant in charge of new program ideas in the CBS program department, will leave shortly to go overseas for the Red Cross. Her duties will be assumed by Dorothy Kammerer, who will continue in charge of CBS literary copyright clearance.

DICK GILBERT, record m.c. of WHN, New York, carried on his regular musical programs on WHN last week from a New York hospital where he underwent an operation on Thursday.

WILLIAM SPIER, CBS producer-director, has resigned as freelance script editor of *Radio Reader's Digest*, and will concentrate on his two CBS sustaining programs, *Suspense* and *Are You a Genius?* at the same time working on a new comedy series. Editing of *Reader's Digest* program has been taken over for the present by John L. Clark, president of Trans-American, producing the program for Campbell Soup Co.

JOHN RICHMOND, formerly in charge of CBS magazine publicity division, has joined the publicity division of Warner Bros. Pictures, New York.

JOE H. TORBETT, for seven years managing editor of Gannet newspapers in upstate New York, has been named special representative at Washington for Press Assn., AP radio subsidiary, according to Oliver Gramling, PA assistant general manager. Mr. Torbett is at present at PA's New York headquarters and will take up his Capital assignment within a few weeks.

RUSTY McCOLLUM, former announcer of KXA, Seattle, and KVTA, Salt Lake City, has joined KFRC, San Francisco.

HERMINA GIRSON, formerly of KGVO, Missoula, Mont., and previously with the E. I. du Pont de Nemours & Co. promotion department, has been added to the sales promotion-publicity department of KQW, San Francisco.

DICK McKNIGHT, Hollywood gag writer on the weekly NBC *Red Skelton & Co.*, has been inducted into the Army.

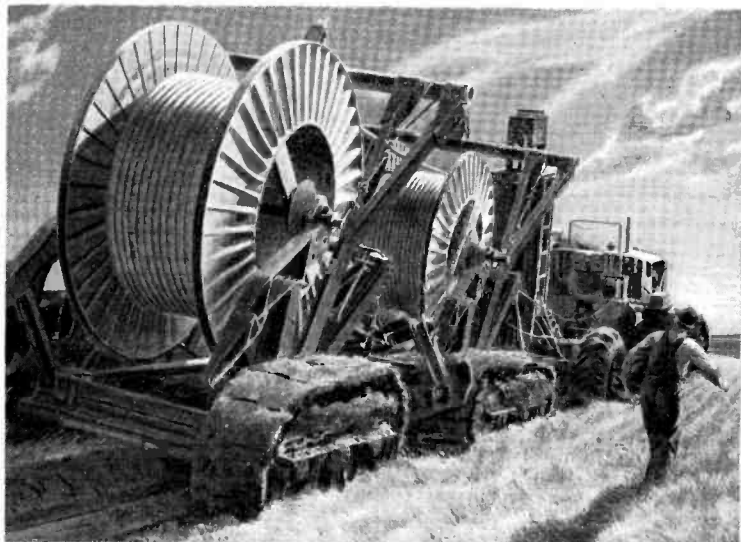
LEON GUTTERMAN, publicity director of KFVB, Hollywood, has resumed his duties after a month's confinement following an auto accident.

CLANCY GREEN, head of the transcription department of CBS Hollywood, has joined the Army Air Forces and is at Buckley Field, Denver, for flying cadet training.

JACK TEMPLE, formerly announcer of KQW, San Francisco, has joined the Army Air Forces, motion picture division.

GEORGE MARTIN, morning supervisor of KHJ, Hollywood, is the father of a girl born Feb. 15.

ROBERT B. FULTON JR. and Geoffrey Brooke have been certified by the New Jersey Civil Service Commission as fulltime announcers and Jack K. Morris as parttime announcer of WCAM Camden, municipally-owned station.



1600 MILES OF FORESIGHT



THE possibility of a war with Japan was discussed three years ago at a meeting of telephone men.

If war is coming, they said, we had better do all we can to strengthen our facilities to the West Coast.

So a few months later was begun one of the great projects in Bell System history—the building of a *buried* telephone cable across the Western plains and mountains which would connect the great cable networks of the East and Pacific Coast.

On December 21, 1942, that new cable was officially put into service.

From New York, Mr. Walter S. Gifford, President of the American Telephone and Telegraph Company, spoke across the continent to President Powley of The Pacific Telephone and Telegraph Company in

San Francisco, their voices traveling from coast to coast entirely by cable.

Of course, transcontinental calls have been possible since 1915. But until the opening of the new cable, they had been carried over Western and Mountain States on exposed pole lines.

The new cable makes transcontinental telephone service more dependable, which is especially important in time of war—and safer from interruption by wind, snow, sleet and storm.

The new cable is not the first war-born achievement of American telephony.

During the first World War, in October, 1915, the first radio-telephone messages were successfully transmitted across the Atlantic and Pacific Oceans.

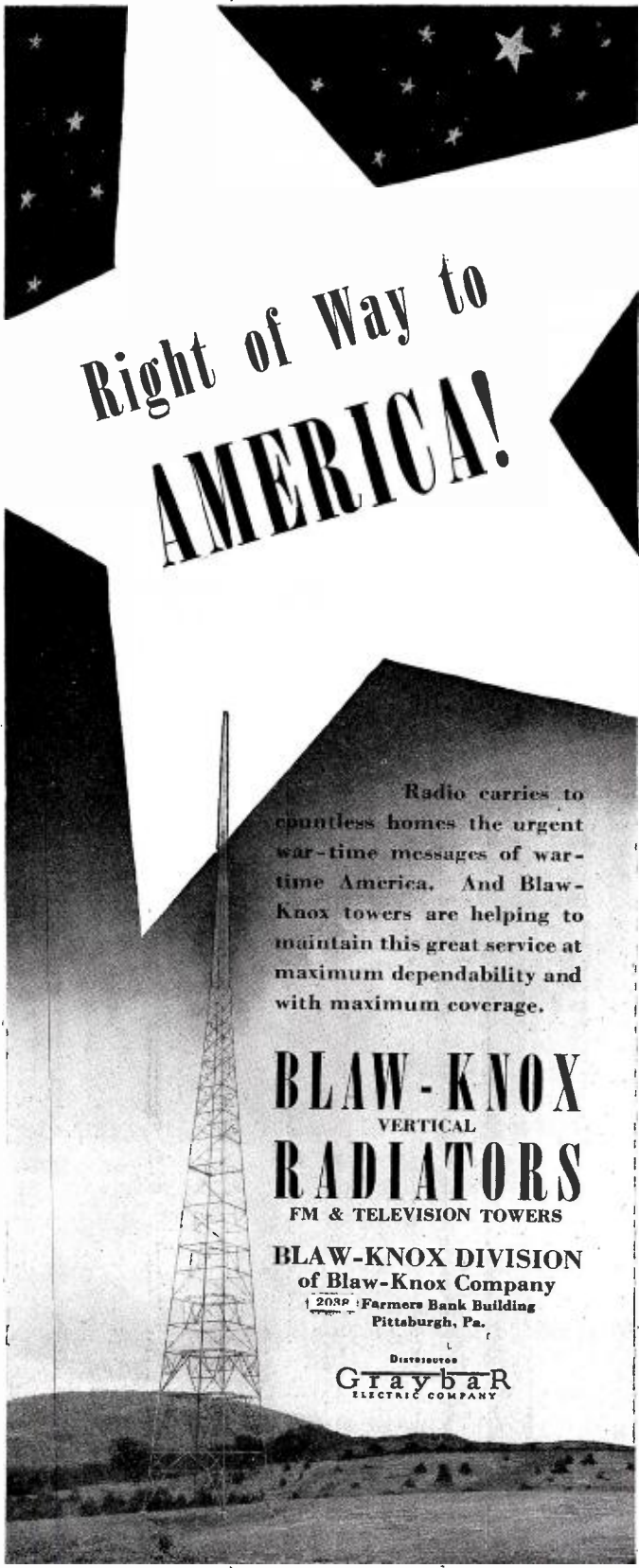
Now, in the midst of this war, the safety of our communications has been strengthened by another achievement.

In his conversation opening the line, Mr. Gifford closed with these words:

“I now declare the new Transcontinental Cable open to the service of the nation. May it speed our victory and serve us well in the peace to which we confidently look forward.”

This is from an announcement on *The Telephone Hour*, a program heard each Monday evening over N.B.C. It is interesting to note that the new cable, when fully equipped, will accommodate network programs—besides telephone conversations, teletype and telegraph service.





Right of Way to
AMERICA!

Radio carries to countless homes the urgent war-time messages of war-time America. And Blaw-Knox towers are helping to maintain this great service at maximum dependability and with maximum coverage.

BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

BLAW-KNOX DIVISION
of Blaw-Knox Company
2032 Farmers Bank Building
Pittsburgh, Pa.

DIVISION OF
Graybar
ELECTRIC COMPANY

SOUNSCRIBER
WOR Uses Portable Recorder
At News Conference

BY MEANS of a Soundscraper, a portable instrument used for recordings of news events, WOR, New York, gave its listeners an "on-the-scene" verbatim reproduction of the news conference held for officers of French warships which arrived in New York harbor last week for repairs. John Whitmore of WOR's war service and news division recorded interviews with Vice Admiral Raymond Fenard, and Capt. Denis de Bourgoing, and had them on the air at 1 p. m. Monday, a half-hour after the news conference. Mutual rebroadcast the transcription at 6:15 p. m. that day.

CBS brought its listeners news of the warships' arrival during the *Kate Smith Speaks* program at noon. Jack Gerber, of the CBS listening post, phoned the story in from the conference to Ted Collins, who conducts the program. BLUE covered the conference through an interview by Roy Porter, commentator, with Vice Admiral Fenard, Tuesday. Adolf Schneider broadcast to NBC listeners direct from the news conference. Joseph Morton, AP correspondent, and only newsman aboard the French battleship *Richelieu*, was interviewed on NBC at 6:30 the same day by Bill Chaplin.

Claudia T. Johnson Buys Stock of KTBC, Austin

CLAUDIA T. JOHNSON, wife of Rep. Lyndon Johnson (D-Tex.), last week acquired control of KTBC, Austin, Tex., in a transaction which gives her all stock (250 shares) of the State Capital Broadcasting Assn. for \$17,500. Mrs. Johnson stated that her plans were not yet set, but that she would remain in Washington for the present, where she is acting as secretary to her husband. She asserted, however, that she is very much interested in the management of the station and will keep a close eye on operations. Aubrey H. Escoc will continue as general manager.

Former owners were R. B. Anderson, once a member of the Texas State Tax Commission; R. A. Stuart, former Texas state senator, and A. W. Walker Jr., law professor of Texas U. With Mrs. Johnson's application, filed with the FCC Jan. 26, the J. M. West interests filed a quitclaim withdrawing their application to purchase the KTBC facilities [BROADCASTING, May 15, 1940] on condition Mrs. Johnson's plea was approved. KTBC was one of six outlets involved in the Rev. James G. Ulmer "hidden ownership" investigation [BROADCASTING, Feb. 15, May 1, 1940].

Feldman Deferred

ARTHUR FELDMAN, former special events director of NBC New York, who has been in London since last fall on a special mission for the British Broadcasting Corp., has been granted a six-months deferment by his local Selective Service Board to continue his present duties. Mr. Feldman supervises production of BBC programs for North America.

Fred A. Palmer Named As Manager of WCKY

FRED A. PALMER, sales manager of WCKY, Cincinnati, since August 1941, has been appointed station manager by L. B. Wilson, owner. Mr. Wilson also disclosed that WCKY has taken additional office space in the Hotel Gibson, where the station's studios are located.



In radio since 1929, he began his career as announcer of Mr. Palmer WAIU, Columbus, O., which later became WHKC. Mr. Palmer later served that station as general manager. In 1931 he was named radio director of Mumm, Rohmer & Jaycox Adv. Agency, Columbus, and a year later he organized and became first president and general manager of WBNS, Columbus. He also was instrumental in founding the Ohio Assn. of Broadcasters, which he served as its first president.

Mr. Palmer joined WLS, Chicago in 1936, and a year later was named vice-president and general manager of KOY, Phoenix. While in Phoenix he helped organize the Arizona network and served as vice-president of both the Phoenix Advertising Club and the Pacific Advertising Clubs Assn.

Born in Van Wert, O., Mr. Palmer attended Ohio Northern U. and Wooster College. He is a member of the Cincinnati Advertisers Club.

Nunn to Portugal

GILMORE N. NUNN, associated with his father, J. Lindsay Nunn, of Lexington, Ky., as owner of WLAP, Lexington; KPND, Pampa, Tex.; WCM I, Ashland and KFDA, Amarillo, Tex., who entered the Army when war came as first lieutenant in the Army Transport Command, Priorities Division, has been given leave to become American vice-consul to Portugal. He is stationed at Lisbon. The younger Nunn made his home in Lexington.



Mr. Nunn

POCATELLO

THE
HOT SPOT OF IDAHO
RETAIL SALES UP 43%

Dec. 1942 Over Dec. 1941

Tell 'Em Thru
KSEI

National Representatives
The Walker Co.
Homer Griffith Co.

Grant Goes to Bat In House for Durr

Georgian Challenges Charge Of Bureaucrat by Woodruff

ASSURANCE that FCC Commissioner C. J. Durr "does not wish to destroy private enterprises" was voiced in Congress last week when Rep. Grant (D-Ala.) answered charges of Rep. Woodruff (R-Mich.) that certain Government employees, Commissioner Durr among them, believed in "Government by bureaucratic mandate." Rep. Woodruff had referred to Commissioner Durr's talks to the American Economic Assn. Jan 5.

Rep. Grant told the House that he "could find nothing in Mr. Durr's statements which in the least infer that any agency of Congress could or should repeal acts of Congress by bureaucratic decree. I assure the gentleman from Michigan that Mr. Durr does not wish to destroy private enterprise.

Only Dated Facts

"He is an outstanding, patriotic citizen and is himself a product of our private business enterprise. We have nothing to fear by way of bureaucratic decrees from officials of Commissioner Durr's type."

Argument arose over a passage in Mr. Durr's talk in which the Commissioner said "we see in operation a new kind of private enterprise which is not based on private initiative—a system in which the Government provides the capital and takes the financial risk, while business is paid a management fee for the hire of its organization."

Rep. Grant said, in describing such a system, Commissioner Durr was not advocating future Government control of business, but stating what actually existed under war programs authorized by Congress.

The Congressman said "certainly Commissioner Durr cannot be classified as a bureaucratic official when he makes a plea for more contact between administrative officials and Congress". He quoted Mr. Durr as suggesting that heads of agencies should appear before appropriations committees to justify requests for funds, and file periodic reports.

He further quoted Mr. Durr as saying "a relationship of a more continuous and less formal nature is required. A system of conferences between the agency heads and the subcommittees should be arranged in which the activities and problems of the agencies could be fully discussed."

Philip Morris Series

PHILIP MORRIS Co., New York, last week started transcribed announcements on WMCA WHN WOR and WNEW, New York, at the rate of 150 a week, on behalf of Dunhill cigarettes. Morris has not used radio for Dunhill since its sponsorship of a news program schedule in 1940. Biow Co., New York, handles the account.

Even George Washington



could truthfully say this: "if you

want blanket coverage



of Northern California



at the lowest cost-per-listener

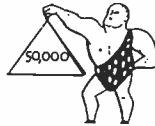


select the station most people listen to most



the one that has

more power



than all (11) Bay Area stations combined." (Any

time buyer



will tell you it's KPO!)
Get the facts...and you'll buy



REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

Always Popular
Now More
POWERFUL

WAVE

The Voice of
Baltimore

NOW
5,000 WATTS
DAY & NIGHT
600 KC

The Only Columbia
Station in Maryland

★
Paul H. Raymer Co.
National Sales Representatives
New York • Chicago • San Francisco • Los Angeles

Agencies

KNOWLES ENTRIKIN, recently appointed supervising script editor of Ruthrauff & Ryan's West Coast originating shows, has assumed that post on the weekly CBS *Mayor of the Town* and NBC *Bob Burns Show*, both sponsored by Lever Bros. Co.

EMERSON FOOTE, president of Foote, Cone & Belding, New York, is recuperating at his home from a throat infection.

SANDERSON SMITH, formerly with the markets division of McCann-Erickson, San Francisco, has joined the Overseas Branch of the OWI at San Francisco.

THEODORE S. STRONG and **Thomas M. Kersey** have been elected directors of Ivey & Ellington, Philadelphia. **Paul A. Dorn** has been elected treasurer.

JACK MEAKIN of the production department of William Esty & Co., New York, will replace **Gordon Auchinloss** as director and continuity writer of several American Tobacco Co. programs at Foote, Cone & Belding, New York. Auchinloss will resign from the agency in July to freelance. His assignments include the two *Hit Parade* shows.

JAMES J. TENNYSON, former copywriter and account executive of Ruthrauff & Ryan, New York, has joined the copy staff of Blackett-Sample-Hummert, Chicago.

JOHN DAVENPORT SCHEUER, formerly regional sales director of *Esquire*, last week joined **William H. Weintraub & Co.**, New York, as vice-president in charge of new business.



**YES,
WE
HAVE
NO
BANDANA (Ky.)**

Oh, there's a Bandana in Kentucky all right—some 200 miles southwest of **WAVE**. But even though the villagers there may tune us in occasionally, we-uns ain't claiming Bandana coverage! Nor charging for it, neither! Howevah, sub, **WAVE** does give blanket coverage of the Louisville Trading Area, which has 35.5% more buying power than the rest of Kentucky combined! If that's the market you want, **WAVE** delivers it at lowest cost! Try us and see!

**LOUISVILLE'S
WAVE**

5000 WATTS . . . 970 K. C. . . N. B. C.
FREE & PETERS, INC.
National Representatives



EXECUTIVES attending the party at the recent opening of the New York office of **Brisacher, Davis & Van Norden**, advertising agency, were (l to r): **R. T. Van Norden**, vice-president in charge of the New York office; **Warren Jennings, BLUE**; **Howard Meighan, Radio Sales Inc., New York**; **Mrs. Ruth Trend**, New York office; **Arthur J. Kemp**, Pacific Coast sales manager for CBS; and **Murray Grabhorn** of the **BLUE** Network.

CARL M. STANTON, executive in charge of the **Lucky Strike** account at Foote, Cone & Belding, New York, has been assigned to executive duties in the radio activities of the agency and will divide his time among New York, Chicago and Pacific Coast offices.

C. GILBERT NORTON, formerly account executive of **G. M. Basford Co.**, New York, has joined **O. S. Tyson & Co.**, New York, as an assistant account executive.

ARNOLD MICHAELIS, CBS director-producer-writer, has joined the radio department of the **Biow Co.**, New York, to produce and direct *What's My Name* on NBC Sundays, 10:30-11 p. m. for **San-Nap-Pak Mfg. Co.**

MONTE RANDALL, assistant publicity director of **Russel M. Seeds Co.**, Chicago, has been appointed traffic manager.

EDWARD W. YOUNG has been named account executive in the Boston office of **Wendell P. Colton Co.**, where he will specialize in radio accounts. He was formerly in the production department of **Harry M. Frost Co.**, Boston.

