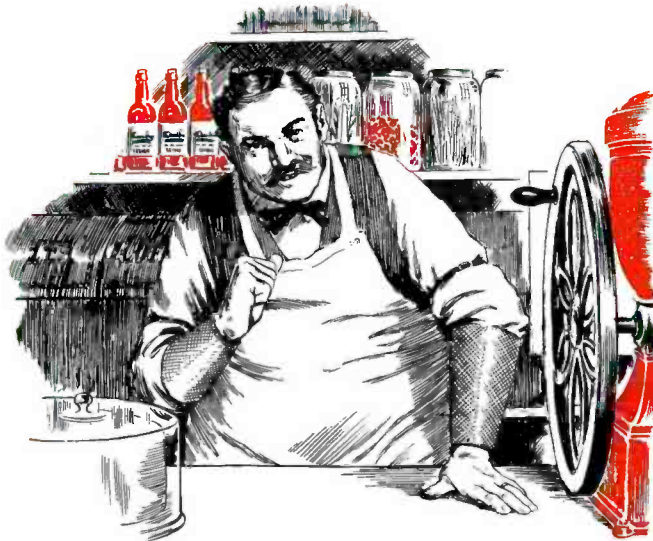


# BROADCASTING

The Weekly Newsmagazine of Radio

Broad

NEW YORK CITY  
485 EAST 62ND ST.  
M. EDWIN H. ARMSTRONG



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

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

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

- Large Daily Newspapers  
Which one? \_\_\_\_\_
- Radio Stations  
Which one? \_\_\_\_\_
- Outdoor Billboards  
Which company? \_\_\_\_\_
- Farm Papers  
Which one? \_\_\_\_\_"

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

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

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

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

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

# WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



*In Winter Snow  
or August Heat*

## Radio Fills a Need

**S**now hides the dormant field and veils the roadside farm. Neighbors stopped, all friends shut out, the farmers, snugly housed from wind and weather, sit around the kitchen stove and family fireplace.

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

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



REPRESENTED BY  
JOHN BLAIR & COMPANY

**CHICAGO**

AFFILIATED WITH KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL

# THE SEAL OF ACCEPTANCE

Accepted by 875 commercial radio stations in the U. S.

Accepted by every national and regional network.

Accepted by all transcription and phonograph companies.

Accepted by over 100 of America's finest music publishers.

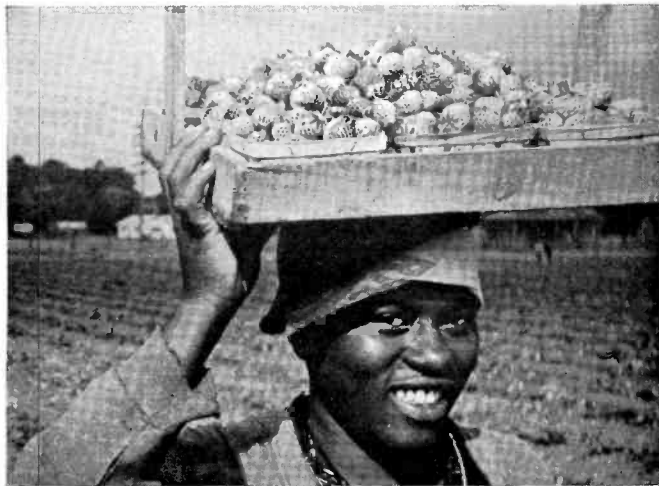
Accepted by all American advertising agencies.



THE BEST  
MUSIC  
SESAC  
IN  
AMERICA

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

113 West 42nd St.  
New York, N. Y.



# BROADCASTING

The Weekly Newsmagazine of Radio  
Broadcast Advertising

VOL. 24 • No. 15

APRIL 12, 1943

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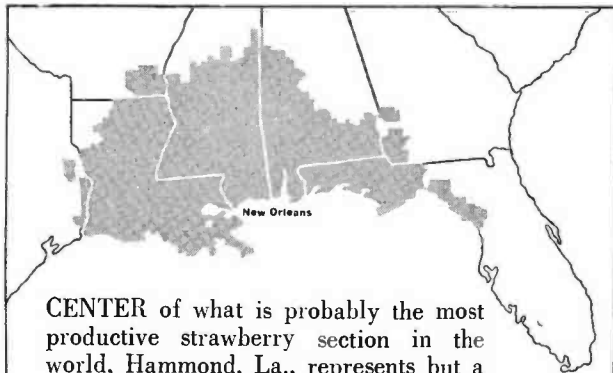
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Subscription \$5.00 a Year • Canadian and Foreign, \$6.00  
Published every Monday, 53rd issue (Yearbook Number) Published in February

## The Strawberry Capital — AT HAMMOND, LOUISIANA — IS IN WWL-LAND

and so are 10,000,000 customers from five different states



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

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

# WWL

NEW ORLEANS

**50,000 WATTS—CLEAR CHANNEL**

The Greatest Selling POWER in the South's Greatest City  
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

# KOIL is the most economical buy in OMAHA



For Outstate  
Nebraska—  
**KFAB**  
is a must!



*Coming* **EVENTS**  
**CAST THEIR SHADOWS**  
*in the SOUTH*

**WE CAN'T ESCAPE IT.** The South is growing so rapidly, prospering so quickly, changing so completely that the post-war South will, we believe, change our entire economic thinking. Things are happening.

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

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

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



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

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



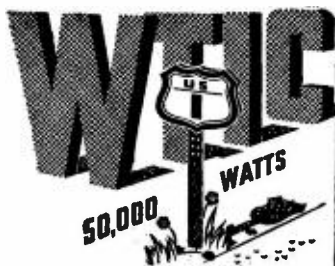
## ***There's not another like it!***

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

★ ★ ★

The respect and friendliness with which the people of Southern New England turn to WTIC, and the unusually high radio ownership which exists here are your guarantee of an audience for your sales message. The per family income figures for this area are your guarantee that, having heard your message, they possess the means to do something about it. That's why we say

## ***There's not another like it!***



**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

*The Travelers Broadcasting Service Corporation*

*Member of NBC and New England Regional Network*

*Represented by WEED & COMPANY, New York, Boston,*

*Chicago, Detroit, San Francisco and Hollywood*

## *Sincerely Yours...*

**W**HEN the enemy struck at our country, American industrialists and business men, not content with their achievements of converting from peacetime to war production, turned the full power of their advertising, not only radio but publication advertising as well, to the gigantic task of bringing the war and its meaning to the American people.

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

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

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

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

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

• THE NATIONAL BROADCASTING COMPANY •

# A FIRST IN FM!

Hallicrafters are pioneers in FM! Producers of the first general coverage U. H. F. communications receiver to incorporate both FM and AM. Time and research have added much to the performance capabilities of Hallicrafters FM-AM communications receivers... wartime experience is adding invaluable engineering advantages... all of which will be available to you in your peacetime Hallicrafters communications receiver.

**hallicrafters**  
CHICAGO, U.S.A.



World's Largest Exclusive  
Manufacturer of Short Wave  
Radio Communications  
Equipment





# REASON FOR CONFIDENCE



*The new building of the Bell Telephone Laboratories*

**H**ow MANY of the different units that make up an Army use the telephone?

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

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

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

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

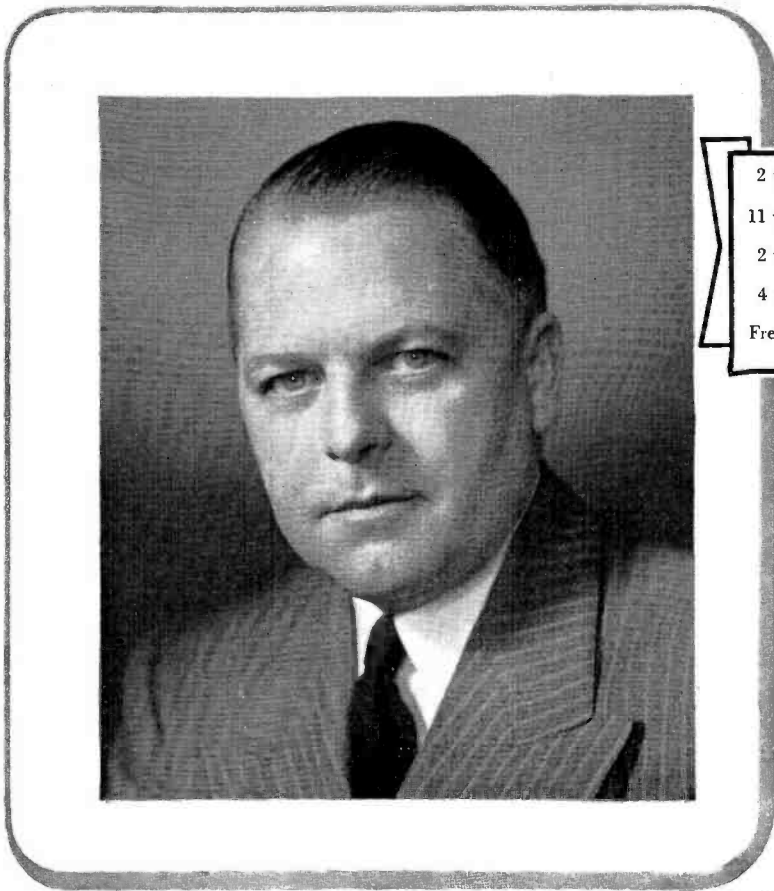
Did you know that the biggest industrial laboratory in the world is right here in this country, and devoted

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

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



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



2 years Telegraph Operator,  
Sante Fe R. R.  
11 years Advertising Staff, St. Louis  
Post-Dispatch  
2 years Copyrighted Newspaper  
Features  
4 years Sales Staff, Radio Station  
KSD, St. Louis  
Free & Peters (New York Office) since  
February, 1943

"Fore," please—  
here comes

# JONES SCOVERN!

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

Yes, we mean "your most valuable", as stated! Here at F&P, Jones Scovern and all the

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

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

### EXCLUSIVE REPRESENTATIVES:

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

### ... IOWA ...

WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH

### ... SOUTHEAST ...

WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE

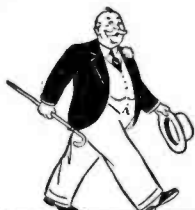
### ... SOUTHWEST ...

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-SONOVOX, 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. 15

WASHINGTON, D. C., APRIL 12, 1943

\$5.00 A YEAR—15c A COPY

## FCC Reorganization Seems Certain

### Strong Committee In the Senate Appointed

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

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

#### Two Autonomous Divisions

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

The Cox Select Committee to investigate FCC personnel and their stewardship shortly is expected to begin its formal inquiry. Considerable preliminary data already has been accumulated by the committee staff, headed by Eugene L. Garey, well-known New York attorney. Appointment of this committee, approved by the House last January, was for the avowed purpose of breaking the hold of FCC

Chairman Fly on the Commission and the communications industries. House approval was virtually unanimous after Rep. Cox (D-Ga.) had described the Commission as "the nastiest nest of rats in the entire country" and had branded Chairman Fly as "the worst bureaucrat in Washington"

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

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

The Montanan himself will serve as committee chairman. Other members are Hill (D-Ala.), majority

whip; Clark (D-Idaho), who has shown an active interest in radio and is chairman of the subcommittee to investigate AFM and Jimmy Petrillo; White (R-Me.), author with Senator Wheeler of the bill and the best-informed man in Congress on radio legislation, and Austin (R-Vt.), a leading proponent for reform in administrative agencies. All five committee members are attorneys.

#### Await Court Ruling

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

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

Mr. Fly opposed a bill following the same pattern (the Sanders Bill) at the last session. While he hasn't publicly indicated his position either on the Holmes Bill or the White-Wheeler measure, it is hardly thought his views have changed.

The White-Wheeler measure was introduced March 2 by Senator White with the concurrence of the committee chairman. Immediately after its introduction, Senator Wheeler became ill. Upon his return to his office last week, however, he announced appointment of the subcommittee, regarded as probably the strongest he could name.

The House Interstate Commerce Committee evidently is only awaiting developments in the Cox inquiry before moving forward on new legislation. Having conducted exhaustive FCC hearing last year, and with the Holmes Bill now before it, the Committee had only to perfect appointment of a new subcommittee to proceed, perhaps without the necessity of further hearings.