Dunning to R & R

R. DEL DUNNING, advertising manager of the **Centaur & Cummer Products Divisions of Sterling Drug Inc.**, New York, has been named account executive of **Ruthrauff & Ryan**, New York. Mr. Dunning was at one time advertising manager of the **Manufactured Products Division of the Borden Co.** **O. J. Nickel**, formerly of **Procter & Gamble Co.**, Cincinnati, succeeds him as advertising manager of **Cummer Products**.

**DO YOU KNOW
YOUR IOWA
MARKET?**



← Get this latest survey now—FREE!

Do you know what station is "listened to most" by 55.7% of the Iowa radio audience? . . . Who writes to radio stations, and why? These and many other questions on a big market are fully answered in the "Iowa Radio Audience Survey". Impartial, informative, helpful. Get yours today, without obligation! Write!

CENTRAL BROADCASTING CO.
916 Walnut St. Des Moines, Iowa

Ann McNatt Joins Mace
ANN McNATT has joined the radio department of **Mace Adv. Agency**, Peoria, Ill. Miss McNatt was an active member of the advertising staff of the *Columbia Missourian*, official university publication while attending the U. of Missouri. During her attendance at the university she attained highest honors in advertising and radio courses in the school of journalism.



Miss McNatt

**Record Audiences Seen
In Latest CAB Report**

RECORD-BREAKING audiences for both daytime and nighttime network shows are reported by the **Cooperative Analysis of Broadcasting** in Report 23 issued last week. Rating over the 30-mark are 12 nighttime programs, including *Lux Radio Theatre*, *Kay Kyser, Chase & Sanborn, Fibber McGee & Molly*, *Jack Benny*, *Bob Hope, The Aldrich Family, Maxwell House Coffee Time*, *Red Skelton, Mr. District Attorney*, *Rudy Vallee* and *Walter Winchell*.

The CAB report also listed nine daytime programs which had ratings over 10, usually regarded as a top figure for daytime ratings. Those programs are *Pause That Refreshes on the Air, Romance of Helen Trent, Our Gal Sunday, Kate Smith Speaks, Life Can Be Beautiful, Ma Perkins, Stella Dallas, Aunt Jenny's Stories* and *Big Sister*.

Research Book

EDITED by **Paul F. Lazarsfeld**, director of the office of Radio Research, and by **Frank Stanton**, CBS vice-president in charge of research, the second of the **Radio Research** annuals has been released [*Radio Research 1942-43*, Duell, Sloan & Pearce, New York \$5]. An analysis of daytime serials is included in the book, as well as a section on "Radio in Wartime", containing several studies of German propaganda and a discussion of the BBC by its research director. New developments in radio research are reviewed.



LOU MAXON NAMED OPA PRESS CHIEF

LOU R. MAXON, head of Maxon Adv. Inc., Detroit, was named deputy administrator of OPA last week in a move by Price Administrator Prentiss M. Brown "to make rationing and price control more acceptable to the public."

As a north Michigan neighbor of the new OPA chief, Mr. Maxon said, "We think alike and are in general agreement as to the general principles which should control the job." He predicted that OPA would no longer use "Commando tactics."

Mr. Maxon founded Maxon Inc. in the late 1920s. Since then the agency has flourished in the mid-west, handling such accounts as Ford Motor Co., Heinz Foods, General Electric, and Gillette Safety Razors. At OPA, Mr. Maxon succeeds Robert W. Horton.

WOOLLEY WELCOME to the CBS Colgate-Palmolive-Peet program featuring Al Jolson was marked by participation of network, sponsor and agency executives. Monty Woolley (on floor), gazes rapturously into the eyes of Jolson. Spectators are (l to r) John J. Karol, CBS market research sales counsel; J. Allen Barnett, Sherman & Marquette account executive; William C. Gittinger, CBS sales vice-president; Stuart Sherman, S & M president; Robert E. Lusk, C-P-P vice-president in charge of advertising.

AGENCY Appointments

CRYSTAL PRODUCTS Co., Kansas City, to Burton Browne Adv., Chicago. Trade and national publications to be used.

DR. N. F. SPECTOR, Chiropractic Health Centers, to I. A. Goldman Co., Baltimore. Radio will be used.

NATIONAL UNION RADIO Corp., Newark, N. J., and Lansdale, Pa. (electronic tubes), to Sayre M. Ramsdell Assoc., Philadelphia.

BLAKE GROVES, Eau Gallie, Fla. (citrus fruits), to Allen, Heaton & McDonald, Cincinnati.

PARFUMS L'ORLE, New York, to L. H. Hartman Co., New York. Will test newspaper vs. radio advertising in selected eastern cities.

TOWNSEND NATL. Recovery Plan Inc., Chicago (weekly pub.), to J. L. Stewart Agency, Chicago. Radio and newspapers will be used.

FASHION FROCKS Inc., Cincinnati, to Franklin Bruck Adv. Corp., N. Y. Radio will be used.

FLAG PET FOOD Corp., New York, to Hishon-Garfield Inc., Boston, for Boston campaign.

INTERNATIONAL SHOE Co., St. Louis, to Ollan Adv. Co., St. Louis.

PETROL Corp., Los Angeles (PDQ gasoline, oil), to Raymond R. Morgan Co., Hollywood. User of local radio, firm on March 7 starts a weekly amateur program on KNX, Hollywood.

Sherman & Marquette Opens New York Office

SHERMAN & MARQUETTE, Chicago, has opened a New York office at 50 Rockefeller Plaza completely staffed in radio and copy departments. Telephone is Circle 6-1550. J. Allen Barnett, vice-president, will be in charge of the New York office, while William A. Bacher has been appointed radio director succeeding Herb Polesie, who has been named CBS production chief of sustaining programs. Under his direction will be the CBS *Al Jolson-Monty Woolley* show heard for Colgate tooth powder, 8:30-8:55 p.m. Tuesdays, and the Bill Stern *Sports Newsreel of the Air* on NBC Saturdays at 10-10:15 p.m.

Ashley Belbin, former manager of copy department of Pedlar & Ryan, New York, heads the creative staff of the New York office. Kelso Taeger, S&M director of research and media and W. R. Denning, production, have transferred to New York. The Colgate-Palmolive-Peet account (toothpowder, brush and brushless shave creams, Halo shampoo, Cashmere Bouquet soap and cosmetics), formerly handled from Chicago, will be serviced from the New office.

JOSEPH JACOBS, head of Jewish Market Organization, has been appointed chairman of the Jewish Language Press & Radio Division of the New York City Red Cross War Fund's Committee on Public Information, James M. Cecil, chairman of the Committee announced last week.

KGNC

AMARILLO, Says...

"We HAVE the listeners!"

HERE'S THE PROOF!

Hooper says: (Fall, 1942, Station Listening Index) KGNC has 78.9% of the daily listeners.

NBC says: (A Tale of 412 Cities, Vol. 2) KGNC has 79% of the daytime listeners.

In Northwest Texas—where only KGNC, AMARILLO provides primary coverage—there are 57,486 radio unit homes—81.34% of the total occupied dwellings, which is 14.4% higher than the State average.

Here is an exceedingly war-active market of high-income Americans, 98% native-born whites, who can and will hear your program—and have the money and inclination to buy!

KWKH

CBS-50 KW

The Selling Power
in the Buying
Market

A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

WCHS

CHARLESTON, W.VA.

The Nation's First SYN-
THETIC RUBBER PLANT
will soon start produc-
tion in Charleston.

The
Taylor-Hows-Snowden
Group

5,000 Watts Daily
1,000 Watts Night

Represented by
HOWARD H. WILSON CO.

CENTRAL SALES OFFICE
805-806 TOWER PETROLEUM
BLDG., DALLAS
KEN L. SIBSON, GEN. SALES MGR.



THE Business OF BROADCASTING

16 STATIONS GIVEN KROGER RENEWALS

THOROUGHLY SOLD on the job that spot broadcasting has done and will do, despite wartime conditions, the Kroger Grocery & Baking Co. last week announced 52-week renewals for all of its three quarter-hour daytime dramatic shows on 16 stations in 11 states. Ralph H. Jones Co. is agency.

With a combined total of more than 12 years on the air, the three programs are *Linda's First Love*, *Mary Foster—the Editor's Daughter* and *Hearts in Harmony*.

In March 1941 Kroger introduced a different daytime technique in *Hearts in Harmony*, featuring what it terms a "dramusical" pattern. Another innovation this year was inclusion of important news bulletins in *Mary Foster*.

Stations receiving renewal contracts for the Kroger series include WSM KFH WBNS WIBA WMC WJHL KFPW WTAM KDKA WGST WLW WOOD WIRE WMBD WDBJ WSPD.

8 New Contracts Signed By NBC Disc Division

EIGHT NEW contracts have been signed for syndicated programs of NBC's Radio Recording Division: KYOS, Merced, Cal.; WTMA, Charleston, S. C., and All-Canada Radio Facilities Ltd., have purchased *Name You Will Remember*, also signed by WKBH, La Crosse, Wis., for Lu Crosse Breweries. Series has been renewed by WSYR, Syracuse; WMBG, Richmond, for Home Brewing Co., and WHEB, Portsmouth, N. H., for a local creamery.

WOW, Omaha, has signed for *Five Minute Mysteries*, and KSD, St. Louis, has renewed, for Columbia Brewing Co. WFEA, Manchester, N. H., contracted for *Flying for Freedom* for a men's clothing store, and WTMA, Charleston, S. C. purchased *Time Out with Ted Steele*, for a dry cleaning firm. *Betty and Bob*, was renewed by KFI, Los Angeles, and by WPRO, Providence, for a department store.

KVOA, Tucson, Ariz., renewed *Getting the Most Out of Life*, for Bring's Funeral Home, and WLAI, Lexington, Ky., signed for *Carson Robison and His Buckaroos*.

STATION ACCOUNTS

- sp—studio programs
- ne—news programs
- t—transcriptions
- sa—spot announcements
- ta—transcription announcements

WHK-WCLE, Cleveland

Musterole Co., Cleveland, 26 sa, thru Erwin, Wasey & Co., N. Y.
 Doubleday, Doran & Co., New York (Book League), sa, thru Huber Hoge & Sons, N. Y.
 General Baking Co., Chicago, 80 ta, thru Mitchell-Faust Adv. Co., Chicago.
 Marlin Firearms Co., New York (blades), 39 ta, thru Craven & Hedrick, N. Y.
 Olive Tablet Co., Columbus (Olive Tablets), 130 ta, thru Erwin, Wasey & Co., N. Y.
 Pierce's Proprietaries, Buffalo (Golden Remedy), 250 ta, thru Duane Jones Co., N. Y.
 Ward Baking Co., New York, 626 sa, thru J. Walter Thompson Co., N. Y.
 Barbasol Co., Indianapolis, ta, thru Erwin, Wasey & Co., N. Y.
 E. Fougere Co., New York (Don Juan lipstick), 20 sa weekly, 8 weeks, thru Grey Adv. Agency, N. Y.
 Popular Science Pub. Co., New York (magazine), 15 sp, thru Craven & Hedrick, N. Y.

KFI, Los Angeles

Procter & Gamble Co., Cincinnati (Lava soap), 7 weekly sa, thru Biow Co., N. Y.
 Universal Enterprises, Los Angeles (paint), weekly, t, thru Adolph Wendland Adv., Los Angeles.
 National Biscuit Co., Los Angeles (Shreddies), 3 weekly ta, thru Botsford, Constantine & Gardner, Los Angeles.
 Bank of America, San Francisco (investment), 6 sa, direct.
 National Biscuit Co., Los Angeles (Shreddies), 3 weekly ta, thru Botsford, Constantine & Gardner, Los Angeles.
 Bank of America Trust & Savings Assn., San Francisco, 50 sa, direct.
 Durkee Famous Foods, New York (food products), 8 weekly sa, thru Emil Reinhardt Adv. Agency, Oakland, Cal.
 Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), 3 weekly sa, thru Pollyea Adv., Terre Haute.

KGO, San Francisco

Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 6 sp weekly, thru Sherman K. Ellis & Co., Chicago.
 Kilpatrick's Bakery, San Francisco, sa series, and 6 sp weekly, thru Emil Reinhardt Adv. Agency, Oakland, Cal.
 Regal Amber Brewing Co., San Francisco, 4 sa weekly, thru M. E. Harlan Adv., San Francisco.
 Frozen Food Distributors Inc., San Francisco, weekly sa, thru Tomaschke-Elliott Inc., Oakland, Cal.
 Loma Linda Food Co., Arlington, Cal. (Breakfast Cup), weekly sa, thru Gerth-Pacific Adv. Agency, San Francisco.
 Seven-Up Bottling Co., San Francisco (7-UP), sa weekly, thru Rhoades & Davis, San Francisco.
 Pizo Co., Warren, Pa. (cough syrup), 14 sa weekly, thru Lake-Spiro-Shurman Inc., Memphis, Tenn.
 Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 2 sa weekly, thru Newell-Emmett Co., N. Y.

WMAQ, Chicago

Colgate-Palmolive-Peet Co., Jersey City (Supersuds, Palmolive soap), 5 ta weekly, 48 weeks, thru William Esty & Co. and Ted Bates Inc., N. Y.
 Chicago Sun, Chicago, 6 sa, thru Leo Burnett Co., Chicago.

WOR, New York

Lever Bros., Cambridge, Mass. (Spry), 5 t weekly, 51 weeks, thru Ruthrauff & Ryan, N. Y.

WDAY, Fargo, N. D.

Hamburg Hatchery, Hamburg, Ia. (Chix), 6 sa weekly, thru Buchanan-Thomas, Omaha.
 Russell-Miller Milling Co., Minneapolis, weekly sp, 13 weeks, thru Campbell-Mithun, Minneapolis.
 Oelwein Chemical Co., Oelwein, Ia. (Occo), 85 sa, thru Cary-Ainsworth, Des Moines.
 Oyster Shell Products Co., New Rochelle, N. Y., t, 1 year, thru Cecil & Presbrey, N. Y.
 Pennsylvania Salt Mfg. Co., Philadelphia, 3 t weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.
 Cudahy Packing Co., Chicago (mineral feed), 5 sp weekly, 13 weeks, thru Grant Adv. Chicago.
 Pierce's Proprietaries, Buffalo (Golden Medical Discovery), 6 t weekly, 30 weeks, thru Duane Jones Co., N. Y.
 Plough Inc., Memphis (Penetro nose drops, St. Joseph aspirin), 1 t & ta weekly, 1 year, thru Lake-Spiro-Shurman, Memphis.
 Morton Salt Co., Chicago, 26 t, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
 Roma Wine Co., Fresno & Lodi, Cal., 195 sa, thru McCann-Erickson, San Francisco.
 Murphy Products Co., Burlington, Wis. (cut-cost concentrates), 3 sa weekly, 1 year thru Wade Adv. Agency Chicago.
 Jacques Seed Co., Prescott, Wis. (Hy-Brid seed corn), 78 sa, thru Triangle Adv. Agency, Chicago.

KFRC, San Francisco

Italian Swiss Colony, Asti, Cal. (wines), 5 ne weekly, thru Leon Livingston Adv. Agency, San Francisco.
 Langendorf United Bakeries, San Francisco 10 sa weekly, thru Ruthrauff & Ryan, San Francisco.
 Bay Cities Metal Trades Council, San Francisco (trade union), weekly sp, thru Rhoades & Davis, San Francisco.
 Durkee Famous Foods, Oakland, Cal. (Best Foods Mayonnaise) weekly sa, thru Emil Reinhardt Adv., Oakland, Cal.
 Lever Bros., Cambridge, Mass. (Rinso, Vimms) weekly ta, thru Ruthrauff & Ryan, San Francisco.

WABC, New York

Spratt's Patent (America) Ltd., Newark, N. J. (dog food), 5 sa weekly, thru Paris & Peart, N. Y.
 Studebaker Corp., South Bend, Ind. (institutional), 3 ne weekly, thru Roche, Williams & Cunningham, Chicago.
 Doubleday, Doran & Co., New York (publishers), 3 sa weekly, thru Huber Hoge & Sons, N. Y.

WGY, Schenectady

I. J. Grass Noodle Co., Chicago (noodle soup), 2 sa weekly, 226 weeks, thru Chas. Silver & Co., Chicago.
 P. Lorillard Co., New York (Friends tobacco), 39 ta, thru Lennen & Mitchell, N. Y.
 Penick & Ford, New York (My-T-Fine), 5 ta weekly, 11 weeks, thru BBDO, N. Y.
 Macfadden Pub., New York (*True Story*), 4 sp, thru Raymond Spector, N. Y.
 Lever Bros., Cambridge (Spry), 261 t, thru Ruthrauff & Ryan, N. Y.
 N. Y. State Savings Bank, New York, 6 sa weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
 P. Duff & Sons, Pittsburgh (gingerbread mix, waffle mix), 50 sa, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
 Procter & Gamble Co., Cincinnati (Lava soap), 130 sa, thru Biow Co., N. Y.

KNX, Hollywood

Colgate-Palmolive-Peet Co., Jersey City (saving soap), 11 ta weekly, thru Ted Bates Inc., New York.
 Colgate-Palmolive-Peet Co., Jersey City (Super-Suds), 11 ta weekly, thru Wm. Esty & Co., N. Y.
 Safeway Stores, Oakland, Cal. (Dwight-Edwards coffee), 15 sa weekly, thru J. Walter Thompson Co., San Francisco.
 Durkee Famous Foods, Oakland, Cal. (margarine), weekly sa, thru Emil Reinhardt Adv. Agency, Oakland.
 Vick Chemical Co., Greensboro, N. C. (Voratone, Vapo Rub. Vatronol), 3 sp weekly, thru Morse International, N. Y.

WIND, Chicago

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 23 sa weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
 Fox Head Waukesha Corp., Waukesha, Wis. (beer), 6 sa weekly, 52 weeks thru Hoffman & York, Milwaukee.
 Henry C. Lytton & Sons, Gary (department store), 56 sa, 1 week, direct.
 The Vitamin Club, Chicago (tablets), 3 sp, 1 week, thru United Adv. Agency, Chicago.

WBBM, Chicago

Hotel & Restaurant Cooperative Adv. Committee, Chicago, 12 sa weekly, 13 weeks, thru Sorenson & Son, Chicago.
 Doubleday, Doran & Co., New York (publisher) sa, 1 week, thru Huber Hoge & Sons, N. Y.
 Continental Baking Co., New York 5 sa weekly, 48 weeks, thru Ted Bates Inc., N. Y.

Steering a straight course into the homes and hearts of millions of listeners in the booming Pacific Northwest!

Buy two markets—save 5%. Buy all three—save 10%.

Write for booklet.

PACIFIC NORTHWEST GROUP
 Joseph H. McGillvra
 The Katz Agency
 The Walker Company

Radio Advertisers

CRAWFORD CLOTHES, New York, for its men's clothing stores in Philadelphia has contracted for 40 minutes of newscasts a day, Monday through Friday, on WPEN, Philadelphia, beginning Feb. 18 for 16 weeks. Package includes local sponsorship of Fulton Lewis Jr., transcribed from Mutual, plus five 5-minute spots daily. Account was placed through Al Paul Lefton Agency, Philadelphia.

SEASONETTES DISTRIBUTORS, Los Angeles (seasoning salt) recently started for 52 weeks two participations weekly in the *Home Forum* program of KGO, San Francisco. Agency is Eugene F. Rouse & Co., Los Angeles.