Now that two well-defined legislative moves are under way in the

(Continued on page 45)

## More Severe Hiring Control Predicted

### Business Awaits McNutt Move Following FDR Order

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

#### Little Steel Formula

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

In his executive order, and the accompanying statement, the Presi-

dent had said that there must be no further increase in wage rates beyond the Little Steel formula. While the order made clear that individual classifications and promotion would still be possible, Mr. Roosevelt instructed War Manpower Commission chief Paul V. McNutt to "forbid the employment by an employer of any new employee except in accordance with regulations of the Chairman (of the WMC), the purpose being to prevent such employment at a higher wage or salary than that received by the employe in his last employment unless the change of employment will aid in the prosecution of the war."

No definite word was available over the week-end on the extent to which the order would limit transfer of personnel in the radio industry, or the employment of new men from other fields. The President had said that all job transfers must be to "aid in the

prosecution of the war." Whether the WMC would interpret that phrase to mean that men are more or less frozen in their jobs in essential industries, will depend on instruction yet to be issued.

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

Recently, however, Mr. McNutt has taken increasing hold over hiring and in 36 critical labor shortage areas has authorized his regional directors to permit hiring only

(Continued on page 45)

# ASCAP Claims Extra Royalties; NAB Advises Stations on Rights

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

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

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

### Involves Participations

ASCAP's auditors, it was pointed out, have claimed compensation with respect to programs using ASCAP music which follow spot announcements not occurring at station breaks. The consent decree signed by ASCAP and its "per-program license" are clear on that point, and require ASCAP to offer broadcasters a sustaining program license entailing payment only for sustaining programs on which ASCAP compositions are performed and as to commercial programs, a license requiring only the payment of a percentage of the revenue derived by the station for the use of its facilities in connection with a commercial using ASCAP music.

"There is, therefore," Mr. Miller stated, "no basis for asking for compensation with respect to contiguous programs which do not use ASCAP music."

"For example," he said, "if a station presents a five-minute newscast, followed by a one-minute commercial, followed by a sustaining program of ASCAP music, ASCAP is entitled only to the sustaining fee on the ASCAP musical program. If the one-minute spot uses ASCAP music, then the Society is entitled to payment of the commercial rate on the amount collected for that one-minute spot.

Questions also have been raised with respect to the applicability of the 8% rather than the 2% royalty rate where themes, jingles and the like are used. The ASCAP per-program contract provides that the 2% is applicable on local commercials which use compositions licensed by ASCAP only incidentally as bridge or background music, themes or signature, arrangement of works in the public domain or incidental to the broadcast of a public or sports events, said the NAB bulletin.

ASCAP field men, it was reported, claim that if the composition used as the theme varies from program to program, it will not be considered theme music and the full 8% rate must be paid.

"This claim is unjustified," said

NAB. "The reason for the word 'signature' and the word 'theme' was to distinguish between the invariable signature and the varying theme. So long as the composition is used as theme music, the 2% rate is applicable."

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

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

### Consent Decree Claims

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

NAB attached to the bulletin a list of consent decree licenses issued to stations which have been brought to the attention of the NAB. Covered were 18 licenses, covering 51 compositions. All of these licenses, NAB held, were issued in a form approved by the Government and broadcasters "are entitled to rely upon these grants." It added that certain of the consent decree licenses have been cancelled subsequent to their issuance. Broadcasters are not entitled to perform these works under consent decree



LT. COM. STORER

## Navy Materiel Post To George B. Storer

### Fort President Reports Soon To 9th Naval District

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

Com. Storer's steel fabricating concern has been engaged 100% in war production virtually since the outbreak of hostilities, mainly in manufacture of shell casings. It is understood that because of his knowledge of steel production and manufacturing, he was selected for the Chicago post.

### Active in War Production

Prominent in broadcasting circles for more than a decade, Com. Storer has devoted most of his time to war production during the last two years. The six Storer stations are WWVA, Wheeling; WSPD, Toledo; WMMN, Fairmont; WLOK, Lima O.; WAGA, Atlanta, and WHIZ, Zanesville.

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

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

### Coffee Firm Sale

AMERICAN Home Products Corp., Jersey City, extensive user of radio for its various proprietary products, is negotiating to acquire the G. Washington Coffee Refining Co., Morris Plains, N. J., it was announced last week by Alvin G. Brush, chairman of American Home Products. Company has already bought this year Ayerst, McKenna & Harrison Ltd., Montreal, maker of drugs, foods, cosmetics and household products. According to Mr. Brush's announcement, G. Washington, president of the coffee firm, plans to retire when the purchase becomes effective. Clarence Mark, general manager, would become active head of the company.

## Squibb and Colgate Plan Summer Network Shows

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

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

### Babbitt's New Plans

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

license subsequent to the date on which they received notice that the license has been withdrawn. Prior uses, however, are not performances on which ASCAP is entitled to claim compensation.

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

# Many Former 3Bs to Be Called Soon

## Dependency Removed As Deferment for Two Groups

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

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

### Still a Class 3D

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

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

Still open to some radio employes will be Class 2A, men necessary to essential civilian activities who may be deferred for limited periods until they are replaced. Such defer-

ments are available at the discretion of local draft boards for men holding one of the jobs in the list of essential titles for the radio industry.

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

How many of the 5700 draft age Class 3 men reported in last fall's NAB survey have pre-Pearl Harbor children and will go into 3A in-

stead of 1A is not known. Of 2488 men holding key radio jobs at that time, however, 1023 had dependent children, while another 553 had no children.

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

## High Court Hears KOA-WHDH Arguments; Result Important

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

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

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

Decision by the court in the network monopoly case was expected any decision day (Mondays).

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

The case was the first involving the breaking down of a clear channel through duplicated operation since the Havana Treaty reallocation became effective in 1941. KOA has been the dominant 1-A station on the 850 kc. clear channel, but the FCC authorized WHDH, now a BLUE outlet, to operate fulltime on the frequency, changing its status from 1-A to 1-B. To accomplish this, it amended its rules setting up 25 Class 1-A channels under the Havana Treaty.

In arguing the case for the Government, Paul A. Freund, special assistant to the Attorney General, contended that KOA's facility re-

mained unchanged, in that it retained the same frequency and the same power. He argued that the interference caused in the restricted secondary service area of KOA was negligible and that the public interest was served by the grant. Beyond that, he contended the Commission was under no compulsion to permit NBC to intervene in the proceedings.

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

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

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

With a bare quorum of the court sitting — six judges — arguments were begun last Thursday. Associate Justices Black and Rutledge (Continued on page 40)

## Brown May Scrap Grade Label Rule

### House Committee Advises It Is Impractical Now

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

### Maxon in Trouble

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

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

For more than three weeks, Mr. Brown has been besieged by consumer groups defending the regulations, and canner interests that have been seeking its repeal. In a flare-up a week ago, the OPA Labor Advisory committee demanded the resignation of Lou Maxon, Detroit advertising executive, from his public relations post because of alleged pro-canner sympathy in the controversy.

### Previews Restricted

Mr. Brown appeased the anti-Maxon interests last week by restricting certain powers of review he had granted his publicity chief, permitting him to overrule decisions of OPA Deputy Administrators. The Detroit Chapter of the National Lawyers Guild took up the fight with a demand that Maxon resign "because he shares the view of the National Canners Assn."

The Agriculture Committee heard a message from AFL President William Green declaring that "a myth has gained wide circulation that grade labeling will displace standard brands." Mr. Green said such was not the case, that grading does not disturb brand names. CIO also favors the labeling as a price control device.

### Seeds Names Post

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



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

# Business Builder in Tailor-Made Discs

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

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

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

## Rang the Bell

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

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

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

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



MR. ENDERS

## Washington Store's First Campaign Doubled Sales in Four Months

By ROBERT J. ENDERS  
Radio Director, Kal Advertising Inc., Washington

KAL is the agency; Washington, D. C., the locale, and women's wear specialty shops, the client. "It's Kopy Kat . . . It's Kopy Kat" sang a clever girl trio in a smart transcription innovation. A sweep of all the stations in town—and Mr. Enders learned how custom-prepared platters make friends, and influence profits. He says the idea works for the firm's other accounts as well.

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

Since Christmas we have prepared three additional blocks of C & P transcriptions on consumer cooperation and understanding of their utility.

And then, there's the Capital Transit Co., one of America's largest, busiest transportation systems. Their specific difficulty: Men and women to operate cars and buses, to service equipment. Prior to our radio campaign newspapers over the East had been used. Capital Transit's radio budget was concentrated in the Washington

area. Again, dramatized one-minute announcements, with a simple attention-getting opening effect—voice in an echo chamber. For women employees we coined the phrase: This is a woman's war, too.

## A Newspaper Story

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

Our client, *Washington Evening Star*, owner and operator of the Washington BLUE station WMAL, presents a unique case: The *Star*

does not wish increased circulation (they have the largest Washington circulation), facing decreased used of newsprint. Further, the *Star* does not wish increased advertising lineage (for years they have ranked at the top in U. S. newspaper lineage).

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

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

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

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

## AFM Ban Forces Rexall To Use Announcements

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

Scheduling of the announcements, to run on more than 200 stations throughout the country, has been divided so that 14 will be run off between April 11 and 17, and the remaining 14 between May 9 and 13. The company had hoped to use the musical programs it featured last November for four days, but the union was adamant in its refusal to allow the recordings to be used a second time. Spot Broadcasting places the campaign for Street & Finney, New York, United Drug agency.

## Harvel Watch News

HARVEL WATCH Co., New York, will sponsor John B. Hughes commentaries on Mutual Sunday, 10-10:15 p.m., starting June 6. The watch firm entered radio for the first time with a test spot campaign in the South and Midwest last November. At that time, Harvel's announcements urged listeners to buy War Bonds, and wait until after the war to buy watches. Agency is A. W. Lewin Co., Newark, N. J.

## Gillette Buys South American 'Shadow' Rights; Mutual Starts 'Nick Carter'

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

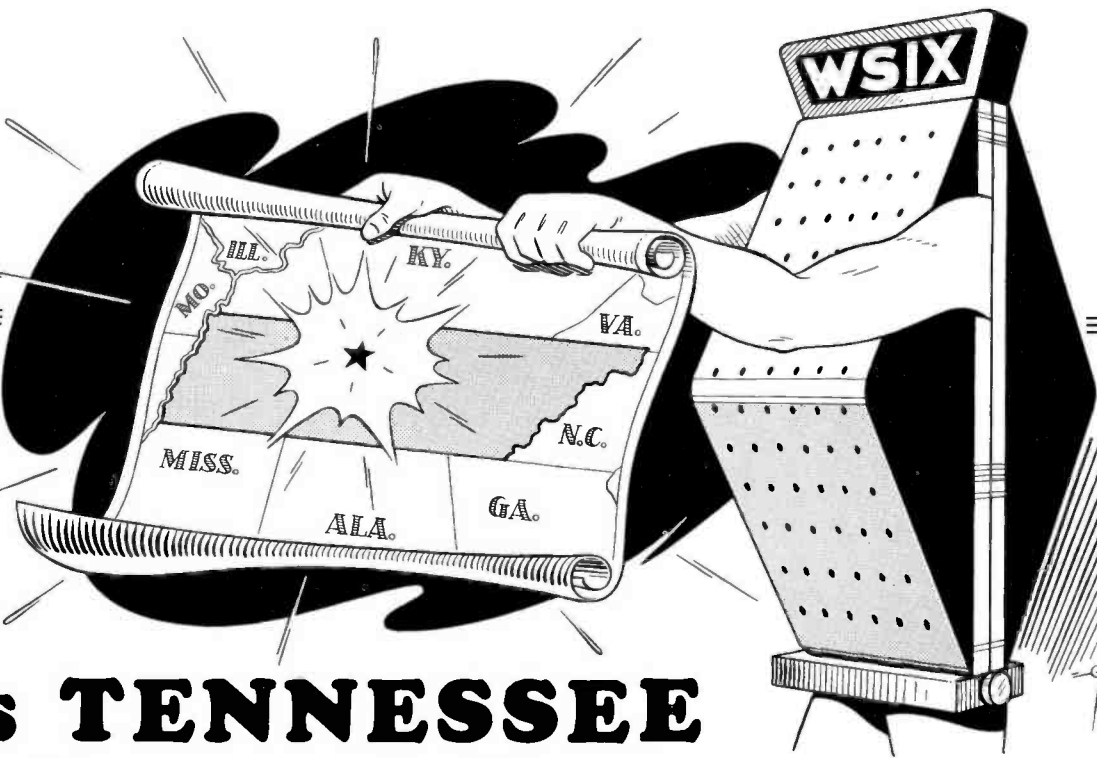
*The Shadow*, several years on U. S. stations, both as a live network show and local transcription, was discontinued on Mutual March 31, when Delaware, Lackawanna and Western Coal Co., completed its seasonal sponsorship of the series. Program is now being broadcast in transcribed form on a number of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