HARMON WATCH Co., New York, has purchased six quarter-hour segments of Art Green's *Magio Carpet* musical program on WMCA, New York, for a period of 52 weeks, through Moss Assoc., New York, starting Feb. 21.

CURTISS CANDY Co., Chicago, is introducing in the Chicago area a new product. Spread-mor, a butter extender. Car cards and newspapers will be used. No radio is planned at present. C. Wendel Muench & Co., Chicago, is agency.

MRS. SMITH PIE Co., Philadelphia, on Feb. 15 started a spot campaign on WDAS, Philadelphia. Each spot plugs a different eating place with only a reminder to the listener to order Mrs. Smith's pie as the desert. From 8 a.m. to 8 p.m., every hour on the hour a spot announcement is used, making 13 spots a day and 78 announcements a week. Laurence I. Everling Agency, Philadelphia, has the account.

CAMPBELL CEREAL Co., Minneapolis (Malt-o-Meal) on March 1 will begin a series of early-morning quarter-hour commentaries titled *Nothing But the Truth* featuring Alexander McQueen on WBBM, Chicago. H. W. Kastor & Sons, Chicago, placed the contract for 13 weeks.

MINNEAPOLIS BREWING Co., Milwaukee, now presents *Friendly Fred*, transcribed music and chatter, in a six-weekly period, 10:30-11 p.m., on WCCO, Minneapolis.

KOKAN Co., St. Louis, for Vanish, a dandruff remover, is the newest participating sponsor of Rush Hughes' variety program heard on KWK, St. Louis, 10 a.m. to 12 noon and 6:15-7 p.m. Other Hughes sponsors are Griegsdieck Bros. Brewing Co. and Meyer Bros. Drug Co., St. Louis.

DeKALB AGRICULTURAL Assn., DeKalb, Ill., is sponsoring a ten-minute thrice-weekly program, *On the Farm*, on WNAX, Sioux City-Yankton, to help meet food production goals for 1943. Western Adv. Agency, Racine, handles the account.

WFBG

ALTOONA, PA.

Complete Coverage

NBC affiliate and
BLUE Network

19 years in the public service

HEADLEY-REED CO.

National Representatives

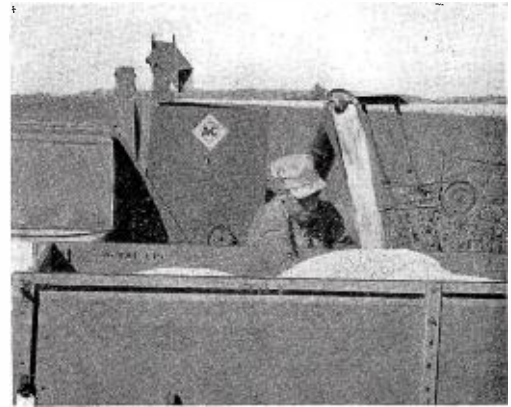
Warner Uses Newsmen In Film Promotion Spots

AN UNUSUAL "commentators' endorsement" campaign for the new motion picture "Air Force" has been running the last week on nine New York stations under sponsorship of Warner Bros. Pictures, New York, which plans to continue the scheme in other parts of the country.

Campaign last week consisted of 65 one-minute transcriptions featuring short talks about the picture's merits by H. V. Kaltenborn, NBC; Lowell Thomas, BLUE; Edwin C. Hill, Cecil Brown, Maj. George Fielding Eliot, and Brazier Hunt, CBS. Prepared by Blaine-Thompson Co., New York, agency for Warner Bros., the discs were heard Feb. 15-19 on WJZ WEAJ WMCA WNEW WQXR WHN WABC WINS WBYN.

HOTEL & RESTAURANT Cooperative Committee, Chicago, promoting Chicago hotels and restaurants, has placed chain-break and one-minute spot announcements 7 to 14 times a week on WMAQ WBBM WGN WJJD, Chicago. Contracts, for 13 weeks, were placed by Sorenson & Co., Chicago.

FLAG PET FOOD Corp., New York, has added six stations in the New York area to its schedule of spot announcements on WEAJ, New York, started for a dog food in January. Firm now uses a total of 100 transcribed announcements weekly and does not plan to expand radio advertising to a national basis at present. Peck Adv., New York, handles the account.



Iowa Soybeans—a Fighting Crop!

BELIEVE it or not, this Iowa farmer is harvesting munitions! Munitions in the raw. *Soybeans!*

Soybeans that will find their way into explosives to blast the enemy . . . into paints and varnishes to protect ships, guns, tanks and planes . . . into feed for the production of meat and milk . . . into bone- and muscle-building rations for our fighting forces and allies!

Last year Iowa farmers harvested, 39,312,000 bushels of soybeans, for which they received \$1.55 per bushel. And Uncle Sam has called for a 50% increase in soybean acreage in 1943!

That's one of the reasons why the No. 1 Farm Market is richer today than ever before, will be richer still in the years ahead. As *Sales Management* puts it: "The farmer is doing so well that he is a prime prospect both today and tomorrow (his savings are tremendous)".

To reach the No. 1 Farm Market's record-breaking buying power, you need KMA. KMA is the *only* full-time farm station in the entire area—the *only* station devoting 70% of its time to the specific needs and wants of the 3 million people in its 151 primary counties.

Your copy of our latest Market Data Brochure tells the whole story. Write for it now.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA



IT PAYS TO
ADVERTISE
ON THE
SPOT

... with
SPOTS!

JOHN BLAIR & COMPANY
NATIONAL RADIO STATION REPRESENTATIVES

SONTAG DRUG STORES, Los Angeles (chain), on Feb. 15 started a five-weekly quarter-hour newscast on KFVB, Hollywood. Contract is for 52 weeks. Firm sponsors a similar daily program on KFAC and KFVD, in addition to *Baukage Talking*, five-weekly on KECA. Milton Weinberg Adv. Co., Los Angeles, has the account.

CALIFORNIA BANK, Los Angeles (checking service), in a two-month campaign directed to defense industry workers, on Feb. 22 starts two transcribed announcements daily on KMPC KFAC KECA KIEV. In addition daily participation is to be sponsored in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX. Participation is scheduled in *Art Baker's Notebook*, *Mirandy's Garden Patch* and *Agnes White's California Home* on KFI. Agency is Mayers Co., Los Angeles.

S. H. EWING Ltd., Montreal (No-Ca coffee substitute) has started a test announcement campaign on Montreal stations. Account was placed by Desbarats Adv. Agency, Montreal.

BELL TELEPHONE Co. of Canada, Montreal, has started a campaign on Montreal English and French language stations to advise people to consult directories instead of calling "information". This is part of campaign gradually being used in various parts of Canada following a test in Quebec City. Account is handled by Cockfield, Brown & Co., Montreal.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme beer), in a 26-week campaign started Feb. 9 currently is sponsoring a thrice-weekly five-minute transcribed program, *Bullets of Truth*, on KNX, Hollywood. A parallel schedule, plus 13 announcements weekly, is sponsored on KHJ, Hollywood. Other Southern California radio is contemplated. Agency is Brisacher, Davis & Van Norden, Los Angeles.



SPONSOR'S BLESSING attended third year start of the thrice-weekly quarter-hour *Soil-Off News*, when Soil-Off Mfg. Co., Glendale, Cal. (household cleaner), renewed the series for 52 weeks on 7 CBS Pacific Coast stations, adding KOY KTUC twice-weekly. Talking it over are: (l to r) Mr. and Mrs. Bernhard Nyman, owners of Soil-Off Mfg. Co.; Jefferson K. Wood, account executive of Buchanan & Co., Los Angeles agency servicing account; Truman Bradley, newscaster (at mike); R. C. Lockman, network account executive. Firm also sponsors a thrice-weekly five-minute newscast on KOA KOB, with daily schedule on KPRO. A schedule started in mid-February. Other radio is planned.

J. J. GALLAGHER has been appointed manager of the Montreal office of A. McKim Ltd. He has been with the agency for ten years, and a director since 1937.

KIRBY'S SHOE STORES, Los Angeles (retail), out of radio for some time, in a 52-week institutional campaign started Feb. 15 is sponsoring a daily quarter-hour news program, *Between the Lines*, on KPWB, Hollywood. Lockwood-Shakelford Adv. Agency, Los Angeles, is agency.

JOHN BENNETT, general manager of Hutchins Adv. Co., of Canada, Toronto, has joined Philco Corp. of Canada, Toronto, as assistant to the general manager. He will continue to handle Philco's advertising as well as public and industrial relations.

CHICAGO RUG & CARPET Cleaners, Chicago, recently started sponsoring a weekly transcribed quarter-hour program, *Top Notch Bands*, with live commercials by Eddie Dunn. Contract for 13 weeks was placed by Robt. Kahn & Assoc. Chicago.

WITH the issue of Feb. 26 *Movie-Radio Guide* changes from a weekly to a monthly publication with a revised format, additional features and a four-color cover. Program listings for 20 different sections of the country will be separately printed and inserted.

Travel Ban Boosts Sportscast Interest

WARTIME TRAVEL restrictions were foremost in mind when the Associated Division of Tide Water Associated Oil Co. recently contracted to sponsor some 75 West Coast basketball games from Spokane to San Diego, according to Harold R. Deal, the firm's advertising and sales promotion manager.

Originating in nine cities, the games are broadcast by KFIO, Spokane; KRSC, Seattle; KWJJ, Portland; KFVB, Los Angeles; KSFO, San Francisco; KLX, Oakland. It is the 18th year of sponsoring sports events on the part of Tide Water.

Fans "Attend" by Air

"Interest in basketball this season is considerably stimulated by competition of some first-class Service teams," said Mr. Deal. He mentioned such teams as St. Mary's Navy Pre-Flight, paced by Hank Luisetti; the Coast Guard, Oakland Air Base, Camp Roberts and the Presidio of Monterrey.

Pacific Coast Conference schools and well-known independents, like St. Mary's Santa Clara and the U. of San Francisco provide the intercollegiate clashes which compose the bulk of the schedule.

Mr. Deal said fan mail from all sections of the Coast indicates that hundreds of persons, who formerly attended basketball games, now listen to the game broadcasts.

Commercial copy is institutional with a large percentage devoted to the War Effort. Merchandising support is provided by window posters listing game schedules as well as announcements to dealers. Tide Water also mentions its Basketball Sportscasts in all advertising in other media. Added promotion is the offer of American Flag decals for auto windshields, obtainable without charge at service stations.

Microphone assignments are handled by Frank Bull, Los Angeles; Jack MacDonald and Bill Tobbitt, Northern California; Ted Bell, Seattle; George Mooney, Spokane, and Hal Byer and Marshal Pengra, Oregon.

Here it is

Come and get it!

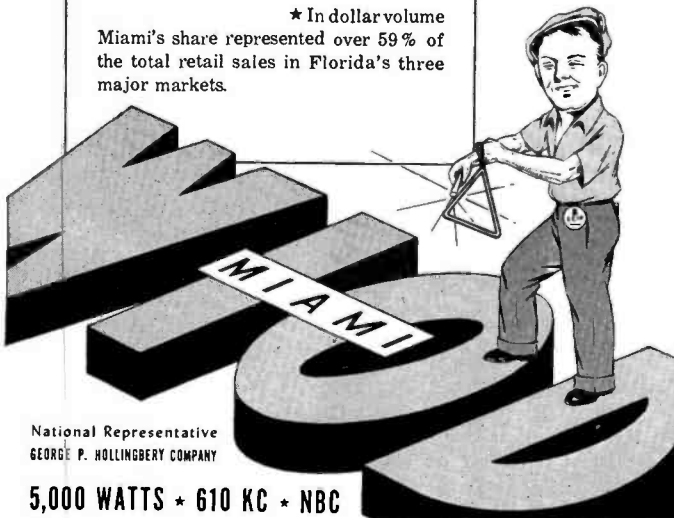
★ South Florida's non-tourist income from pay rolls in 1942 exceeded any annual income, in any year, from her richest tourist season.

★ This new, rich market represents civilian war work employment and spending... **TWELVE MONTHS A YEAR.**

★ In dollar volume Miami's share represented over 59% of the total retail sales in Florida's three major markets.

★
WIOD Covers This New Rich Market As Completely As Florida's Magic Sun

★



National Representative
GEORGE P. HOLLINGBERRY COMPANY

5,000 WATTS • 610 KC • NBC



Garey to Direct House Probe

(Continued from page 9)

ment agencies also was approved without opposition.

Before the vote came on the Case amendment, several Congressmen unleashed bitter attacks against the FCC. Judge Cox, supporting the proposal, said he had been "maligned, blackmailed and criminally misrepresented by this agency of Government". He referred to Chairman Fly as "this Uriah Heep", who he charged had "brought political pressure to bear upon the Secretary of the Navy and forced into retirement the man who knew more about communications than any other man in the Navy, Admiral Hooper." [Rear Admiral Sanford C. Hooper, now on active duty as Senior Radio Consultant in New York, who formerly handled communications in the Office of the Chief of Naval Operations.]

Before the debate concluded, Speaker Rayburn left the chair and asked for permission to address the House from the well, declaring he had a right to speak on the motion to strike the appropriation because he happened to have been chairman of the committee that reported the bill to set up the FCC in 1934, and was author of the bill. The Speaker declared he did not appeal to "your prejudices or to your passions," but that he did want to "counsel with your reason with all the earnestness I can command".

"A great war is on, the world is aflame and the air is full of propaganda from every conceivable portion of the earth," Mr. Rayburn said. "There is only one agency in the United States of America that has any control whatsoever over the air of the United States. Do you, by your vote at this time, want to strike down that only agency?"

Time allowed for debate on the Case amendment then expired and the vote was called. After the vote, Rep. Dirksen (R-Ill.) proposed an amendment whereby the FCC's national defense appropriations of \$5,590,314, for the Federal Broadcast Intelligence Service and other activities relating to national de-

fense, be terminated 60 days after the cessation of hostilities unless otherwise authorized by Congress. This amendment was agreed to without debate.

Deferment Requests Cited

Rep. Dworshak (R-Ida.) then offered an amendment eliminating the item of \$206,160 proposed for the "War Problems Division", headed by Assistant General Counsel Nathan David. He pointed out that the appropriations committee itself had expressed "some skepticism" over this proposal and had recommended that the Commission consider the desirability of discontinuing them. Mr. Dworshak said that he thought this was a responsibility of Congress and not of the FCC.

After Chairman Woodrum had cited that this fund was part of the national defense program of the FCC and that the military services believed it necessary, the amendment was rejected by a vote of 99 to 76.

When debate on the Independent Offices bill opened last Monday, Rep. Wigglesworth (R-Mass.), a member both of the subcommittee and of the Cox Select Committee, cited the "duplication of effort" between the FCC and the Army and Navy on radio intelligence operations, striking particularly at FBIS and the FCC's Radio Intelligence Division. He also called attention to the vast number of promotions during the last year, totalling 1,806, amounting to \$145,000. Then he cited to the House requests for deferments from Selective Service of 442 FCC employes.

Rep. Cox interceded that it "is common gossip all over town that there is a higher percentage of draft dodgers as a result of the requests of the departments in the Communications Commission than in any other department of the Government." He pointed out also that one "division" of the FCC differing with Mr. Fly contends that the Commission could carry on its work for \$2,000,000 instead of the \$7,609,000 budget recommended.

Charges Waste

Mr. Fly, the Georgian contended, "has no knowledge of communications other than experience that he obtained as a switchboard operator before he was placed in the chairmanship." Mr. Cox also alluded to statements he attributed to the Army and Navy that "Mr. Fly is a terrible handicap to them in his effort to dominate completely in foreign communications of the Army and Navy."

Alluding to those "in the know", Judge Cox charged that the larger part of the FCC's appropriations are wasted and that "you may as well shovel the money out of the window as to expend it in the

manner in which the Commission does."

Mr. Woodrum observed that the Cox inquiry will apprise Congress of everything "they can find that would justify putting the Federal Communications Commission and Mr. Fly out of business". Meanwhile, he pointed out it was an agency doing an important war job and that its appropriation should be continued. In the heat of the debate, Mr. Woodrum said that he would inquire of the responsible heads of the Army and Navy about the FCC and that if they said the Commission "is a detriment to the war effort", he would himself move to delete the national defense item. Later, he said this had been checked to his satisfaction. He commented that a "fair trial" should be accorded before there is an execution, and Judge Cox protested he was not trying to "execute anybody".

In concluding that phase of the debate, Rep. Wigglesworth pointed out that the record indicates the Commission has continued approval of transfer of stations "for considerations far in excess of the value of the physical assets transferred, with all the danger we have seen in other fields in the capitalization of Government franchises."

He added "serious charges said to have been made in connection with former Commissioner Pickard and others have apparently been whitewashed to the satisfaction of the Commission and the Dept. of Justice, in the absence of further evidence". [BROADCASTING, Feb. 15].

Finally, he pointed out that three of those persons included in the list of 38 recently published by the Dies Committee are on the FCC's payroll.

Promptly upon opening of the House Wednesday, debate on the bill was resumed. Early in the proceedings, Rep. Case proposed to delete the entire FCC appropriation after several colloquies on procedure.

Rep. Ramspeck (D-Ga.) condemned the proposed procedure as "demagogery" and charged that tactics of this sort were responsible for criticism of Congress.

The appropriations bill now goes to the Senate, where brief hearings probably will be held before the Independent Offices subcommittee of the Senate Appropriations Committee. The Senate seldom overrides the House on appropriations measures.

Plans CBC Series

R. S. LAMBERT, educational advisor to the Canadian Broadcasting Corp., arrived in New York last week to plan the five programs of *Lands of the Free* which will be produced in Canada for broadcast in the United States by NBC. The programs will be produced in their entirety by CBC at the Toronto studios of CBY, beginning in April. *Lands of the Free*, part of the NBC *Inter-American University of the Air* series, will shift to a new time, Sunday, 4:30 p.m., effective Feb. 21.

1ST

on the Dial in Georgia!

590 Kc.

WAGA

Atlanta

5,000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY

KGM

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,300 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

Shortwave Rulings Clarified by FCC

Special Authorization Limited To International Service

CLARIFICATION of its rules governing special service authorizations, to eliminate confusion resulting from amendments originally promulgated Dec. 29, was effected last Tuesday by the FCC. The regulations (Section 1.366) of its rules of practice and procedure were revised so as to limit special service authorizations to standard broadcast, international broadcast and point-to-point stations only in connection with the furnishing of facilities for an international broadcast service.

Breadth of the language originally used, it was said, led to some confusion among the telegraph carriers. The new language does not effect a change in policy.

The section as amended reads*: "1.366 Special service authorizations.—Special service authority may be issued to the licensee of a standard broadcast station or, in connection with the furnishing of facilities for service to the United States Government, to the licensee of an international broadcast station or an international point-to-point station, for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license.

"Application for special service authorization for standard broadcast stations must be made by formal application* and a satisfactory showing must be made in regard to the following, among others: "(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations; "(b) That experimental operation is not



FIGHTING FOR POLAND is Lt. Stefan Maciurzynski (center) formerly on the foreign language staff of WJBK, Detroit, before joining Gen. Sikorsky's Polish army in London. Fellow foreign language staff members at the farewell party are (l to r): Jacob Kmicic; Alexander Droszcz; Tillie Wejroch; Eugene Konstantynowicz, director of Polish broadcasts; Helen and Stanislaus Milewicz; Stanislaus Sielanski. Lt. Maciurzynski had been an exchange student here when the Nazis attacked Poland.