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

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

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

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



# Is TENNESSEE a Part of Your Market?

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

**E**NGINEERS' surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station's 0.1 MV/M signal.

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

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

**5000**  
WATTS



**980**  
KILOCYCLES



Dominant **NBC** Basic Station  
In This Area

**SELLING TO A  
RICH, BUYING  
MARKET**



**W  
D  
E  
L**

1150 KC  
WILMINGTON  
DELAWARE

WDEL reaches an area—Delaware, southern New Jersey, and parts of Maryland and Virginia—which is booming for it is located right in the heart of the nation's greatest production area.

Covering this buying market with 5,000 watts day and night, WDEL is doing an outstanding job for scores of advertisers.

Your advertising dollars spent on WDEL can pay you rich returns in profitable sales—write:

Sales Representative:  
**PAUL H. RAYMER CO.**  
New York • Chicago  
San Francisco



# McNutt to Warn Draft Boards Against Station Discrimination

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

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

This explanation of radio's position as an essential industry was made in reply to two letters from FCC Chairman James Lawrence Fly, who questioned a statement from Selective Service headquarters which asserted that local boards had authority to decide which units of an essential industry performed functions necessary for support of the war effort [BROADCASTING, March 22, 29].

Mr. Fly declared himself "quite happy" with the McNutt explanation. The BWC-FCC Chairman insisted that radio has not sought assurance that station employes will be deferred. He explained that all radio asks is that employes of stations, without discrimination, be eligible for classification as members of an essential industry.

### FCC Alert

The advantage of such a status for radio was underlined last week as Selective Service moved to steer men between 18 and 38 toward jobs in agriculture and essential industries. Protected by the position Mr. McNutt reaffirms, radio could draw on this manpower pool, as well as hold its present employes who otherwise might be inclined to move to war plants or agriculture.

In some quarters, however, there was still fear expressed that in instances where deferments were requested, local boards might reach decisions by arbitrarily judging which of competing local broadcast stations were doing a 'necessary' job. Mr. Fly promised that FCC would continue alert for any sign of discrimination.

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

"As you know," Mr. McNutt wrote, "neither the list of Essential Activities nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station as against another.

"Insofar as the character and content of broadcasting services are similar as between individual radio stations and such services

are deemed related to the war effort, no distinction can be drawn as between particular stations."

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

### "All We Can Expect"

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

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

Text of the McNutt letter follows:

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

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

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

Needs of the armed forces are such as to require withdrawal in some instances of persons in essential occupations in essential activities. It is possible, therefore, for individuals in essential occupations in radio stations to fail to obtain occupational deferment, but such failure, however, is not on the grounds of the lack of essentiality of the individual radio station.

### Lever Shifts Theme

LEVER BROS., Cambridge, Mass., temporarily shifted its spot campaign for Rinso on 111 stations, to promotion of Lipton's Tea, and Lipton's Continental Soup Mix, for one week only, starting April 5. Agency is Young & Rubicam, New York.

## PLACE QUESTIONS

### DRAFT VAGUENESS

COMMENTING it is common knowledge that the induction date for fathers is not far off, Russell P. Place, NAB general counsel, said last week registrants and employers could plan more easily if they were given reasonable indication when induction is likely to take place.

(On Monday Maj. Gen. Lewis B. Hershey, director of Selective Service, said such inductions were not likely to take place at least until July but Selective Service could not tell when since the date depended on facts beyond its control. Gen. Hershey said one important factor would be the rate at which "public opinion forced single men to give up jobs in war plants.")

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

## RADIO MUSICIANS

### EXEMPTED BY WMC

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

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

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

## IBEW Renews Contracts With Five Broadcasters

RENEWALS of agreements covering technical employes of five stations were announced last week by locals of the International Brotherhood of Electrical Workers (AFL).

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

In Alabama, Local 1299 reported a renewal with the Gadsden Broadcasting Co. WJBY, Gadsden, Ala., and the Selma Broadcasting Co., WHBB, Selma.



# "Detroit Is Turning Out More Combat Munitions Than Any Other Industrial Area in the World"

Office of War Information Report, February, 1943

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

## Important Detroit Contributions to Democracy's Arsenal

### AIRPLANES

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

### ENGINES

Pratt & Whitney Double Wasp 2,000 horsepower  
(complete)  
Pratt & Whitney Twin Wasp, 1,250 horsepower  
(complete)  
Rolls-Royce Merlin aircraft engines (complete)  
Wright Whirlwind for tanks and training planes  
(complete)  
Continental engines for tanks and trainers  
(complete)

Ford V-8 engines for tanks (complete)  
General Motors Diesels for tanks and boats  
(complete)  
Packard Marine engines for PT boats  
(complete)  
Allison V-1710 aircraft engines (parts)  
Wright Cyclone 1,750-h.p. for planes (parts)  
Wright Cyclone 1,200-h.p. for planes (parts)  
Wright Duplex Cyclone 2,200-h.p. for planes  
(parts)

### TANKS

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

### GUNS

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

### MISCELLANEOUS

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

*WWJ is, by actual survey, the most listened to station in this great arsenal.  
And Detroit has had a population gain of more than 300,000 since 1940!*

NBC Basic  
Network



Associate Station  
W45D—FM

## Hugh Feltis Made Manager of KOIL

### Woods Promoted to Central States System Manager

JUD WOODS, station manager of KFAB and KFOR, Lincoln, and Hugh Feltis station contact representative of the BLUE, share executive responsibilities in the Central States Broadcasting System setup following Don Searle's appointment as manager of KGO, San Francisco.

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

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

## Radio Executives Club Prepares For Election

INTRODUCTION of new members, appointment of a nominating committee, and a general discussion of future plans were the agenda of the April 7 meeting of the Radio Executives Club. Under the chairmanship of John Hymes, Foote, Cone & Belding, the nominating committee to prepare a slate for next year's officers includes Arthur Sinzheimer, Peck Adv. Agency; Horace Hagedorn, NBC spot sales, and Marvin Kirsch, *Radio Daily*. A new president, vice-president, secretary and treasurer will be announced at the May 26 meeting.

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

## McCormick to NBC

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



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

## CIAA TO PRESENT BRAZILIAN SERIES

CARRYING out its recently announced intention of stepping up domestic radio activities, the Office of the Coordinator of Inter-American Affairs is readying a series to acquaint American listeners with their Brazilian neighbors. The programs will start on Mutual, probably this month, and may be followed by similar series in other countries in 13-week cycles.

The first cycle will be presented in cooperation with Brazil's Department of Press and Propaganda, and reciprocates for the latter agency's cooperation in making time available on 94 Brazilian stations for a five-minute daily CIAA news program, transmitted from this country during the last year.

Frank Buck, explorer, animal collector, and author, will m.c. the Mutual program, with stars from the entertainment world, visiting South American celebrities, public figures of international fame and Latin American artists as guests in a show combining interviews and drama. Feature material will be supplied by the CIAA representative in Rio de Janeiro. Series is expected to be heard in the Saturday, 4:30 p.m. period.

## Carter Expands

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

## Now Rear Adm. Redman

PROMOTION of Capt. Joseph R. Redman, who last week began his second tour as Director of Naval Communications, to rank of Rear Admiral, was confirmed by the Senate last Tuesday. Admiral Redman succeeded Capt. Carl F. Holden, after a half-year in the war zone [BROADCASTING, April 5].

# Hawaiian Radio About Normal Says Webley Edwards on Visit

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

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

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

### Fastest and Best

People on the Islands are listening to radio as never before, Mr. Edwards said, pointing out that not only is radio the fastest and best means for emergency communication with the residents, but also has double duty as an unusually powerful force for good morale in view of the gasoline restrictions keeping people at home by day, and the nightly blackouts precluding other forms of entertainment.

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

Visitors are now allowed to visit KGMB, he said, as well as attend broadcasts, all of which must be transcribed prior to presentation lest some unintentional slip give information to the enemy.

For five days after the Dec. 7 attack, Hawaiian stations were entirely cut off the air except for emergency announcements. On Dec. 14, the Army allowed them to resume on a limited schedule from about 7:30 a.m. until 9 p.m., and they are on the air today from 6 a.m. to approximately midnight.

The result of this curtailment naturally affected advertising schedules and station revenue, Mr. Edwards stated, adding that of course all foreign language programs in Japanese, Chinese and Filipino, have been completely discontinued.

Today, however, with the distribution of essential things smoothed out, national advertising firms have resumed their radio promotion of such items as food or drugs



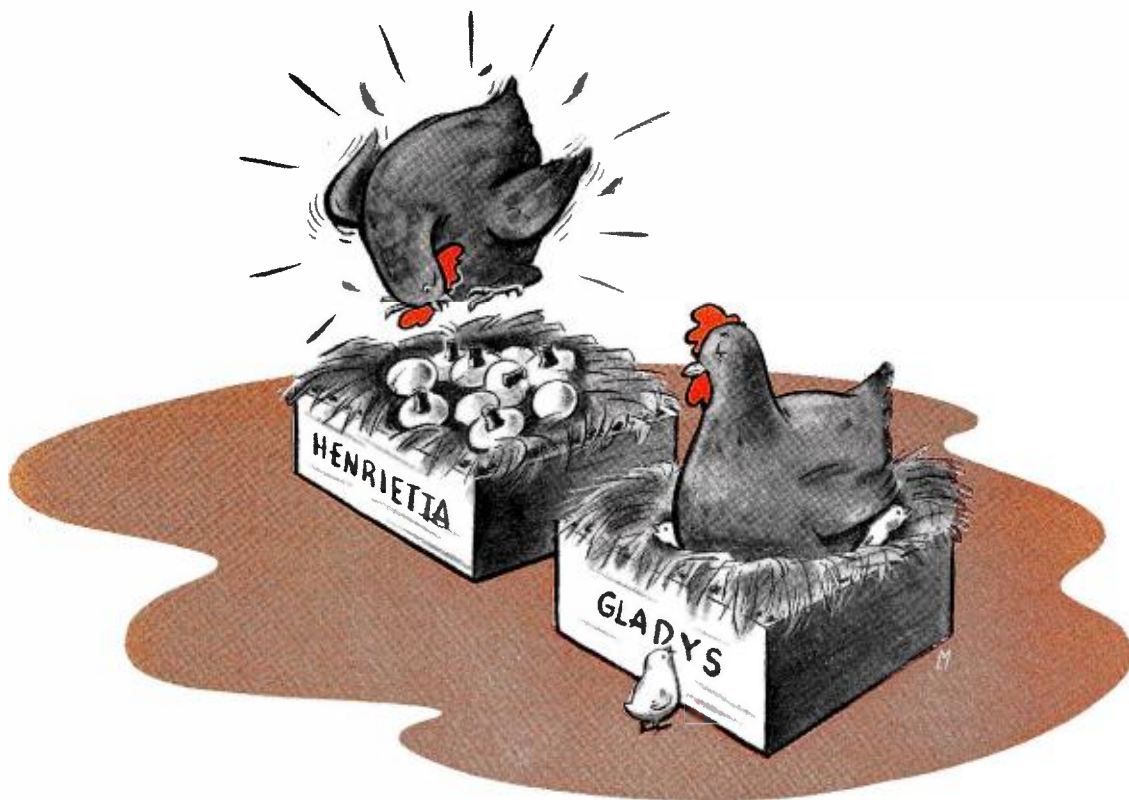
MR. EDWARDS

and local firms are again using radio in the realization that it is the best way in which to reach the restricted populace.

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

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

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



## CAN YOU HATCH DOORKNOBS?

**I**T MAKES a whale of a difference what's under a radio station's coverage. No matter how closely a doorknob resembles an egg, it's still a dud. No matter how closely "coverage" resembles "listeners", the two are as far apart as doorknobs and eggs.