Skelton Tops List

RED SKELTON leads the list of "Top 10" programs released in the January (C. E.) Hooper Pacific Ratings Report. Bob Hope came in second, and Fibber McGee & Molly placed third. Others in order of their rating were: Charlie McCarthy, Aldrich Family, Frank Morgan-Fanny Brice, March of Time, Jack Benny, Jergens Journal, Kay Kyser.

involved as provided for by Section 3.02 of the Rules and Regulations; "(c) That public interest, convenience, and necessity will be served by the authorization requested." * Changes in italics

TUBE REPAIR FIRM EXPANDS FACILITIES

FREELAND & OLSCHNER Inc., New Orleans, a transmitter tube repair firm to which CBS has lent engineering and financial aid, has expanded its facilities 800%, E. K. Cohan, CBS engineering director, advised chief engineers of the network's affiliates in a recent letter.

Following an unsuccessful attempt to interest the larger tube manufacturers in the repair of burned-out tubes [BROADCASTING, Sept. 14, 1942], CBS "discovered" and subsequently developed the firm. Accompanying Mr. Cohan's letter was a statement from James Beloungy, plant supervisor, that F & O had been successful in repairing 87% of tubes sent in, the other 13% being too badly damaged or requiring unobtainable material.

Mr. Beloungy was detached from WBT, Charlotte, N. C., where he was chief engineer, to supervise construction and installation of a new plant for F & O, which handles repair work for all stations, regardless of affiliation.

WOR 'Veritone' Discs

VERITONE is the new name for high-fidelity transcriptions produced by WOR, New York, which has been conducting a contest among employes for the best name. Dudley Ruby of the WOR Artists Bureau, submitted the winning name.

WSAP ON 1490 kc. IN PORTSMOUTH, VA.

CLAIMING the only FCC permit granted since Pearl Harbor, WSAP, Portsmouth, Va., went on the air Feb. 9 with 250 w. at 1490 kc. unlimited time.

Permission to operate was obtained in early January at the Navy Dept.'s request because of the station's location in the heart of the nation's No. 1 naval base area. FCC had held that WSAP represented prohibited new construction, but the station's officials claimed they already had the necessary equipment. It was also shown that Portsmouth for more than a decade has been the largest city in the U. S. without a radio outlet.

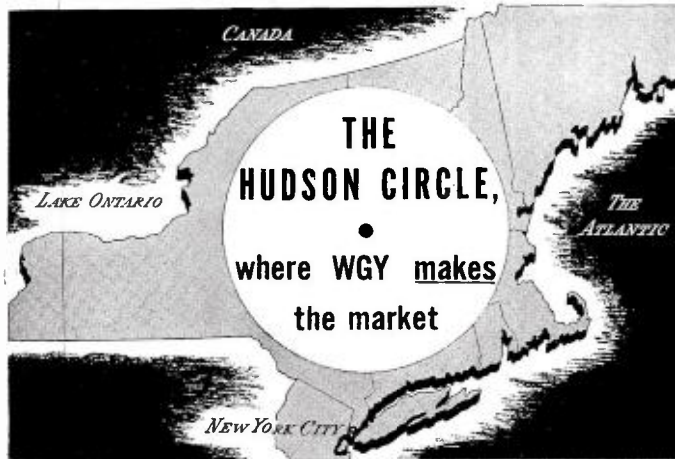
On the air daily from 6 a.m. to 2 a.m., WSAP is an affiliate of MBS and receives full leased-wire services of United Press. Studios and general offices are in the Portsmouth Professional Bldg., with transmitter in the West Park View section on the water edge. Equipment was provided by Collins, General Radio and Gates Console.

Operated by Portsmouth Radio Corp., a stockholding company headed by Judge Tom E. Gilman, the staff of WSAP includes T. W. Aydtlett, general manager who is owner of WCNC, Elizabeth City, N. C.; Ray Penner, program director, former chief announcer of WGKV, Charleston, W. Va.; Jack Norfleet, commercial manager; E. D. Pulley, chief engineer; Bud Dawson, Paul Tryon and Michael Brown, announcers.

W. K. Hodges is vice-president, and Dr. L. A. McAlpine, secretary-treasurer of Portsmouth Radio Corp. Directors include Mr. Aydtlett, R. A. Robertson, Dr. J. W. Abbitt, C. N. Boyd, A. A. Wendel and M. B. Simpson.

Disc Delivery Tips

WORLD Broadcasting System, in a bulletin to its clients, is urging them to "anticipate broadcasting schedules as much as possible" so World can give them good service on recording schedules and obviate the necessity of relying on air express delivery of transcriptions. The bulletin resulted from an announcement by Railway Express that "henceforth non-priority air express shipments are accepted on a 'space available' basis."



ONLY WGY has the **POWER** (50,000 watts), the **PROGRAMS** (NBC plus the region's foremost local shows), and the **POPULARITY** (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by **NBC** Spot Sales

NOT BLUE SKY...

BUT the best darned buy,* dollar for dollar, in actual effective coverage—in a market of a half million steady customers

* Proven by competition

HERE'S YOUR INVITATION TO BETTER BUSINESS

A Low Cost Producer

WHCU

Ithaca, N. Y.
CBS
870 Kilocycles

Navy Puts Winchell on Inactive Duty; House Investigation of Status Closed

WALTER WINCHELL last week was placed on inactive duty by the Navy, and the House Naval Affairs Committee investigation of his status as a Naval officer was closed before it got under way.

Chairman Vinson (D-Ga.) of the Committee told BROADCASTING last Thursday that "the Secretary of the Navy appeared this morning and advised the Committee that yesterday afternoon he had issued orders placing Walter Winchell on inactive duty. That ended the matter so far as our Committee is concerned."

Subject to Call

Secretary Knox told the House group that some 1,300 other men in the Naval Reserve are on inactive duty and that the action in Winchell's case was not unusual.

Chairman Vinson said the Committee "complimented the Secretary on his decision and approved it". Secretary Knox's action means that Winchell will have no official connection with the Navy, although he is subject to call to duty at any time his services are needed.

The Naval Affairs Committee investigation was scheduled by Chairman Vinson after Rep. Hoffman (R-Mich.) introduced a resolution [BROADCASTING, Feb. 15] demanding that Secretary Knox supply the House with full information as to the commentator's status as a Naval officer.

Gremlins Did It!

As indicated last week the difficulty between the BLUE and Winchell and Drew Pearson apparently was a "tempest in a teapot" [BROADCASTING, Feb. 15]. On their respective broadcasts Feb. 14 both commentators announced the misunderstandings had been ironed out and that "freedom of speech" prevailed. Pearson praised Winchell as a fearless exposé of subversive activities and Winchell likewise patted Pearson on the back for reporting facts.

Quoted by the AP prior to the amicable settlement as saying "I hope the newspapers will fight harder for the freedom which radio has so meekly surrendered", Winchell admitted in Miami, following his Feb. 14 broadcast, that he had departed from his script Jan. 31 when he referred to the electors of certain pre-Pearl Harbor isolationist Congressmen as "damn fools".

"There were two gremlins on my shoulder urging me to express it as I did and to give my enemies a chance to get back at me," he said. "I knew I was wrong. We who are

always talking about free speech and free press also recognize the right of citizens to vote as freely as they please." He said on his broadcast, however, that had the right of free speech been denied him by the BLUE he would not have continued his broadcasts.

Hugh Powell Comments

Although all apparently is serenely quiet on the BLUE news front, Winchell's slip of the tongue plunged the entire country into controversy on free speech. It resulted in speeches denouncing him in the House, in editorials demanding that free speech be not impaired, in comments pro and con regarding the BLUE's memoranda to news editors which were misinterpreted to mean a rigid censorship forbidding criticism of public officials.

Among outstanding comment was an editorial by Hugh J. Powell, editor of the *Coffeyville* (Kan.) *Daily Journal* and owner of KGGF, that city, a BLUE affiliate. Wrote Mr. Powell:

"Winchell spoke rather recklessly . . . Mark Woods, president of the BLUE . . . thought, and called him to account. Now the open season on criticizing Congressmen and Senators runs from Jan. 1 to Dec. 31 each year. And few want so much as a closed day, including the 530 members of Congress.

"But almost any reasonable man or woman will say there are limitations beyond which a critic should not go in newspaper writing, in broadcasting and even in individual remarks. But that bears remote relation to the great, inalienable right itself. A thousand such slaps on the wrist as Woods gave W. W. would have little, if any, effect on radio's freedom of expression established by law on a par with press. . . .

"If Congress dared strip broadcasting of its constitutional right, the people of America would make Congress over at the first opportunity, so aware are they of their No. 1 item in the Bill of Rights."

Wrigley Change

WM. WRIGLEY JR. Co., Chicago (Spear-mint gum), has changed its quarter-hour inspirational war worker program broadcast on CBS Monday through Friday at 5:45-6 p.m. from the *Ben Bernie* show to *Keep the Home Fires Burning*. Ben Bernie, absent from the program for a month, has been recuperating from a heart ailment. Arthur Meyerhoff & Co., Chicago, is agency.



"MIRACLE BROADCAST" is the name given *The Sacred Heart Program* produced by WEW, St. Louis, because in 18 months it has added 101 stations and eight Canadian outlets will shortly carry the daily quarter-hour religious program of hymns, prayers, talk and closing Angelus. The Rev. Eugene P. Murphy, S. J., national director of the religious series, explains to Lt. Harry C. Crimmins, Army Chaplain and former president of St. Louis U.; and Nicholas Pagliara, manager of WEW, St. Louis, the nation-wide coverage. WEW broadcasts the program live 7:45-8 a.m. daily. Transcriptions are shipped to other stations.

G-E Names Dept.

GENERAL ELECTRIC Co.'s radio, television and electronics department is to be known as the electronics department, Dr. W. R. G. Baker, vice-president in charge of the department, has announced.

Lone Star Net Elects New Operating Staff

O. L. (Ted) TAYLOR, president of K TSA, San Antonio, has been elected chairman of the operating committee of the Lone Star Network, succeeding Harold Hough of KGKO, Fort Worth, who had held the post since 1939. Mr. Hough continues on the committee, while T. Frank Smith, KXYZ, Houston, takes the third post, formerly held by Maj. Tilford Jones, now on active duty.

At the same time, Mr. Taylor announced that Ken L. Sibson would succeed James W. Pate as managing director of the chain. Mr. Pate leaves to accept a commission with the Marines. Offices of the network have been moved from Medical Arts Building, Fort Worth, to Tower Building, Dallas.

National Oats Spot

NATIONAL OATS Co., Cedar Rapids, Ia., entering radio for the first time, on Feb. 9 started participations on Dr. Walter H. Eddy's *Food & Home Forum* on WOR, New York, using that station only to advertise National Three Minute Oats. Irwin Vladimir & Co., New York, handles the account.

Handbook by Mrs. Lewis

MRS. DOROTHY LEWIS, coordinator of listener activities for the NAB, has written a handbook for use by radio chairmen of clubs and civic organizations which will soon be published by the NAB. She also has in preparation a second report on the current status of juvenile programs.

Attraction

JUST as moths are attracted to a flame - so are the ears of North-eastern Ohio buyers attracted to WHK. WHK has that certain something - that certain quality of programming that attracts listeners and converts them into buyers . . .

WHK specializes in "local flavor".

WHK sells!

WHK

CLEVELAND, OHIO

KMA The Earl May Station
The Mail Station

5000 watts full time • Mutual and Blue Networks
SHENANDOAH, IOWA

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



CHNS

HALIFAX, NOVA SCOTIA
Is Located in the Centre of the
Radio Audience of the Province.

You Cannot Miss If You Use
This Station As Its Audience
Has Learned to Rely on It Over
a Period of Fifteen Years of
Uninterrupted Service.

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.



WPDQ, Jacksonville, Florida

... easiest-to-work-with service
I have ever used.

Robert R. Feagin,
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

It's Always Fair Weather

There are no dull seasons in Win-
ston-Salem. They make it and spend
it the whole year 'round. Yes and
they're guided in their spending by
WAIR, one of the danglest sales pro-
ducers this side of the equator.

WAIR

Winston-Salem, North Carolina

What about
WOL?

It covers Washington
24 hours a day
with 1000 watts

Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.



KNIVES SAVE LIVES, Harris Breth, conductor of radio hunting and fishing programs on KDKA, Pittsburgh, impressed his listeners. Twice he requested listeners to send in their cutlery for use in jungle fighting and several hundred knives were received at the studios, including a machete and a specially-constructed German knife with an eight-inch blade. With knives all over the place the boys have to grin and like it (1 to r): Dick Woodruff, radio director of Walker & Downing, Pittsburgh agency; Mr. Breth, and James B. Rock, KDKA manager. The program is sponsored by the Duquesne Brewing Co., Pittsburgh.

Court Ruling

(Continued from page 11)

ond suit, sought to prove that the amended complaint was identical with the original that had been dismissed and that the recording ban, although severely affecting independent radio stations, was a labor controversy and as such was covered by the Norris-LaGuardia act prohibiting injunctions in labor disputes.

Judge Barnes has ordered the

AFM to file an answer to the Dept. of Justice complaint within 20 days. It is predicted that the case will not come to trial for another month at the very earliest.

In his memorandum, Judge Barnes reviewed the oral and written arguments of both the Dept. of Justice and the musicians, and made these conclusions:

Counsel on both sides of the case have indicated to the court their desire that the court dispose of the case on this motion, so that they may speedily take the case to the reviewing courts. The court would be glad to do this but for one consideration, which will hereafter be referred to.

The court is inclined to the view that the complaint at bar raises issues neither raised nor ruled upon in the earlier case.

It may be true, as the defendants substantially contend that, even if the allegation of a purpose on the part of defendants to destroy independent radio stations is new, nevertheless, the complaint at bar does not state a violation of the Sherman Act.

But for the consideration above referred to, the court would definitely decide these two issues (neither is decided) and permit the losing side to take the case up.

The consideration which the court has now referred to twice is this—it is not satisfied that the issues of law, which will be made by the evidence when it comes in, will be the same as the issues of law made by the motion to dismiss. In other words, the court is inclined to think that, by ruling on the pending motion and making pos-

Advertisers Draft Food Ration Plan

DETAILS of the largest coordinated advertising campaign developed so far in support of a Government war program were outlined last Friday at a news conference called by the Advertising Council, following a two-hour meeting in New York Times Hall of some 300 of the nation's leading food manufacturers, their advertising agencies and representatives of participating Government departments.

The food industry's participation in the campaign, designed to help the American public understand food rationing and production, will be voluntary, according to John Murphy, assistant to the president of the Grocery Mfrs. of America, trade group designated with the OWI and the Advertising Council to disseminate material for the campaign to individual food advertisers. Mr. Murphy emphasized that food advertisers will be urged to incorporate rationing war themes in existing radio, newspaper and other media schedules.

Gardner Cowles Jr., OWI director of Domestic Operations, pointed out that the people will turn to the advertising of established food companies to understand what is expected of them as well as to learn the simplest ways of facing the current wartime food problems.

One of the first to announce a specific radio campaign is General Mills, Minneapolis, which this week is turning over five 2:45-3 p.m. programs on NBC to discussions of point rationing by Government authorities. The company is releasing full page ads to 250 newspapers to tie in with the radio series.

sible an immediate appeal, it would be sending to the reviewing courts issues which will probably not be in the case after a hearing on the merits.

The court has, accordingly, decided to defer the ruling on the motion to the trial on the merits, which will be granted promptly. The court has this day rendered an order deferring the ruling on the defendant's motion to dismiss to the trial on the merits, and ruling the defendants to answer the complaint within 20 days from this date.

The **BEST** Buy
in **HARTFORD**

WNBC

5000 WATTS NIGHT and DAY
In America's
INDUSTRIAL ACTIVE
Test City
HARTFORD

BASIC BLUE NETWORK RESULTS SERVICE

NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY
NEW YORK - CHICAGO ATLANTA - DETROIT

● Now you can get complete coverage of the West's biggest, fastest-growing market at really low cost. For all Southern California, use KMPC, now the most powerful independent in the West.

KMPC ★
LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER, CO.

MR. PETRILLO'S NEW DEMANDS

Reprinted from *New York Times*, Feb. 15.

MR. PETRILLO is distinguished from his fellow labor leaders by greater audacity and imagination. He realizes clearly the enormous powers of private dictatorship that the present state of the law, the beneficent attitude of the Administration, and the timorousness and vacillation of Congress have placed in his hands.

He has now put forward the demand that the operators of juke boxes, the companies that send music over the wires, the makers of phonograph records and the great radio companies pay a monetary tribute directly to his union for the privilege of doing business. All he asks is a cut-in on every record and every phonograph sold.

These fees will be paid into the union treasury. The money will be used, according to Mr. Petrillo, to reduce unemployment, to subsidize symphony orchestras and "to foster and maintain musical talent and culture and musical appreciation."

What Mr. Petrillo is proposing, in brief, is that the recording companies — which must ultimately mean the public that pays for the records—must submit to a private tax so that he can set up his own private system of unemployment relief.

What he is proposing is that the members of his own union must submit to a private income tax—in the form of that part of their fees which would, in effect, go to the union instead of to themselves—in order to support this private system of unemployment relief.

What he is proposing is that, at a time when war demands have made the shortage of manpower more acute than ever, he shall have the power of levying private tribute in order to create unnecessary jobs for men and women as musicians.

Mr. Petrillo no doubt looks at these matters from so disinterested a standpoint that he has not considered what abuses might develop if this device were also adopted by other unions less single-mindedly devoted to the public weal than his.

These unions could insist that every employer pay a special fee to them for the privilege of employing a member of their union. These

unions could make themselves rich beyond the dreams of avarice. In one or two cases, no doubt, they might even be tempted to increase the salaries and other emoluments of their officials. For, as Mr. Petrillo knows, nothing but his own high conscience would prevent him from using these enormous fees in ways that did not directly promote the public welfare. There is no law which forces unions to make an accounting of their funds or even to publish financial statements. And though the Wagner Act forces employers to recognize unions, it contains not a word which compels these unions to be in any way responsible.

Mr. Petrillo, in short, can lay down the law to the phonograph companies, the recording companies, the radio companies, and to the members of his own union; but nobody can lay down the law to Mr. Petrillo.

The Supreme Court emphasized this fact yesterday by affirming the Chicago Federal court ruling that the Government could not prosecute the American Federation of Musicians under the anti-trust laws because it will not permit new records to be made for juke box and radio reproduction.

As long as Congress acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunity from the anti-trust acts and from the Federal anti-racketeering act; as long as Congress forces employers to recognize and deal with unions, but does nothing whatever to compel these unions to conduct their affairs democratically or responsibly; as long as Congress retains a law which forces an individual to join a union, whether he wants to or not, because his source of livelihood would otherwise be cut off by boycott of himself or his employer, or by other means—as long as Congress tolerates all this, we shall continue to have private dictators like Petrillo; and they will continue to find further means for enriching their treasuries and extending their powers.

Church Praise

A RESOLUTION hailing the support given to the church by NBC was adopted at a recent convention of the United Lutheran Church in America. Dr. Walton H. Greever, secretary of the Lutheran institution, wrote "The church gives increasing recognition to the value of radio service."