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

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

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

**W K Y**  
**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.

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

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

### State Dept. Order

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

Adriel Fried, KLX manager, asserted he was informed by the office of Mayor Rossi in San Francisco

that the State Dept. had declared NBC alone would be permitted to carry the event direct from the auditorium. The Mayor's office, however, subsequently disclaimed any such order.

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

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



**SPLIT-SHOE TIRE** attached to rim by springs was designed by George Sudermann (l), news analyst of KSO, Des Moines, in his spare time tinkering. Of solid oak and hinged together, this model being inspected by Mr. Jaeger and Mr. Sudermann was made by Jaeger Mfg. Co., local cabinet makers..

of Congress contacted by Mr. Knowland.

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

## Sanka Resumed

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

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

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

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

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

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

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

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

Mr. Fried declared KLX meant to bring the whole thing to a showdown. "It is a battle of independents versus the networks," he said.

# CARL EVERSON

## WHKC • COLUMBUS

*says* ... "for the life of us we cannot conclude the "Little Tin Soldier" programs. We have played the series twice and have started a third run. Every time we come up to the last program hundreds of letters come in demanding we continue. The mail is from people in all walks of life and highly complimentary."

The "Little Tin Soldier" is a serial story for children of 156 (15-minute) episodes. It is furnished FREE to subscribers with Lang-Worth Planned Program Service.

**LANG-WORTH, Inc.**  
420 MADISON AVENUE • NEW YORK, N. Y.



(left to right); Glenn Snyder, Manager of WLS, and Merritt R. Schoenfeld, Sales Manager for the BLUE's Central Division, (representing WENR) receiving the trophy from P. S. Joyce, Chicago Manager of the Grocery Products Division of General Mills, and E.H. Kees, Assistant Central Division Sales Manager for General Mills.

## General Mills Trophy awarded to **WENR-WLS** for lowest cost per inquiry



● *Hi-yo Silver!* The Lone Ranger, radio's most thrilling drama, has a listener loyalty that is the envy of many a sponsor.

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

Yet WENR-WLS topped all stations

by capturing the sponsor's special award for lowest cost per inquiry!

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

You, too, can share in the whirlwind progress of the Blue. Better get all the facts now!

# WENR

Represented by Blue Spot Sales

CHICAGO'S BLUE NETWORK STATIONS  
890 KILOCYCLES  
50,000 WATTS — CLEAR CHANNEL



Represented by John Blair & Co.



## 500 W. APPLICATION OF WLW DISMISSED

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

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

It is presumed that in the light of the acquisition of the transmitter, presumably for psychological warfare purposes, Crosley Corp. will drop its appeal from the FCC action denying W8XO authority to experiment with 750,000 watts from midnight to morning. This authority was sought to prove the technical feasibility of high-powered transmitting equipment, which the FCC denied on Nov. 30. Last December it also denied W8XO a renewal of license, which in no wise affected the WLW operation with 50,000 watts fulltime.



SPRING TRAINING for the world champion St. Louis Cardinals was formally opened in Cairo, Ill., with a welcome banquet which was broadcast on WKRO, Cairo. Welcoming the champs (l to r) are: C. L. Keaton, chairman of the Cairo Baseball Committee and head of McKnight-Keaton Wholesale Groc. Co., heavy radio user; Mrs. Keaton, who designed Cardinals emblem; Sam Breadon, Cardinals president. Toastmaster was Merrill (Red) Currier, WKRO manager.

## Thelma Kirchner Named KGFJ General Manager

FOLLOWING withdrawal of Ben S. McGlashan, owner of KGFJ, Los Angeles, from active participation in that station's operation for the war duration, Thelma Kirchner, staff member for 16 years, has been appointed general manager. Mr. McGlashan, now a major in the Civil Air Patrol, is in charge of the San Benito (Tex.) airfield. Miss Kirchner joined the station in 1927, three months after KGFJ started operation. For the last ten months she has been acting manager.

Miss Kirchner appointed W. J. (Bill) Trader as commercial manager and Mrs. Carolyn Caro, program manager. Formerly at KFAC, Los Angeles. Mr. Trader before going to the Coast was on the sales staff of WALA, Mobile, Ala. Mrs. Caro was associated with Los Angeles stations.

## Charles Gordon Whyte

CHARLES GORDON WHYTE, 56, radio writer-producer-actor and a staff director in the NBC production division in New York, died April 5 at his home in Long Island City following a heart attack. At one time public relations director for the White Rats, predecessor of Actors' Equity and later with *Billboard* and *Metronome* magazines, Mr. Whyte entered radio in 1927 as a free-lance writer and producer. Subsequently, he joined N. W. Ayer & Son where he wrote and produced the early programs sponsored by R. J. Reynolds Tobacco Co. He joined NBC last September and at the time of his death was working on the *Fred Waring* show for Chesterfields and the news broadcasts of H. V. Kaltenborn. His wife survives.

## FCC Hearing Ordered On Transfer of KFMB

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

Mr. Worcester, a former aircraft designer-engineer, was the grandson of one of the founders of the U. S. Steel Corp. KFMB, operating with 250 watts on 1450 kc., took the air September 1940, culminating a four-year effort by young Worcester, whose original application for a new local station had been denied on the grounds that no need for the service had been shown.

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

## WTOL Basic Blue

WTOL, Toledo, heretofore a BLUE supplementary station, on May 1 will become a member of the basic BLUE network. The station, owned by the Community Broadcasting Co., operates on 1230 kc., 250 watts.

RECORD directory issued two weeks ago by Associated Music Publishers is the first full index of AMP copyrights on commercial records, but does not represent the complete AMP repertoire of some 18,000 copyrights, as mistakenly expressed in BROADCASTING. April 5.