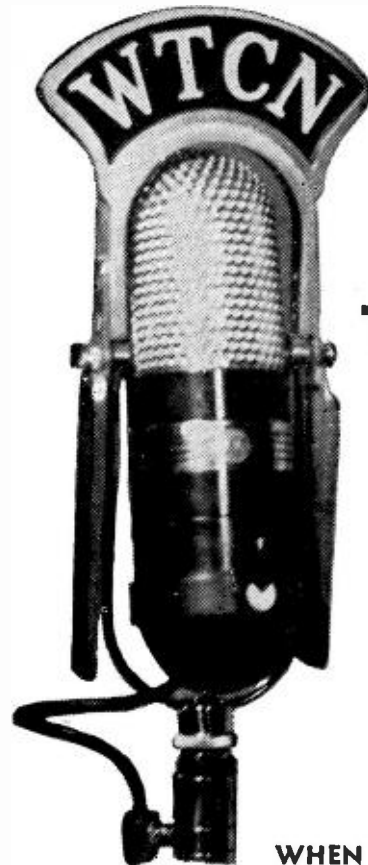
Nash Heads Show

OGDEN NASH, poet-humorist, has been signed by P. Ballantine & Sons, Newark, as m.c. of the company's new show with Guy Lombardo and His Royal Canadians, which starts March 8 on CBS in the Monday 10:30-11 p.m. spot.

Ware Heads

PAUL WARE, general manager of Allen B. Du Mont Labs., Inc. has been re-elected president of the Radio Club of America, as have the entire 1942 slate of officers including: C. E. Dean, vice-president; J. J. Stantley, treasurer; O. J. Morelock, corresponding secretary and L. E. Packard, recording secretary. Austin C. Lescarbourea was reappointed publicity chairman.

SYDNEY MOSELEY, commentator of Mutual and WMCA, New York, is preparing a book on the subject of American radio. Publisher and date of publication have not been announced. The British author has been active in American radio for three years.



2
MARKETS
FOR
THE PRICE
OF
ONE

St. Paul and
Minneapolis
with
Population
Over 800,000

WHEN YOU ADVERTISE ON



Blue
Network

Write for Details of Programs and
Time Available, Rates and Market Data

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES
New York Chicago Detroit Atlanta
Los Angeles San Francisco



"Why doesn't he leave his radio tuned all night to WFDF Flint Mich. for a Musical Clock?"

Buy LISTENERS

Buy

W F M J

covering greater
Youngstown

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

* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

SPOTS
TOK!
WHERE THEY'LL DO THE MOST GOOD!
 TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
 1000 WATTS 560 KC FULL TIME BLUE NETWORK

KFDM
BEAUMONT
 Represented by HOWARD H. WILSON COMPANY

BRITISH COLUMBIA
 LAND OF OPPORTUNITY

Leading By
 Every Survey

WOR

VANCOUVER CANADA
 J. H. McGILLVRA (U.S.)
 H. N. SIOVIN (CANADA)

Now MORE THAN EVER 1st

CINCINNATI'S
Favorites



50,000 WATTS C B S

HEARD DAILY SINGING WITH ROBBY BAKER'S ORCHESTRA

SYLVIA and PAT

THE L.B. Wilson STATION

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

Studio Notes

SIGNON TO SIGNOFF drive for blood donors recently conducted by Rex Davis, chief announcer of WKCY, Cincinnati, and Stokes Industries, *Let Freedom Ring* program were especially commended features of the station's blood donor campaign for which a certificate for "outstanding cooperation" with the Red Cross Blood Donor Service was recently presented L. B. Wilson, owner of WKCY, by the Cincinnati-Hamilton County Chapter.

TWO ANIMALS, a white half-Arabian stallion and a pure-bred Jersey cow, were auctioned by Bill Moshier, farm director of KIRO, Seattle, in a War Bond selling campaign in which certified purchases of bonds during December constituted bids. Animals were gifts.

KSAL, Salina, Kan., a Mutual affiliate, is now broadcasting the Morton Downey program for Coca Cola from the BLUE.

AN EXCLUSIVE New York outlet for two of the major networks, whose own affiliates in that city have previous commitments, WINS is broadcasting basketball games from Madison Square Garden on Mutual. On Feb. 16, WINS will broadcast a special quarter-hour program on CBS on the 75th anniversary of the Protective Order of Elks.

GRADUATES of the ten-week KNX Hollywood Workshop for girl staff members, have filled six positions in that station as a result of that training. Theola Carr, Barbara Magee and Marian Clark have joined the news bureau as junior writers; Jean King has made a transcription operator; Betsy O'Crotty, mail room clerk, and Bernice Prestholdt, receptionist, are now on the publicity staff. Training courses are conducted by KNX department heads.

TO PROMOTE the annual Red Cross drive during March, quarter-hour programs using Hollywood film talent are being produced and transcribed by NBC, that city, through cooperation of the Hollywood Victory Committee. Scripts are by the Writers Mobilization Committee, with transcribed series to be released on 600 stations nationally.

INDIVIDUAL miniature candid camera shots of KFI-KECA, Los Angeles, staff recently were sent to all former staff members now in the Armed Forces by Jim Berry, announcer.

WJLS, Beckley, W. Va., was equal to a recent emergency when a sleet storm forced discontinuance of telephone service. Peter Arnell, program manager, rushed to the transmitter two miles away while Al Ginkle, chief engineer, and Charles Huston, his assistant, rigged up a "gasoline motor" generator, enabling WJLS to broadcast from its transmitter for a day and a half.

AS AN AID to Air Raid Precautions drill, CJVI, Victoria, daily goes off the air at 2 p. m. for one minute, with approval of ARP authorities. Sirens at Victoria are tested daily at that hour, and CJVI asks listeners to practice dialing the station without help of its carrier, in case of emergencies.

W55M, Milwaukee, the *Milwaukee Journal's* FM outlet, has been operating from noon to midnight since Feb. 7, instead of the former 10 a. m. to 10 p. m. schedule. 33 live talent shows excluding news broadcasts originate from W55M.

JOHN E. PEARSON Co., station representative, on Feb. 15 moved its New York office from 342 Madison Ave. to larger quarters at 250 Park Ave. New telephone is Plaza 8-1155. Hines Hatchett is manager of the New York branch.



WELCOMED HOME by a bevy of beauties of the CBS publicity department, James Kane, until recently Western division publicity director of CBS, takes up his duties in the New York office as assistant to George Crandall, CBS director of publicity. Smiling at Kane are (l to r): Betty Paul of the magazine division; Rosellen Callahan, CBS fashion editor, and Nancy Martin, assistant to the press desk. Mr. Kane joined CBS New York nine years ago. In November, 1939, he went to WBBM, CBS Chicago outlet, where he filled the position as publicity director.

FREDERIC W. ZIV Inc., transcription-production firm, has enlarged its New York offices in the CBS building to accommodate increased personnel. Recent additions include Ralf Rosenberg, writer, transferred from Cincinnati, and Jack Berch, who has joined the firm in an executive capacity.

KVOR, Colorado Springs, has acquired the AP radio news wire from Press Assn.

WAIC, San Juan, P. R., recently celebrated its first birthday with a dinner given by Enrique Abarca, the owner, for employees and their wives. Guests of honor were Senators Dennis Chavez of New Mexico and Homer T. Bone of Washington, who had arrived that day for special investigation of critical conditions in Puerto Rico.

IN A reorganization of the artists bureau of WOR, New York, handling of radio talent has been transferred to the station's program department, while club dates and dance band remotes remain under the jurisdiction of the bureau, headed by Nat Abramson.

HOW to radiate charm and personality is taught feminine pages in a school recently organized by NBC Hollywood. Teacher is Beryl Wallace, m.c. of the weekly *NBC Furlough Fun*, sponsored by Gilmore Oil Co. Pagettes replace youths who have entered the Armed Services.

W71NY, FM station of WOR, New York, has shifted its broadcasting hours from 3 to 9 p. m., to 1 to 7 p. m.

KGGM, Albuquerque, and KICA, Clovis, N. M., have acquired the United Press wire services.

Foam Failed

TO ACQUAINT personnel of WCHS, Charleston, W. Va., with the use of fire extinguishers, which had been around the station for several years, Howard L. Chernoff, managing director of the West Virginia Network, called a staff meeting recently. He built a fire in a metal waste basket, then took one of the ancient extinguishers and started to pump. Nothing happened. He pumped harder but the flames only increased. In rushed a janitor with an extinguisher from the auditorium and put out the blaze. Said Mr. Chernoff, as he ordered all extinguishers checked and empty ones filled: "Some fire drill!"

RCA'S COLLEGE GALS
 Feminine Employees to Purdue
 To Study Electronics

LIKE Uncle Sam's draftees who'll be sent to college for training, a group of 80 to 100 girl employees of RCA's Victor Division will soon take up residence at Purdue U., where the firm is sending them to study electronics in preparation for advanced work in the production of equipment for the armed forces.

Group will include girls 18-22 years old, who have had two years of college. Curriculum calls for two 22-week terms, involving 40 hours of study a week. Girls have all expenses paid, receive regular salaries and are urged to take part in regular student activities.

35 Civic Groups Form Radio Council in N. J.

FORMATION OF a New Jersey radio council was approved by some 35 heads of civic and cultural organizations within the State at a meeting held recently in the Bamberger Store's auditorium in Newark. Representatives of WHOM and WAAT, Jersey City; WPAT, Paterson, and WOR, New York, also attended. Mrs. R. W. Cornelson, education director of the New Jersey Federation of Women's Clubs, was appointed president of a temporary committee to serve until the organization is completed and regular officers can be elected.

Mrs. Julius Flink of the New Jersey Council of Jewish Women was named secretary, and R. D. MacDougall of N. J. Teacher's College, treasurer of the Organization Committee, which will appoint further committees on educational programs, children's programs, etc. Committees will hold a general organizational meeting at NAB offices in New York Feb. 19. Dorothy Lewis, coordinator of listener activities for NAB, spoke at the meeting in Newark and will assist in the formation of the new council.

MARTIN GOSCH, producer of the Abbott & Costello program on NBC, married Joan Arles, Broadway actress, Feb. 19 in New York. Mayor Fiorello LaGuardia, a personal friend, performed the ceremony in New York's city hall, with Abbott and Costello serving as best men.

New AT&T Tariff Schedules Specify Substantial Savings to Radio Industry

TARIFF schedules of the AT&T were announced last week substantiating the predicted savings seen in network program transmission costs when the reduced costs were first announced several weeks ago [BROADCASTING, Jan. 25, 1942].

Under the new tariff schedules the nation's stations will derive total savings of approximately \$2,145,000. The savings to stations will come in lower wire and connecting costs and will represent a positive saving to all network stations as well as to non-network

stations which choose to avail themselves of occasional use of wire-line service.

The tariff schedules included are AA, BB, A, B, C, D and E. Schedule AA and BB affects only continuous and occasional users of facilities within 50-8,000 cycles range. Schedule C and D cover continuous and occasional use of the 200-3,500 cycle range without supervision. Schedule E provides for occasional use of facilities within the 500-2,500 range for the transmission of speech only.

	SCHEDULE AA		SCHEDULE A	
	OLD	NEW	OLD	NEW
Interexchange Channel				
16 hours per day	\$ 9.50	\$ 8.00	\$ 8.00	\$ 6.00
Each add. hr. per day	.20	.15	.15	.10
Station Connections Per Month				
16 hours per day	\$175.00	\$125.00	\$125.00	\$75.00
Additional hours				
First hour	25.00	20.00	20.00	15.00
Next two hour period	25.00	20.00	20.00	15.00
Next five hour period	25.00	20.00	20.00	15.00
	SCHEDULE AA		SCHEDULE A	
	OLD	NEW	OLD	NEW
For Additional Hours Not Contracted for, per occasion of use.				
When additional hours precede or succeed and are consecutive with the daily contract period:				
Interexchange Channel per airline mile, per hour or fraction thereof	\$.012	\$.01	\$.01	\$.0075
Station Connections	1.75	1.25	1.50	1.00
When additional hours are not consecutive with the daily contract period:				
Interexchange Channel per airline mile, per hour or fraction thereof	.03	.025	.025	.02
Station Connections	3.00	2.50	2.50	1.75
Reversals				
Interexchange Channel arranged for reversals per airline mile per mo.	1.00	.75	1.00	.75
Service point equipped for operating reversals per mo.	100.00	75.00	100.00	75.00
	SCHEDULE BB		SCHEDULE B	
	OLD	NEW	OLD	NEW
Interexchange Channel per airline mile:				
First hour	\$.25	\$.22	\$.20	\$.15
Each add. 15-min. period or fraction	.0625	.055	.05	.0375
Min. charge per occasion of use	2.50	2.50	2.00	2.00
Station Connections:				
Each station connection per month	50.00	40.00	80.00	20.00

	SCHEDULE C	
	OLD	NEW
Interexchange Channel		
For contract periods between 12 noon & 9 p.m. of less than 24 hours per day		
First hour	\$ 8.00	\$ 1.50
Each additional hour	.50	.25
For contract periods between 9 p.m. and 9 a.m.		
First hour	1.50	.75
Each additional hour	.25	.20
Bridging Connections		
For contract periods of less than 24 hours per day.		
Each bridging connection per month:		
First hour	25.00	15.00
Additional hours	8.00	1.50
Maximum charge	40.00	20.00
Contract periods of 24 hours per day	40.00	20.00
	SCHEDULE D	
	OLD	NEW
Per airline mile:		
First hour or fraction thereof	.15	.10
Each additional 15-minute period consecutive with initial period	.0875	.025
Min. charge	1.50	1.50
Bridging connection	1.25	.625
Min. charge per mo.	20.00	10.00
	SCHEDULE E	
	OLD	NEW
Inter exchange channel		
First hour	\$.10	\$.10
Each consecutive 15-min. period	.025	.025
Minimum charge	1.00	1.00
Bridging connection per connection	1.00	.625
Min. no. Charge	10.00	10.00

FOR CLOSE VOLTAGE regulation where requisite to good operation in radio transmitters, electronic-tube apparatus etc., General Electric Co., Schenectady, has perfected a new voltage stabilizer. Publication GE-3634 describes the stabilizer in detail.

Haas Named Shortwave Editor in CBS Shuffle

REORGANIZATION of the CBS shortwave department, effective Feb. 15, places Lawrence S. Haas, Latin-American editor of United



Mr. Haas

Edward Michelson of the night desk has been promoted to day editor; Henry Lepidus, former Latin-American editor of Associated Press, is the new night editor. Vincent Martire, newspaperman, has joined the shortwave news-writing staff. Mr. Haas spent more than 20 years as executive of UP bureaus in Argentina, Brazil, Chile, Panama and Cuba. A native Philadelphian, he started his newspaper career on the *Asheville* (N. C.) *Bulletin*, later transferring to the *Philadelphia Evening Bulletin*. Several months later, he joined the UP outgoing foreign cables desk, and subsequently was assigned to the Latin-American posts.

GIRL SCOUTS of the U. S. have issued an appeal to the radio industry to help publicize Birthday Week, March 12-18, which will mark the start of a drive to recruit volunteer leaders.

WJWC CESSATION HITS SUN PROJECT

WITH SUSPENSION Feb. 7 of WJWC, Chicago - Hammond [BROADCASTING, Feb. 8], the Air Edition of the *Chicago Sun* has been disbanded.

Set up last July at a reported cost of \$150,000, the project had a staff of 19 announcers and newswriters, who handled all newscasts on WJWC as a promotion for the newspaper. The Air Edition occupied studios atop the *Chicago Daily News* building, which also houses the *Sun*.

Clifton Utley, whose two-year contract as editor of the radio news subsidiary has 18 months to run, will be retained for other news programs to be sponsored on Chicago stations by the *Sun*.

JOHN McVANE, NBC war reporter now in Algiers, has contracted with D. Appleton-Century Co., New York, for a book to be published next fall.



BALTIMORE'S BLUE NETWORK OUTLET

WJWC

B

N

John Emer, President
George H. Resder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

KGO's NEW RATE CARD IS NOW IN EFFECT. Base rates remain the same . . . rates for frequent weekly schedules have been made much more attractive. KGO advertisers can now buy more advertising impressions and hence a stronger advertising impact, at a lower cost per family.

Ask your Blue Spot representative or write direct for details.



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

Beich Candy Spots

PAUL F. BEICH Co., Bloomington, Ill. (candy), in a 13-week campaign started Feb. 15 has placed four chain-break announcements a week on WGR KFH WOAI WREC WTAM WGAR WFAA WBRC WCKY WHKC WISH WSB for Whizz Candy Pie. In addition chain-break announcement campaign previously running on WCAE WJAS WJR KSTP KSD WENR WGN has been extended for another 13 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY-
SCHENECTADY

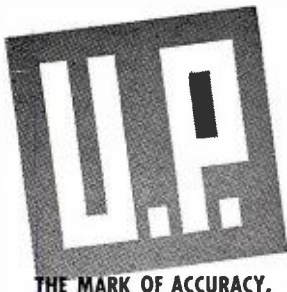
WTRY

TROY, I.E.W YORK

1000 Watts
at 980 Kc.

The ONLY Basic BLUE Station
In Eastern New York

Represented by RAYMER



THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS

THERE'S NOT ANOTHER
LIKE IT!



DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service
Corporation
Member of NBC and New England
Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San
Francisco and Hollywood

CLEAN UP in
Montana



ALL CBS MAJOR
PROGRAMS

KGVO
MISSOULA - MONTANA

KSTP

50,000 WATTS
CLEAR CHANNEL

Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.



WHEN WJSV, CBS affiliate in Washington, was host at the Feb. 17 meeting of the Radio Executives Club of New York, these radio industry leaders turned out to hear talks by J. Harold Ryan, assistant director of censorship in charge of radio, and Sen. D. Worth Clark (D-Ida.), chairman of the Senate Petrillo Probe Committee. Seated (l to r): Mr. Ryan; Earl Gammons, director of CBS Washington headquarters; Sen. Clark; Tom Lynch, timebuyer, Wm. Esty & Co., New York, and president of the Radio Executives Club;

Arch McDonald, WJSV sports commentator; Miller McClintock, president of MBS; Neville Miller, president of NAB, and Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, and executive vice-president of the Club. Standing (l to r): Carl J. Burkland, general manager of WJSV; Frank Mullen, vice-president and general manager of NBC; Mark Woods, president of the BLUE, and Sydney M. Kaye, New York attorney. Senator Clark discussed the Petrillo music situation at the luncheon.

Recorders-AFM Stymied

(Continued from page 11)

established with respect to other labor unions representing singers, announcers, actors, engineers, etc.

8. Conflict with the National Labor Relations Act which forbids direct contribution by employers to unions.

9. The problems involved in the admission, implicit in the acceptance of such a principle, that Mr. Petrillo has a genuine grievance or any real unemployment problem.

Many newspapers editorially took up the cudgels against the Petrillo demands, holding that the union was enabled to exercise such dictatorial powers only because of the laws and court decisions which give labor unions sweeping immunity from the anti-trust acts. Cited particularly was the Supreme Court decision Feb. 15 upholding the ruling of the Federal District Court in Chicago, dismissing the original Dept. of Justice anti-trust suit against AFM on the ground that a "labor dispute" was involved.

Newspaper Takes Up Fight

A modified suit, citing specifically the effect of the recording ban on broadcast stations, still is pending and will be heard by District Judge John P. Barnes. In view of the Supreme Court ruling, however, it was felt that relief in the final analysis will not be forthcoming until the statute is lamented.

In addition to a lead editorial published on Feb. 16 (see page 49), the *New York Times* the following day published a second editorial citing the reasons "Why Mr.

Russell Tolg Promoted

RUSSELL TOLG, formerly sales promotion director of WTMJ, Milwaukee, and assistant radio director of BBDO, Chicago, since last October, has been named radio director of the agency's Chicago office, succeeding James G. Cominos, who has joined the Marines. Mr. Tolg will be assisted by Cora Hawkinson.

Petrillo Rules." It pointed out he has the power to force practically every musician to join the union; to tell musicians when and how and whether or not they can make recordings; to tell the American people what music they can and cannot hear. This has been confirmed by the Supreme Court decision, said the *Times*, and the administration must be perfectly satisfied, as it has never proposed any revision in the law to change it.

"Congress must acquiesce in this arrangement, because it has never passed, nor is it now considering, any law to end it," the newspaper lamented.

WJLB, Detroit, has appointed Burn-Smith Co. as national representative.

Convention

(Continued from page 10)

Petrillo recording ban, at the opening session Thursday. Also on the agenda for that day are war problems including the manpower situation and the 48-hour week; availability of materials, including tubes, batteries, gasoline and tires, home receiving sets, daylight saving time, and rationing.

Labor problems, legislation and the makeup of the new Congress, the Holmes bill to reorganize the FCC, the Cox resolution and taxation likewise are on the Thursday agenda.

At the Friday session, the board will consider the retail promotion plan, the overall convention-war conference situation, membership applications and approval of a proposed new membership campaign, amendments to bylaws, and the new year's budget.

New Orleans had been selected by the last convention in Cleveland, as this year's site. Overcrowded hotels and difficulties of transportation, however, resulted in with-

KBS Scrap Drive

KEYSTONE Broadcasting System, through its 207 affiliates, will devote over 1,500 spot announcements and 600 collective hours of programming during the week of March 7 to the metal scrap drive conducted by the movie industry's war activities committee. Announcement of the tie-in was made last week by KBS president, Michael M. Sillerman, who revealed that the network had agreed to cooperate with exhibitors on similar activities in the future. Listeners will be asked to search homes for scrap metal, then watch local theaters for news of the "copper, brass and bronze matinee".

SHERMAN & MARQUETTE, Chicago, has appointed Tom Fixdale Inc., New York, to handle promotion and publicity for the agency and its accounts.

drawal of the invitation last week by the city's convention organization. Second and third choices were Chicago and Pittsburgh, respectively. If the convention plan is abandoned, however, the board would be in a position to designate the locale for the war conference, with New York or Chicago best situated from all angles.

SCREEN RIGHTS to the weekly half-hour *BLUE Duffy's Tavern*, sponsored by Bristol-Myers Co. (Minit-Rub), have been purchased by MGM.

\$678,024,000.00

Annual income of
WIBW farm families —
a market dominated by
our six - state signal.
Ready to sell for you.

WIBW The Voice of Kansas
in TOPEKA

Lower Court Ruling On AFM Sustained By Supreme Court

Anti-trust Action Contrary To Norris-LaGuardia Act

WITHOUT the formality of a written opinion, the Supreme Court last Monday sustained the finding of Federal Judge John P. Barnes of Chicago last October, dismissing the Government's anti-trust suit against James C. Petrillo and the American Federation of Musicians, provoked by his ban on the recording of music, on the ground that it was purely a labor dispute. The effect of the Supreme Court action is to prevent the union from being enjoined under the anti-trust laws.

A revised suit against AFM, brought by former Assistant Attorney General Thurman Arnold, argued last month, still is pending before Judge Barnes and was based largely on the effect of the recording ban upon wartime morale. Judge Barnes reserved opinion after hearing oral arguments, but in view of the highest tribunal's ruling, it was thought likely that the issue already had been settled.

Injunction Citations

In its per curiam opinion, the Supreme Court simply cited several cases in which the Norris-LaGuardia Act, prohibiting the issuance of an injunction where a labor dispute is involved, had been applied. The effect of the opinion was to give AFM the legal right to continue the ban on recording, in force since Aug. 1.

Assistant Attorney General Arnold, who has been nominated to sit on the Court of Appeals for the District of Columbia, which handles radio appeals, personally had argued both anti-trust suits—the first last October and the revised complaint on Jan. 25. He had held that the ban made Mr. Petrillo virtual dictator over musicians and that it endangered the war effort, in that the existence of small radio stations and many small businesses using juke boxes for entertainment of the public was threatened.

In view of the fact that AFM has proposed settlement of the recording strike by assessment of fixed fees on recordings, to be paid into an AFM unemployment fund, suggestions were made that the whole matter should be referred to the War Labor Board. The Supreme Court decision holding that the matter was a labor dispute, it was pointed out, buttressed this contention.

RCAC Ends Pacts

APPROVING a resolution already passed by the board of directors of RCA and RCAC, the FCC last week authorized the firm to end preferential agreements with foreign firms which had assured RCAC exclusive business in handling their unrouted messages in the United States. FCC is advising other radiotelegraph firms to take similar measures.

Continuation of AFM Recording Ban Can Injure Entire Country, Says Clark

SEN. D. WORTH CLARK (D-Ida.), chairman of the Senate Committee investigating the AFM recording ban, told the Radio Executives Club of New York last Wednesday that continuation of the ban "can become injurious to the entire country".

He referred to the AFM action as probably the only strike in the history of the nation in which the strikers' demands were not made known. He expressed hope that the negotiations in progress last week between James C. Petrillo, president of the AFM, and record manufacturers "would result in something constructive", although the senator declined to discuss "the merits or demerits" of Petrillo's proposals. He reviewed actions to date by the OWI, FCC, Dept. of Justice and the Senate investigators to combat the ban.

Ryan Praises Radio

J. Harold Ryan, assistant director of censorship in charge of radio, told the record turn-out of radio executives that broadcasters themselves, together with the press, are solely responsible for maintaining the present wartime system of voluntary censorship. Reiterating

his praise of the radio industry for its discretion in keeping secret President Roosevelt's recent trip to North Africa [BROADCASTING, Feb. 1], Mr. Ryan stated that such an example of self-censorship can only mean that we, in this country, are "maintaining free speech, even though speech cannot be free."

Toastmaster was Arch McDonald, sports commentator of WJSV, Washington, owned and operated by CBS, luncheon host. Out-of-town guests included Lee Chadwick, WJSV; Ray Jordon, WDBJ, Roanoke; Howard Chernoff, WCHS,

Charleston, W. Va.; Sam Goldstein and Richard Goldstein, WCHS; John Donaldson, McCann-Erickson; Robert R. Feagin, WPDQ, Jacksonville; Charles Pittman, WBML, Macon, Ga.; H. A. Lafount, Atlantic Coast Network.

Leave Schenley Show

GEORGE S. KAUFMAN, Broadway producer, and Oscar Levant, musician and quiz expert, have withdrawn as Co-M. C.'s of *Cresta Blanca Carnival* on MBS. Ilka Chase, comedienne and author, will conduct the Feb. 24 broadcast. No permanent M. C. has been announced, however. Program is sponsored by Schenley Distillers Corp., New York, for Cresta Blanca Wines. Agency is William H. Weintraub Co., New York.

NBC Spot Campaigns

FIVE national advertisers using programs or announcements on NBC owned and operated or affiliated stations have renewed current schedules or are starting new campaigns, according to James V. McConnell, manager of NBC's spot sales departments. Sponsors and their programs include Planters Nut & Chocolate Co., through J. Walter Thompson Co., on WRC, Washington; Vick Chemical Co., through Morse International, on KDKA, Pittsburgh, WGY, Schenectady, KOA, Denver, WTAM, Cleveland and WMAQ, Chicago. McKesson & Robbins (Bexel and Calox), on WMAQ, KDKA and WGY, through J. D. Tarcher Co.; American Home Products on WBZ-WBZA, Boston, placed through Blackett-Sample-Hummert. A new contract for Stams vitamins will start on WOWO, Ft. Wayne, WTAM and WMAQ in addition to those on WBZ-WBZA which Standard Brands has been using. Agency is Ted Bates Inc.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that **WBX is the FOREIGN LANGUAGE STATION of GREATER NEW YORK.**

No wonder, then, that WBX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

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

WAKE UP . . . Your Georgia Sales with


WRBL COLUMBUS
CBS
Represented by SPOT SALES Inc.

WDRG

CONNECTICUT'S PIONEER BROADCASTER

CO-OPS 1930-43

Two co-ops for your E. T.'s are now in their 13th successful year on WDRG. The programs are the Shopper's Special and the Ad-Liner. Both are available for one-minute announcements at unusually attractive rates. WDRG, Hartford, Basic CBS for Connecticut.



"...has been sponsored by three local merchants from the very first broadcast." **WSAR**

● ASCAP Radio Program Service provides, without cost to any ASCAP-licensed station, programs of proved salability. If you are not using them write or wire us at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York



50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

Metropolitan population from 197,000 in 1940 to 209,000 in '43
12,000 more customers for your product.

WHBF The 5000 WATT Voice of the Tri-Cities

Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

CAB Reviews Radio Year

(Continued from page 14)

the quarter-hour rate, graduating down to one-minute spots at 30% of the quarter-hour. Canadian agency men favored the proposed structure, while American representatives, including Charles Ayers of Ruthrauff & Ryan, New York, and Lew Avery of the NAB, Washington, expressed opinions that the plan would be too complicated. No decision was made.

Avery Leads Forum

An open meeting Monday afternoon dealt mainly with a report of a joint committee of the CAB, Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies on measuring station coverage and listener habits. An interim report was read for the committee chairman, G. Walter Brown, vice-president of Bristol Myers Ltd., Toronto, by Louis Phenner, representing the ACA, and by Jack Cooke, representing the CAB. The CBS ballot method of measuring station coverage was described in detail, while Adrian Head, representing the CAAA, discussed the report on measuring listener habits. A roundtable discussion on "Selling the Medium" followed, led by Mr. Avery, director of broadcast sales, NAB, Washington.

Canadian broadcasters heard for the first time at the Monday luncheon from the new general manager of the CBC, Dr. J. S. Thomson, who spoke on "Broadcasting and Civilization." He pointed out to the broadcasters that their duty was three-fold, a duty to the past whose scientific achievements had brought broadcasting; a duty to present civilization, to give the listening public something that will leave them better than we found them; a duty to the future, to look ahead to vaster issues.

Discussing broadcasting's part in religious, social and political life as well as in its entertainment value, and educational features, he explained there is a difference between education and propaganda. Education he defined as trying to serve persons to whom we direct broadcast programs; propaganda he defined as trying to use persons, whom we reach with radio programs, to our own ends. He said radio has a bigger role than selfish ends, that it is an instrument of persuasion for which the world has long sought. He stated that radio should not sell out to any one, should defend its freedom as the freedom of the press, that the CBC would not sell out to any political party.

Women Replacing Men

A closed breakfast session, opening the second day's activities, was addressed by Maj. Dick Diespecker of the Canadian Army, formerly of CJOR, Vancouver; Sub. Lt. G. A. Burwash of the Royal Canadian Navy, with CBC in civilian life,

and Flying Officer Andy McDermott of the Royal Canadian Air Force, formerly of Stovin & Wright.

Dr. T. A. Robinson, assistant director of National Selective Service, at a Tuesday morning meeting urged broadcasters to replace men employes with women as rapidly as possible and in as many cases as possible, to free men for military duty. Priorities were discussed in an off-the-record conference.

Complimenting radio on the job it has done in previous War Bond drives, David Mansur, vice-chairman of the National War Finance Committee, Ottawa, announced a spring Victory Loan campaign to raise \$2,000,000,000. No single group has made a greater overall contribution to the financial drives since the first loan in May 1940, than the radio industry, he asserted. A policy of bringing American stars to Canada to assist in raising funds will continue, he said.

CAB Code Approved

Forthcoming campaigns to conserve clothing and textiles were outlined at a Tuesday luncheon session by Ross Brown of the Wartime Prices and Trade Board (price ceiling authority) information section. To promote the campaigns the WPTB will purchase additional radio time, he indicated. He announced that for the first time in history Canadian and American pattern makers will present a North American preview of women's clothing styles next month.

A resolution approving a CAB code, similar to that of the NAB, was adopted at the Tuesday afternoon conference. The proposed code has nine clauses dealing with the industry's responsibility which is "first to the radio listeners of Canada for the dissemination of information and news, the supplying of entertainment . . . and the necessity for ethical business standards in dealing with advertisers and advertising agencies."

The treasurer's report showed a surplus of \$25,385, of which \$10,000 has been set aside for Government bonds. Creation of an associate membership for official sales representatives on the basis of \$10 for each station represented was approved, with a view to organizing a broadcast sales committee in the future.

Among Wednesday speakers were Mrs. Dorothy Lewis, NAB coordinator of listener activities; John J. Gillin Jr., manager of WOW, Omaha, who extended an invitation from the city of Omaha to the CAB to hold an early post-war convention there and expressed the hope that after the war NAB would hold a convention in Canada, and the CAB hold one in the United States; W. C. Wright, of Stovin & Wright, Toronto, sales representative, who reviewed the short his-



SETTLING a delicate point, no doubt, are Wis McQuillin, time-buyer, Cockfield, Brown & Co., Toronto and Bill Schudt Jr., eastern division field manager for CBS station relations. Settling is last week's CBC session at Toronto.

Gross Billings of CBC Reported \$1,057,664

DELAYED annual report of the Canadian Broadcasting Corp. for the fiscal year 1941-42, ending March 31, 1942, has just been released by the CBC at Ottawa. The report deals with the wartime activities of the CBC, establishment of CBC National News Service at the beginning of 1942, and various program activities.

The report mentions additional sponsored programs carried by the network, composed of CBC and privately-owned stations, and the establishment of a second commercial network in July, 1941, to meet growing demands of advertisers for networks. From commercial broadcasting the report shows receipts of \$1,057,664, with commercial expenditures of \$94,139, plus \$742,123 for all wirelines. The statement showed a net operating surplus of \$299,321, with receipts from listener licenses of \$3,458,331.

MacKenzie Named

PROF. NORMAN MacKENZIE, president of the U. of New Brunswick, has been appointed chairman of the Canadian Wartime Information Board, succeeding Charles Vining, who resigned due to ill health. The new chairman was professor of public and private international law at the U. of Toronto from 1933-1940.

tory of the Broadcast Sales Club of Toronto.

CAB directors, elected Tuesday afternoon are:

Dick Rice, CFRN, Edmonton; Harold Carson, CFAC, Calgary; A. A. Murphy, CFQC, Saskatoon, and George Chandler, CJOR, Vancouver, representing western stations. Harry Sedgwick, CFRB, Toronto; Jack Cooke, CKGB, Timmins, Ont.; J. E. Campeau, CKLW, Windsor-Detroit, representing Ontario stations. Phil Lalonde, CKAC, Montreal; N. Thivierge, CHRC, Quebec, representing Quebec stations. N. Nathanson, CJCB, Sydney, N. S.; L. W. Bewick, CHSJ, St. John, N. B. representing the Maritimes.

Harry Sedgwick was re-elected chairman of the board, with Mr. Rice, president of the Western Assn. of Broadcasters, as vice-chairman. Glen Bannerman was re-appointed president and general manager; Arthur Evans, secretary-treasurer, and Joseph Sedgwick, K.C., as legal counsel.

CAB DELEGATES

J. L. Alexander, Toronto; E. L. Archibald, CHOV, Pembroke, Ont.; Lewis H. Avery, NAB, Washington; Ray Avery, Ronalds Adv. Agency, Toronto; C. T. Ayres, Ruthrauff & Ryan, New York.

W. H. Backhouse, CKY, Winnipeg; Alan C. Ball, Canadian Advertising, Toronto; G. C. Banks, L. J. Heagerty & Assoc., Toronto; R. Barry-Witton, British United Press, Toronto; Jack Beardsall, CFCO, Chatham, Ont.; J. Reg. Beattie, All Canada Radio Facilities, Toronto; C. L. Berry, CFCF, Grande Prairie, Alta.; L. W. Bewick, CHSJ, St. John, N. B.; George Bourassa, CKCH, Hull, Que.; Maj. W. C. Borrett, CHNS, Halifax; N. Botterill, CJOC, Lethbridge, Alta.; Ralph P. Bowden, Stovin & Wright, Toronto; J. W. B. Browne, CKOV, Kelowna, B. C.; H. C. Buchanan, CHAD, Moose Jaw, Sask.; W. K. Buckley, W. K. Buckley Ltd., Toronto.

J. E. Campeau, CKLW, Windsor, Ont.; Leonard D. Callahan, SESAC, New York; Fred W. Cannon, All Canada Radio Facilities, Toronto; H. R. Carson, CFCF, Calgary, Alta.; G. C. Chandler, CJOR, Vancouver; K. G. Chisholm, RCA Victor, Toronto; Howard Clark, CKX, Brandon, Man.; Fletcher Coates, CHNS, Halifax; J. K. Cooke, Northern Broadcasting & Publishing, Timmins, Ont.; W. T. Cranston, CKCK, Hamilton, Ont.; Harold Crittenden, CKCK, Regina, Sask.

Vernon Dallin, CFCQ, Saskatoon, Sask.; Wilf. Dippie, Radio Representatives Ltd., Montreal; H. F. Dougal, CKPR, Fort William, Ont.; C. D. Dowling, British United Press, Toronto.

W. E. Elliott, Elliott Haynes Ltd., Toronto; Walter Enger, Stovin & Wright, Toronto; F. H. Elphicke, CKWX, Vancouver.

G. Gaetz, CJRC, Winnipeg; John J. Gillin, WOW, Omaha, Neb.; Norman Goldman, Broadcasting, Washington; Henry S. Gooderham, CKCL, Toronto; A. Gauthier, CHLT, Sherbrooke, Que.

Kolin Hager, WGY, Schenectady; Burt Hall, All-Canada Radio Facilities Ltd., Montreal; George W. Holman, Exclusive Radio Features, Toronto; Paul Haynes, Elliott Haynes Ltd., Montreal; Gordon Henry, CJCA, Edmonton, Alta.; G. F. Herbert, All-Canada Radio Facilities, Toronto; Harold Higgins, Joseph H. McGillvra, New York; J. G. Hyland, CJIC, Saute St. Marie, Ont.

R. W. Keyserlingk, British United Press, Montreal; George Kitchen, Canadian Press, Montreal.

Phil LaLonde, CKAC, Montreal; G. A. Lavoie, CJBR, Rimouski, Que.; Al Leary, CKCL, Toronto; Neil B. Leroy, Radio Representatives, Toronto; Mrs. Dorothy Lewis, NAB, Washington; Richard G. Lewis, Canadian Broadcaster, Toronto; G. Liddle, CKCR, Kitchener, Ont.; Charles B. Lynd, British United Press, Toronto.

H. McMahon, Taylor & Pearson, Calgary, Alta.; Joseph H. McGillvra, Joseph Hershey McGillvra Inc., New York; R. McGuire, All-Canada Radio Facilities, Toronto; C. W. McQuillin, Cockfield, Brown, Toronto; M. Maxwell, Associated Broadcasting Co. Ltd., Montreal; C. F. MacGregor, Hollywood, Cal.; Howie Martyn, Levitt Brothers, Toronto; A. J. Messner, CKY, Winnipeg; Lovell Mickle Jr., Stovin & Wright Ltd., Montreal; W. C. Mitchell, CKCR, Kitchener, Ont.; Lloyd Moffat, CKBI, Prince Albert, Sask.; James Montagnes, Broadcasting, Toronto; Lloyd Moore, CFRB, Toronto; Philip M. Morris, CFL, London, Ont.; A. A. Murphy, CFCQ, Saskatoon, Sask.

N. Nathanson, CJCB, Sydney, N. S.; J. Stewart Neill, CFNB, Fredericton, N. B.

W. B. Parsons, NBC New York; John H. Part, United Radio, Toronto; G. Alec Phare, R. C. Smith & Son, Toronto; Charles W. Pointon, Audio Devices Inc., New York.

Frank Radcliffe, CFOS, Owen Sound, Ont.; William J. Reilly, Weed & Co., Chicago; G. R. A. Rice, CFRN, Edmonton; Herbert C. Rice, WGR-WKWB, Buffalo; Sam G. Ross, Press News, Toronto.

E. T. Sandell, CKTB, St. Catharines, Ont.; F. V. Scanlan, CJRM, Regina, Sask.; Harry Sedgwick, CFRB, Toronto; J. M. Shaw, CFCF, Montreal; Charles Shearer,



CLIPPED by a candid cameraman is Maj. Gladstone Murray (left, without ear) at the CAB convention in Toronto last week. Others busily discussing Dominion radio problems are (l to r): Bill Wright, Stovin & Wright Ltd., Toronto; Joseph Sedgwick, CAB legal counsel; H. N. Stovin, Stovin & Wright.

Chief Radio Censor, Ottawa; Alex Sherwood, Standard Radio, New York; Jack Slatter, Radio Representatives, Toronto; Ken Soble, CHML, Hamilton, Ont.; Wm. A. Speers, CKOC, Hamilton, Ont.; H. N. Stovin, Stovin & Wright, Toronto.

J. M. Taylor, Taylor & Pearson, Calgary, Alta.; Louis E. Toppe, Lang-Worth, New York; Lois M. Thompson, Howard H. Wilson Co., Chicago; R. H. Thomson, Northern Broadcasting, Timmins, Ont.; Brian A. Tobin, British United Press, Toronto; Jack Treacy, NBC New York; John Tregale, All-Canada Radio Facilities, Toronto.

William Watson, CJOC, Lethbridge, Alta.; Patrick Waddington, Toronto Daily Star; H. G. Walker, CBC Winnipeg; H. S. Walker, RCA Victor, Toronto; W. J. Woodill, CKSO, Sudbury, Ont.; Easton C. Woolley, NBC New York; R. H. Wright, CFAR, Flin Flon, Man.; William S. Wright, Weed & Co., New York; Adam J. Young Jr., J. H. McGillvra Inc., New York; Joseph J. Weed, Weed & Co., New York; Neal Weed, Weed & Co., Chicago. Registering later were: Cy Langlois, Lang-Worth, New York; Gordon Love, CFCN, Calgary, Alta.; Louis Leprohon, CKAC, Montreal; Marcel Lefebvre, CHLP, Montreal; Sam Norris, Ampere, New York; Col. Keith Rogers, CFCY, Charlotte-town, P.E.I.

Seeman Starts Early

WITH the current shortage and expense of ingredients of pure vanilla extract, Seeman Bros., New York, makers of a substitute known as Flava-Bake, is starting its annual spring campaign unusually early, and on a more extensive basis, since the product is unaffected by the shortages. Formerly using participations on WABC, New York, Seeman this year uses three full quarter-hour news programs weekly by Jay Sims on WABC, using that station only for its radio advertising. J. D. Tarcher & Co., New York, handles the account.

Jennings Named

DWIGHT JENNINGS, formerly assistant director of the Office of National Service, morale group sponsored by the Maritime Commission, has been named director of U. S. activities of the Office of the Coordinator of Inter-American Affairs. Domestic activities of the CIAA are to be accelerated in the near future, according to a spokesman for the agency. Mr. Jennings was at one time vice-president and director of Lord & Thomas.

POST-WAR RADIO HARVARD PROJECT

A POST-WAR advertising research project, to assist business in the use of radio advertising, will begin soon at the Harvard Business School, according to Dr. Melvin T. Copeland, the School's Director of Research.

Designed to study experiences of local users of radio advertising in the hopes of defining the role such advertising will play in marketing peacetime products, the project will be conducted by Prof. Charles H. Sandage, visiting professor of business research and head of the 1935 Census Bureau's investigation of broadcasting. Results are expected to provide retailers, service operators, local manufacturers, broadcasters and advertising agencies with information beneficial in the use of advertising.

Neil H. Borden, professor of advertising and Harry R. Tosdal and Malcolm P. McNair, professors of marketing, all of Harvard, will comprise an advisory committee to assist Prof. Sandage.

RKO Film Series

RKO RADIO PICTURES Inc., Hollywood, to exploit West Coast release of the film, "Hitler's Children", sponsored three broadcasts of the quarter-hour commentaries by John B. Hughes on 33 Don Lee Pacific stations, Feb. 15, 17, 19, Mon., Wed., Fri., 9:30-9:45 p.m. (PWT), as well as a special 15-minute news period for Feb. 23, Tues., 9:15-9:30 p.m. (PWT). A heavy schedule of spot announcements with local tie-in is being used on Pacific Coast stations. Agency is Raymond R. Morgan Co., Hollywood.

Allen-Baker Special

HIGHLIGHT program merger of the season will occur Sunday, Feb. 28, on CBS, when Fred Allen, star of the *Texaco Star Theatre*, and Phil Baker, of *Take It or Leave It*, tie their two half-hour shows together, walking in and out of each other's programs from 9:30-10:30 p.m. The feature is climax of a word battle in which Baker has charged that Allen lets his *Star Theatre* time droop over into *Take It or Leave It*. To regain the alleged "swiped time", Baker will appear as Allen's guest, and vice versa. Allen's sponsor is Texas Oil Co. Eversharp Co. sponsors the Baker program.

Food Rationing Series

GENERAL MILLS Inc., Minneapolis, will turn over for discussion of food rationing five of its regular broadcasts on NBC during the week of Feb. 22, foregoing usual commercial credits. The 2:45-3 p.m. period, occupied Monday through Thursday, by *Hymns of All Churches*, and Fridays by *Betty Crocker*, will feature interviews by Miss Crocker; Claude Wickard, Secretary of Agriculture; Prentiss Brown, OPA administrator; Maj. Gen. E. B. Gregory, Army Quartermaster General; Milton Eisenhower, associate director of the OWI, and a fifth speaker, as yet unnamed. Broadcasts were promoted with full-page ads Feb. 21 in 250 newspapers. General Mills' Softasilk cake flour, regularly advertised on NBC in the 2:45 p.m. period, is handled by BBDO, New York.

Kaltenborn's Plans

SUBSTITUTING for H. V. Kaltenborn, while the NBC commentator makes a whirlwind survey tour of Latin America and the Caribbean area [BROADCASTING, Feb. 1] are four commentators who will take over the 7:45 p.m. spot on NBC starting Feb. 22, with a broadcast by Leland Stowe. Upton Close, Gregor Ziemer and Clifton Utley also will be heard. Kaltenborn will broadcast from the Canal Zone, Mexico City, and other points, returning to New York March 13. Kaltenborn is sponsored by Pure Oil Co.

WHAT'S WHAT IN Boston

23.

WCOP can make your story another Boston success story... just ask us for the plot.

REPRESENTED BY
HEADLEY-NEED CO.

WCOP

BELONGS ON YOUR SCHEDULE

THERE'S MORE FOR YOUR MONEY AT

CFNB

FREDERICTON—N.B.

1000 WATTS—BASIC C.B.C. OUTLET

WEED and CO.—U.S. Representatives

CFNB
Signal
strength
increased
25%

**Actions of the
FEDERAL COMMUNICATIONS COMMISSION**

FEBRUARY 13 TO FEBRUARY 19 INCLUSIVE

Decisions . . .

FEBRUARY 16

WOOD, Grand Rapids, Mich.—Mod. license change share WASH to unlimited, facilities WASH.
KTBC, Austin, Tex.—Transfer control Capital Broadcasting Assn. to Claudia T. Johnson for \$17,500 cash.
KRBA, Lufkin, Tex.—Hearing license renewal and vo. assgt. license Red Lands Broadcasting Assn. to Darrell E. Yates.
WEAL, Baltimore—Cancel special service authorization expiring April 1, 1944, request applicant.
WORK, York, Pa.—CP new transmitter.

FEBRUARY 18

WWNC, Asheville, N. C.—Grant motion dismiss plea mod. CP operate 670 kc., 5 kw., DA-N, unlimited.
KARM, Fresno, Cal.—Grant motion dismiss plea mod. license operate 1030 kc., 5 kw., DA-DN, unlimited.
Central Broadcasting Co., Key Broadcasters Inc., Wilkes-Barre Broadcasting Corp. of Wilkes-Barre, Pa.—Deny petitions waive rules (Sec. 1.231 (d)) for Sept. 15 hearing; grant joint petition findings heretofore filed comply Sec. 1.231 (d) these proceedings.

Applications . . .

JANUARY 16

WBYN, New York—Move main studio Brooklyn to New York.
KLRA, Little Rock, Ark.—Extension permission operate 1010 kc., 5 kw. D, DA-N to Dec. 1, change DA for N use, extend completion date March 13, 1943 to June 13, 1943.
WTOC, Savannah, Ga.—Mod. CP, as mod. install DA-N, increase power, extend completion date Feb. 15, 1943, to April 15, 1943.
WOWO, Fort Wayne, Ind.—Extend permission operate unlimited to April 1, 1944.
W6XYZ, Los Angeles, Cal.—Mod. CP, as mod. for experimental television station, extend completion date March 15, 1943, to Sept. 15, 1943.
KSWO, Lawton, Okla.—Operate unlimited (Sec. 4).



CHARLES A. ANDREWS, formerly of Philco's television station WPTZ, Philadelphia, has joined engineering staff of WHAT, Philadelphia, replacing Bob Connolly, who died recently.
GEORGE HINES, engineer of WELI, New Haven, left Feb. 15 to join the Army Air Forces.
THOMAS E. NALLEY of the engineering staff of KGVO, Missoula, is father of a girl born Feb. 5.
GEORGE CHAPMAN, engineer of KVOO, Tulsa, is father of a girl.
MARSHALL DAVIE, engineer of WSB, Atlanta, has reported for Signal Corps Officers' Candidate School at Monmouth, N. J.
WILLIAM HANNA, new to radio, has joined the engineering staff of WBBM, Chicago.
HOLLY PEARCE, engineer supervisor of WBBM, Chicago, has been appointed program traffic manager, succeeding Bill Seymour, recently commissioned an ensign in the Navy.
CHARLES WATSON DYKE has resigned from the engineering office of WOR, New York.
BECHER GOLD, control room operator of WDRC, Hartford, has been drafted, assigned to the Marine Corps and sent to Parris Island, S. C.
CLIFFORD C. HARRIS, chief technical supervisor of WIP, Philadelphia, is father of a girl born Feb. 5.
CHARLES JONES, engineer of KHJ, Hollywood, is the father of a girl born Feb. 14.

Tentative Calendar . . .

WBNY, Buffalo—Mod. license 680 kc., 250 w., unim. (Feb. 23).
W5SNY, New York—Mod. license 45,500 kc., 8,500 sq. mi., unlimited (Feb. 26).
WALB, Albany, Ga.—Consolidated hearing renew license, vol. assgt. license, CP 1550 kc., 1 kw., DA-N, unlimited (Feb. 25).

Network Accounts
All time Eastern Wartime unless indicated

New Business

CAMPBELL SOUP Co., Camden, on March 3 starts Milton Berle, comedian, on 63 CBS stations, Wed., 9:30-10 p.m. Agency: Ward Wheelock Co., New York.
ELGIN WATCH Co., Elgin, Ill. (institutional), on March 7 starts *The Man Behind the Gun* on 60 CBS stations, Sun., 10:30-11 p.m. Agency: J. Walter Thompson Co., New York.

Renewal Accounts

RCA VICTOR Co. Ltd., Montreal (radio tubes, records), recently re-wired *Voices of Victor* on 30 Canadian Broadcasting Corp. stations, Thurs. 8:05-8:30 p.m. Agency: Spitzer & Mills Ltd., Toronto.
LUMBERMEN'S MUTUAL CASUALTY Co., Chicago, on Feb. 21 renewed Upton Close on 60 MBS stations, Sun., 5:15-5:30 p.m. Agency: Leo Burnett Co., Chicago.

Network Changes

MINNEAPOLIS-HONEYWELL Reg. Co., Minneapolis (air conditioning machinery), on Feb. 17 shifts *Alias John Freedom*, heard once every four weeks on 134 BLUE stations, 9-9:30 p.m. (Rpt. 12-12:30 a.m.) from San Francisco to Chicago. Agency: Addison Lewis & Assoc., Minneapolis.
WESTINGHOUSE MFG. Co., Pittsburgh (institutional), on Feb. 23 shifts *The Westinghouse Program* from New York to Hollywood on 127 NBC stations, Sun., 2:30-3 p.m. Agency: Young & Rubicam, N. Y.
LEVER BROS. Co., Cambridge, Mass. (Swan), on March 2 shifts *Burns & Allen* on 114 CBS stations, Tues. 9-9:30 p.m. from Hollywood to New York for three weeks. Agency: Young & Rubicam, N. Y.
STANDARD OIL Co., San Francisco, on Feb. 21 shifted *Standard Symphony* on 6 NBC Pacific stations, Sun., 8:30-9:30 p.m. (PWT), from Hollywood to San Francisco. Agency: BBDO, San Francisco.
LUMBERMEN'S MUTUAL CASUALTY Co., Chicago, on March 20 adds *St. 8:30-8:45 p.m.* to Upton Close's commentaries, on 60 MRS stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.
PROCTER & GAMBLE, Cincinnati (Camay), on Feb. 22 adds 46 NBC stations to *Pepper Young's Family*, making a total of 128 NBC stations, Mon. thru Fri., 3:30-3:45 p.m. Agency: Pedlar & Ryan, N. Y.

HOWARD VOGEL has joined the technical staff of KFBK, Sacramento.
NOBLE E. BREWER has joined the transmitter staff of KOB, Albuquerque, N. M.
ALBERT LOEHLEIN, new to radio, has joined the transmitter staff of WCCO, Minneapolis.
AL SMITH, chief engineer of WOWO-WGL, Fort Wayne, Ind., has been commissioned a lieutenant in the Army and will report at Fort Monmouth, N. J., Feb. 19. Dorsa M. Yoder, local high school teacher, has joined the engineering staff for night duty.
GLENN THAYER, of the WOWO-WGL, Fort Wayne, Ind., technical staff, is father of a girl born Jan. 31.
EMMA LOU JACKSON, control operator of WCHS, Charleston, W. Va., left recently for Des Moines, Iowa, to go into training with the WAVES.

LISTENING ON GUADALCANAL
Sgt. Jimmy Hurlbut Says Marines Huddled At Radios
To Hear News and Sports from Home



Sgt. James W. Hurlbut and
Eric Severeid

RADIO listening provided the marines on Guadalcanal with the bulk of their news from the outside world, according to Tech. Sgt. James W. Hurlbut, Marine combat correspondent and formerly publicity director of WJSV, Washington, recently returned to the United States.
In Jimmy's words, radio listening was "one of the big features on Guadalcanal, for everyone from the General on down." "Throughout the island," he told BROADCASTING, "portable radios were in operation at unit headquarters." After sunset, he explained, when things began to slacken and before the night's activities started, "Marines gathered at their radios for the news of the world from either KWID or KGEI."
At this point, Sgt. Hurlbut put in a word for the quality of reception. Despite the interference which was induced at times by Jap action, the fidelity of these stations was complete, he said.
Based on his observations, he said that general news and sports news were likely the most popular radio fare. Specifically, he mentioned the fine reception accorded *Command Performance*, prepared by the Army for the benefit of fighting men around the world, and the *Army Hour*, official War Dept. program (NBC 3:30-4:30 p.m. Sundays), also shortwaved around the world.
Getting personal, he recalled one particular broadcast which thrilled him. During one period of action, shortly after the Marines had established themselves on the island, one portable tucked away in one of the gun positions was tuned in. One of the men in that particular gun position heard Arthur Godfrey identified and hastened to inform the sergeant, recalling that he had been associated with Godfrey in Washington at WJSV.
There in the midst of Guadalcanal, Jimmy heard Arthur Godfrey's *Victory Begins At Home* program, rebroadcast by KNX, Los Angeles. Reception was so good, he recalls, "I could almost imagine myself looking through the studio window at Art and his colleagues at WJSV—Lee Vickers, John Salb and Billy Gibson."
On CBS Shows
Upon his return to Washington recently, Jimmy went back to work almost immediately being featured on the Washington portion of *World Today* aired by the entire CBS network as well as on Columbia's *Report to the Nation*. He describes himself as "the man who travelled 14,000 miles to get into the room next door". That room being Studio 4, next to the WJSV-CBS newsroom, from which Jimmy had never been heard in the eight

years spent at WJSV and CBS, Washington, as news editor and publicity director.
The next day many of the station's staff congratulated him upon his fine radio voice. This appeared to satisfy him, for he explained that he had vainly tried to impress people with that fact during his tenure with the station as a civilian.
When he enlisted in the Marine Corps, May 6, 1942, he had no idea that he'd be on his way ten days later. After ten months, he is back in the U. S., having spent more time in the Solomons than any other correspondent. In fact, he is the first Marine correspondent to return from an active combat zone.
Speaking to his boss, Lt. Col. George T. Van der Hoef, headquarters public relations officer, you get the idea that Jimmy has done the job he was sent out to do. Lt. Col. Van der Hoef called it "an outstanding piece of work." Furthermore, he pointed out that Jimmy was the first of the combat correspondents to be promoted from the rank of sergeant to that of technical sergeant.
Since Jimmy had served with the Marines prior to last May, he received his stripes at once, as one of a limited number of combat correspondents who fight and write. Explaining the job, Jimmy said he carried a pistol at all times and also used a rifle upon occasion. Shooting Japs and digging news provided him with considerable action during the time he served at Guadalcanal.
Henry P. Kasner
HENRY P. KASNER, 53, radio engineer of RCA for the last 30 years, died Feb. 13 in Brooklyn Jewish hospital after a brief illness. Born in England, Mr. Kasner was at one time wireless operator on the S. S. Leviathan, and was an engineer with Marconi Wireless Telegraph Co. of America.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge \$1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Announcer Wa-ted—5 kw. Network Station. Metropolitan market. Only experienced commercial announcer with good references considered. Above average starting salary offered, and fine chance for advancement. Address Box 334, BROADCASTING.

OPERATORS—20 or more positions for conscientious, capable, experienced men who really want to work. Metropolitan station. Minimum starting pay \$1.50 per hour. No union affiliation necessary for employment. Steady employment. Write giving details to Box 326, BROADCASTING.

ANNOUNCER—Experienced in all types broadcasting. Send all information, including transcription and photograph. Good salary plus talent. Station in East. Box 323, BROADCASTING.

CONTROL ROOM OPERATOR—Give experience and references. Good salary. Station in East. Box 324, BROADCASTING.

Program Director Wanted—Basic network affiliate, middle west, needs experienced Program Director immediately. Only a man who is now serving as Program Director will be considered. Preference to man having knowledge of, and experience in traffic and bookkeeping. Good starting salary for man who is capable, honest, and permanent. Address replies in confidence to Box 333, BROADCASTING.

Engineer—With first or second class license. Over 18 years. Permanent position non-defense area. Write giving details. WHKY, Hickory, North Carolina.

Experienced Salesman—Salary and monthly bonus. NBC and Blue Network stations in one of America's hottest markets. Home of three Kaiser shipyards. Advise experience, draft status, references. Address Norman J. Sugg, commercial manager KGW-KEX, Portland, Oregon.

Positions open for two good advertising men—Permanent position, growing business, liberal percentage basis with guaranteed weekly salary for high class, industrious men. Apply L. D. Newman, general manager, Radio Station WCMI, Ashland, Kentucky.

COMBINATION—Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 329, BROADCASTING.

Wanted—An experienced announcer. WFBC, Greenville, S. C.

Announcer—A Midwest KW station has an opening for an announcer with a future. Salary open. Box 337, BROADCASTING.

Announcer—2D phone ticket. Midwest network station. Give complete details—draft status and requirements in first letter. Box 341, BROADCASTING.

Newscaster—Wanted by 5 KW Midwest Network Station. Must be experienced and capable. Please write full details, including draft status and salary requirements. Box 342, BROADCASTING.

Situations Wanted

Commercial Manager—now employed. 17 years advertising including newspaper, agency, radio. Want change. Box 343, BROADCASTING.

Woman—College graduate, wants position Middle Western Station. Experienced continuity writer—program participation. Pleasant voice. Box 330, BROADCASTING.

PROGRAM PRODUCER—Wide experience writing, directing—musical and dramatic shows—transcriptions. Now available to established New York agency. Over draft age. Box 331, BROADCASTING.

Situations Wanted (Cont'd.)

GRANDFATHER'S CLOCK STOPPED WHEN THE "OLD MAN" DIED!—It's a fact . . . a clock is only as good as it's main-spring! How's your "musical-clock" ticking. Mr. Station manager? Is it producing listeners, sponsors, more money for your station? If not—why not? Perhaps your "musical clock" needs a new "main-spring!" Could be that I'm the "M.S." you've been wishing for—especially in times like these—when I can also go out on the street and bring in the time orders. I'm a regular guy, looking for a real opportunity to deliver the goods. 35 years o'd. married, family, with swell references and background. Interested? Then write Box 340, BROADCASTING.

EXPERIENCED ANNOUNCER—4F draft status, wishes position with secure station. Recording on request, good references. Bruce Stewart, 1829 University Avenue, Wichita, Kansas.

Station Manager—Experienced operating regional and local stations desires change. Excellent record with present company nine years. Best recommendations. Your inquiry held confidential. Box 336, BROADCASTING.

ANNOUNCER—Program Director. 27—4F—over five years in radio; also stage experience. Have had 50 KW experience. Am seeking permanent position. Write details including salary to Ramsay Williams, 1513 Northwestern Avenue, Hollywood, California.

"MUTUAL OPPORTUNITY FOR 'BLUE' STATION MANAGERS . . . ALSO THOSE IN THE 'RED'!" Attention, Please!—An exceptional advertising salesman, age 35, family, with proven sales record of accomplishment, and the ability to think up saleable ideas, is now available for interview. He has just resigned from a major network station in the south, and now seeks commercial manager's post on progressive station. Has no objection to small wattage station as he believes it's what's on the air "watt" counts with the listeners, the sponsors and the station. You've longed for a man like that? Well, here he is looking for you. If your station needs additional billing, here's the man who can get it for you! Salary and commission basis. Top references. Box 339, BROADCASTING.

Wanted to Buy

COMPLETE EQUIPMENT—250 or 500 watt station. Advise lowest cash price, when available for removal. Box 327, BROADCASTING.

Will pay cash. Responsible parties interested in buying radio station. Give full particulars. Box 325, BROADCASTING.

Small Group Engineers—Interested buying part or whole of going station or C.P. Box 328, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

Two or Three Channel 110 Volt AC Remote Amplifier—0-250 ohm source ohm source, 600 ohm load impedance, two microphones, two microphone stands, one pair high impedance headphones. WCED, DuBois, Pa.

For Sale

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

One Practically New RCA 66-A Modulation Monitor—Price fob N. Y. \$225.00. Box 332, BROADCASTING.

CAPITOL HILL NET HOOKUP PROPOSED

AS A RESULT of an open letter to Raymond Clapper, Mutual commentator and Scripps-Howard columnist, inserted in the *Congressional Record* last month by Rep. Hebert (D-La.), Gov. James A. Noe of Louisiana, president of WNOE, New Orleans, has proposed a four-network hookup for an hour's program from Capitol Hill each week.

In a letter to the four major networks, a copy of which Rep. Hebert inserted in the *Congressional Record*, Gov. Noe suggests that the networks clear an hour each week in which Congressmen could discuss vital issues. Gov. Noe's plan, as outlined in a letter to Rep. Hebert, would involve both Democrats and Republicans of both Houses, speakers to be chosen by the two parties.

Rep. Hebert's open letter to Mr. Clapper was in reply to an article in the January issue of *Cosmopolitan*.

WANTED

Young aggressive woman publicity writer for metropolitan Eastern City. State all qualifications, including large city experience, contact ability and salary requirement. Photo and clips desirable.

BOX 335, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

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

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY

CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859


HECTOR R. SKIFER

Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS

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

Radio Engineering Consultants Frequency Monitoring Commercial Radio Equip. Co.

Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St.
Kansas City, Mo.  Crossroads of the World
Hollywood, Cal.

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.
Munsey Bldg. • Republic 2347

Fly Confers With Networks On Relief for Small Stations

Plan Involves Extension of Chains to Locals, 'Package' Advertising and Line Rate Cuts

FORMULATION of some sort of plan for relief of smaller stations, to be derived from a combination of the Long Lines rate reductions, addition of smaller stations to national networks, and "package" advertising campaigns by national advertisers, is being pursued by FCC Chairman James Lawrence Fly, but with the result uncertain.

Mr. Fly has been in conference with network officials intermittently during the past two weeks and, among other things, has discussed possible expansion of the networks to cover smaller stations in the more remote areas. He has also discussed, it is understood, current legislative and investigatory activity on the Washington front, as well as the chain-monopoly regulations now awaiting decision of the Supreme Court after argument on Feb. 10-11.

50% Cut to Locals

There have also been discussions with representatives of larger advertisers through the Advertising Council, in an effort to procure wider national use of smaller outlets, particularly if some of them are absorbed by the networks. One of the big difficulties, however, has been that national advertisers are not disposed to buy duplicate coverage and work on a definite "cost-per-inquiry" basis. Moreover, it was pointed out that many of them do not even take advantage of bonus stations on the networks, because of distribution and market factors.

The AT&T long lines reductions, amounting to approximately \$2,145,000, announced last month, [BROADCASTING, Jan. 25] would reduce higher costs of smaller stations by some 50%, it has been estimated. Mr. Fly feels that the networks should use portions of the saving to extend service to the less profitable station operations.

Manpower, however, has loomed as perhaps a larger problem than economic return for many smaller stations. Inability to retain technical and program personnel because of Selective Service and weaning away of key people by other station operations has proved a serious problem, many of the smaller stations have reported.

At his news conference last Monday, Chairman Fly was pessimistic about the war outlook and its effect on radio. As for smaller stations, however, he said that as newspapers curtail and billboards and other media suffer, local radio offers a more interesting and valuable medium. It will be "pay dirt," he said, because no other media will have such means of mass communication.

Discussing the 1942 situation, Mr. Fly said that because many stations had failed to file information

requested by the FCC, it may be necessary to await the annual reports of stations to get a complete picture of last year's operation. Data now available appears to be as anticipated, he said. He expressed fear that 1943 and 1944 will be worse "for obvious reasons".

About a half-dozen stations have voluntarily suspended since last fall, he said, and others are making inquiries. (FCC records reveal that these stations are KID, Idaho Falls, Ida.; WBRB, Red Bank, N. J.; KAST, Astoria, Ore.; KXXX, Kansas City, Mo.; KIDW, Lamar, Colo., and WJWC, Hammond-Chicago.)

Mr. Fly asserted that other stations are making inquiries about suspension, but he said the condition is not "startling." The FCC has not yet decided as a matter of policy whether stations which suspend operations because of declining war conditions will be permitted to return to the air after the war without prejudice. Attorneys apparently take the position that the requirements of the Radio Act could not be fulfilled thereby, since a showing of public interest is required.

Discussing other proposals for relief of stations in distress, Mr. Fly said that the original idea for RFC loans has been discarded since the Government would be placed in the position of acquiring control of stations, and moreover it would be saddled with fixed liabilities. Purchase by the Government of time has been eliminated "for practical reasons" and also because of the Government control aspect. He emphasized that stimulation of private advertising through various means remains the best solution.

REPLY FROM AFAR Hollywood, New York Figure In 'Information Please'

H. J. HEINZ Co., Pittsburgh, is experimenting with the idea of having a guest expert in another city besides New York join the NBC *Information Please* quiz by "remote control".

On the Feb. 22 program, Gregory Ratoff, in Hollywood with his own audience and a small bell to signal when he knows an answer, was to join the regular experts, John Kieran and Franklin P. Adams, and Christopher Morley, the other guest. A two-way telephone line was to be employed.

If the idea proves successful, Dan Golenpaul, owner and producer of the program, may have film stars speaking from Hollywood as a regular feature.

AFRA Files Demands

AMERICAN Federation of Radio Artists, which has been preparing special forms for its recently revised sustaining contracts, finished work on them last week and submitted them to the War Labor Board, it was reported. Notices of AFRA's demands for increases in commercial scale minimums for network and transcription programs were also drafted last week and mailed out Feb. 18 to transcription companies, networks, advertisers and advertising agencies, and others signing the union's commercial code. The increase demanded is 19 instead of 19.7, as reported in BROADCASTING Feb. 15, the figure corresponding to the point rise in the cost-of-living from Dec. 15, 1940 to Dec. 15, 1942.

WWNY Joins CBS

WWNY, Watertown, N. Y., about March 1 will become a CBS affiliate. Owned and operated by the *Watertown Daily Times*, WWNY operates on 790 kc., 1,000 watts. Established in April, 1941 on a parttime basis, the station has been a fulltime outlet since October, 1942.

H. Elmer Westmoreland Named WLOL Manager

H. ELMER WESTMORELAND, sales manager of WLOL, Minneapolis-St. Paul, has been promoted to general manager, and elected a vice-president of Independent Merchants Broadcasting Co. Mr. Westmoreland, formerly publisher of the *Golfer-Sportsman* magazine



Mr. McTigue Mr. Westmoreland

and member of the national advertising department of the *Minneapolis Journal*, has been with WLOL since March, 1932.

Immediately after his promotion, Mr. Westmoreland announced the appointment of Harry McTigue as assistant general manager in charge of WLOL programming and production. Mr. McTigue is widely known as the "colonel" and General Mills baseball reporter.

Baukhage Sponsors

AS BAUKHAGE completed the first year of *Baukhage Talking*, 1-1:15 news show, BLUE reported last week that the program which began on a sustaining basis, now had more than 60 local sponsors. Baukhage's 6:20 p.m. commentary on WMAL, Washington, is now sponsored three days each by Vicks, and McKesson Robbins for Calox tooth powder.

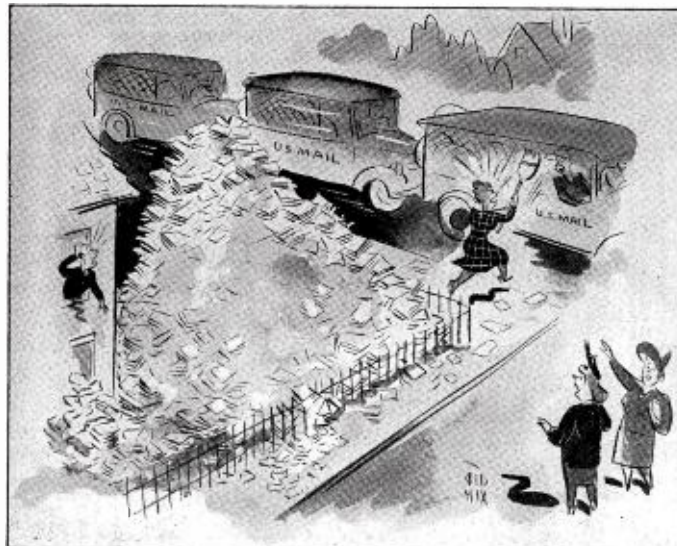
WOOD Unlimited

WOOD, Grand Rapids, Mich., has been granted permission by the FCC to change hours of operation from sharing time with WASH, Grand Rapids, also owned by King-Trendle Broadcasting Corp., to full-time, with facilities of WASH. WOOD is an NBC and Michigan network affiliate and operates on 1300 kc. with 5,000 w. Manager is Stanley W. Barnett.

MBS TO CONSIDER PROGRAM POLICIES

FIRST in the series of MBS program clinics scheduled to meet in key cities will be held Feb. 22 and 25 at the hotel Ambassador, New York, with Miller McClintock, president of MBS, opening the sessions. The series was announced by Mr. McClintock at a MBS dinner Feb. 10 as a means of launching Mutual's plan to increase and improve its service to member stations, listeners and advertisers.

Special emphasis on programming that will aid the war effort will highlight the clinic, which will be presided over by Adolph Opfinger, MBS program manager. In addition to MBS executives from 12 key stations, Eugene Carr will be present to represent the Office of Censorship, while Merritt Barnum and Jack Van Nostrand will represent the OWI.



Drawn for BROADCASTING by Sid Hix

"It's Mr. Edwards' Consequences. She Missed Her Question and He Told Listeners to Send Her Their Old Christmas Cards!"



28,000 DEALER CALLS THIS YEAR

*To lend war-time aid to your retailers
and wholesalers in 12 major cities*

WLW's carefully developed plan of merchandising covers every phase of distribution from manufacturers' representative through consumer. Dealer contacts are made more effective through BUY-WAY, our radio merchandising newspaper with a circulation of over 50,000 twice a month; comprehensive direct mail coverage totaling more than 360,000 pieces a year; widespread trade association and Trade Extension activities. This merchandising program costs advertisers nothing, now is dedicated to helping your retailers and wholesalers solve their perplexing war-time merchandising problems.

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

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

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

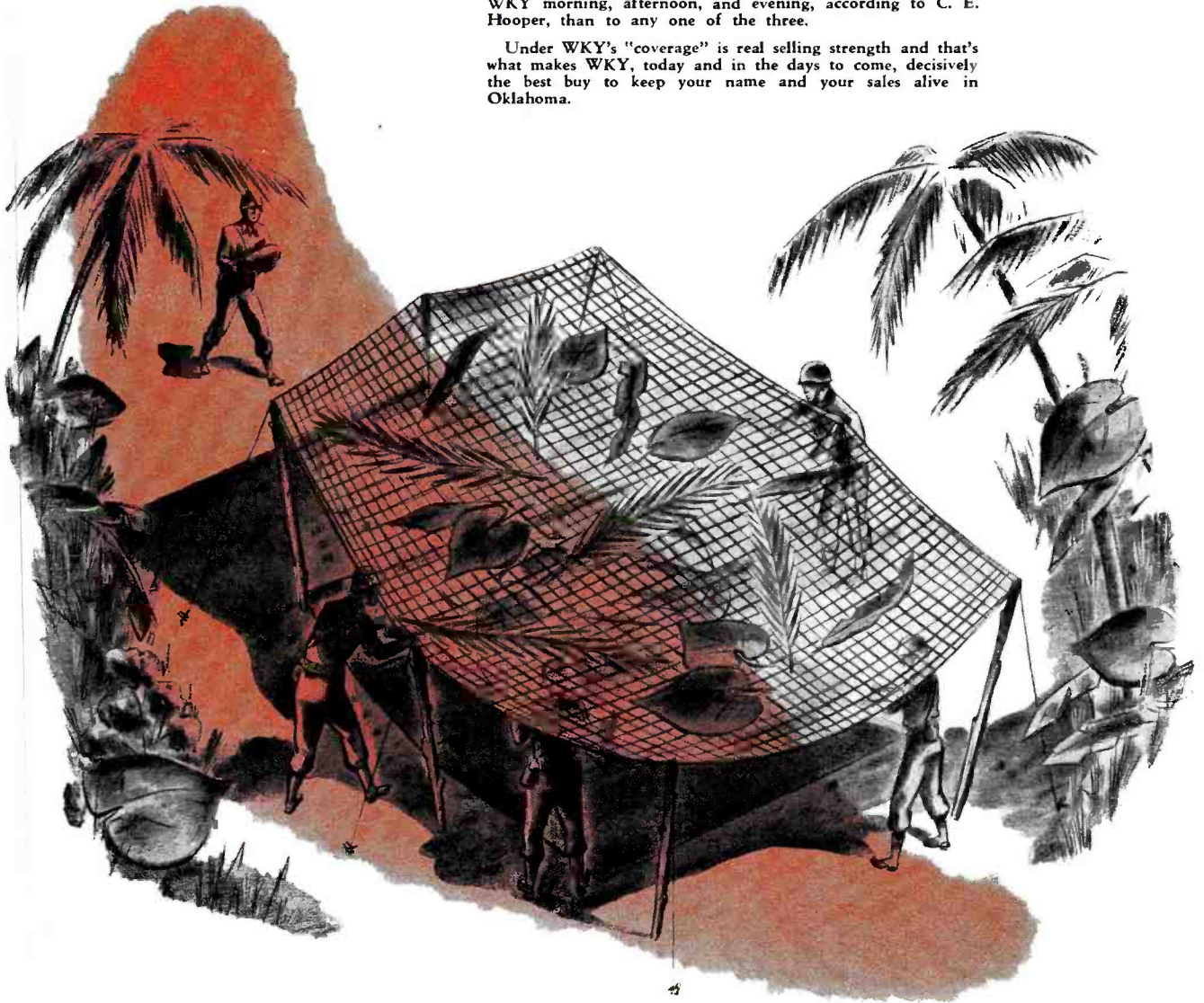
DIVISION OF THE CROSLLEY CORPORATION

WHAT'S UNDER THE "COVERAGE"?

● Radio "coverage" is the camouflage under which a station's weakness can easily be concealed. But strength, too, is to be found under radio "coverage."

WKY, on 930 kilocycles, has more "coverage" in Oklahoma than any of Oklahoma City's three other stations. But this alone would be meaningless without the fact that from two to three-and-a-half times more persons actually listen to WKY morning, afternoon, and evening, according to C. E. Hooper, than to any one of the three.

Under WKY's "coverage" is real selling strength and that's what makes WKY, today and in the days to come, decisively the best buy to keep your name and your sales alive in Oklahoma.



WKY OKLAHOMA CITY

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