# At WTAR we spell "OPPORTUNITY" with four "P's"!

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

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

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

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

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



**MANY HINDUS CAN "HOLD THEIR BREATH"  
FOR AN HOUR OR MORE—**



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

*The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Let us prove it!*



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

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

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

**WKZO** covers all Western Michigan, with studios in

**KALAMAZOO and GRAND RAPIDS**

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, *President and General Manager*



FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

## Feigenspan Quiz

CHRISTIAN FEIGENSPAN Brewing Co., Newark, will present Fulton Oursler, writer and former editor of *Liberty Magazine*, in a five-weekly question and answer news program on WOR, New York, starting April 12. Aired for P. O. N. beer and ale, 9:15-9:30 p. m. Monday through Friday, the program will be titled *Pay Off News*, and will invite listeners to submit questions on current news, with \$3 to be paid for each question used. Specific information, rather than editorial comment, will be offered, according to Mr. Oursler. Feigenspan has been using sports broadcasts for the past several years. Radio advertising will be confined to WOR. Maxon Inc., New York, is agency.

## Rep. Keefe Urges That Congress Act To Settle Time Change Controversy

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

Rep. Keefe has advised the Wisconsin State Senate Military Affairs Committee that two concurrent resolutions, calling for repeal of War Time, are in the hands of the House Interstate & Foreign

Commerce Committee. His advice had been requested by the Wisconsin Senate Committee, after the Wisconsin Assembly had passed and sent to the Senate a bill to repeal Federal Time in that State [BROADCASTING, April 5].

"There seems to be a strong sentiment for return to Standard Time," said Rep. Keefe, "a sentiment I interpret as indicative of the public attitude for the restoration of Standard Time. Whether the benefits which have accrued statistically from War Time are what we

## Turnover

UNABLE to find a place to live with his wife and child, Harry Wood, announcer who came from Chicago to WWJ, Detroit, has returned to free lance in Chicago. Paul Williams, WWJ sports announcer and producer, has been commissioned a lieutenant (j.g.) in the Navy and leaves April 24 to report at Quonset Pt. and announcer Franklin Ferguson on April 4 joined CBS in Chicago. Now WWJ is considering more women announcers.

were told could be expected I do not know. From the facts that have been laid before me, I would say it was just the contrary. So far I am not convinced that we need War Time, but the big point is—Congress must settle the issue.

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

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

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

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

## LeSueur to London

LARRY LeSUEUR former CBS correspondent in Russia, who is writing a book of his experiences in that country, is leaving New York in several weeks to join the CBS staff in London, and it is understood that William L. Shirer, CBS news analyst, will follow him later this spring. Correspondents currently in the CBS London office include Bob Trout, John Daly and Paul Manning, with Edward R. Murrow continuing in charge of the branch as well as of the CBS European staff.

★ THE NATION'S STATION ★

THE CROSBLEY CORPORATION



March 25, 1943

Mr. Basil A. Caparell  
Sales Manager  
International News Service  
235 East 45th Street  
New York, N. Y.

Dear Mr. Caparell:

Please permit me to take a moment of your time to express appreciation for the fine service given the WLW-WSAI newsrooms by International News Service. With the largest news operation among radio stations, WLW-WSAI has the reports of all major American news service, in addition to a European service, and we are proud that INS is included among them.

I want to compliment INS on both its coverage and enterprise in both the foreign and domestic fields and to offer our thanks for the co-operation always afforded us by your New York and Columbus offices.

Yours very truly,

*William Dowdell*  
William Dowdell  
News Editor  
WLW - WSAI

*Thank you, Mr. Dowdell*





# A WORLD'S RECORD IN THE TENNESSEE VALLEY



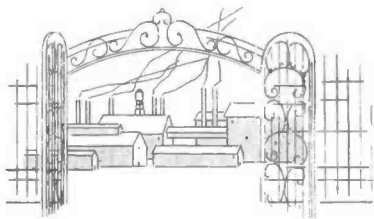
**RECORD-BREAKING** workmen change shifts at TVA's ██████ Dam, the vital wartime hydro-electric project which began storage of water on February 19, 1943.

**C**ONSTRUCTION at ██████ Dam, in upper East Tennessee, started in February, 1942. Twelve months and nineteen days after construction began, the gates were closed and the dam began to hold water . . . a world's record for speed in construction.

Total cost amounted to \$36,000,000. The electric power will be used in production of aluminum and many other products which

constitute a major contribution to our total war effort.

This is TVA-land . . . a great development in peace and a mighty emergency muscle for the United States at war. WLAC, with its 50,000 watts, covers this vast area of expanded industrial construction.



THE INDUSTRIAL GATEWAY  
TO THE  
RICH TENNESSEE VALLEY  
THE PAUL H. RAYMER CO.

# WLAC

## 50,000 WATTS

THE ONLY **CBS** OUTLET WITHIN  
125 MILES OF NASHVILLE

**F**ROM MATERIAL furnished by the Third Fighter Command of Gen. A. H. Gilkeson, a new program on Thursdays at 6:30 p.m. (CWT) dramatizing the often thankless and little known work of the Aircraft Warning Service has been created by WWL, New Orleans. Script for the quarter-hour program is prepared by War Program Manager, P. C. Ott.

\* \* \*

**Quips and Tips**

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

# Purely PROGRAMS

**History In Wax**

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

**USO Scrapbooks**

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

\* \* \*

**School of Life**

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

\* \* \*

**Penthouse Theater**

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

\* \* \*

**Poultry Lessons**

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

\* \* \*

**Schools at War**

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

\* \* \*

**Weekly Letters**

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

\* \* \*

**Feminine War Role**

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



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

\* \* \*

**WAAC Adventures**

TESTING out an afternoon instead of the usual morning spot, *The Gallant Heart*, a new five-weekly quarter-hour series dramatizing the story of a WAAC and the friends she meets in the world of war, was started on NBC Pacific stations, March 29, Monday through Friday, 4-4:15 p.m. (PWT). Written by Virginia Maria Cooke, the program is produced by Earl Ebi. Janet Waldo portrays Jennifer Lake, a WAAC, with Ben Alexander playing the masculine lead. Verne Smith is announcer-narrator, with Eugene Le Pique providing organ musical background.

\* \* \*

**Facts and Families**

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

\* \* \*

**Production Booster**

REPORTS credit current musical programs for war workers on KMOX, St. Louis, with stepping up production 15%. Broadcast daily at 3:45 p.m. and 12:40 a.m., the series, featuring music by the Jefferson Barracks 147-piece band, is presented through cooperation with the Army Air Forces Technical Training Command. Local war plants feed the programs over public address systems.



**"LAST YEAR US NORTH DAKOTA FOLKS PAID 398.1% MORE INCOME TAX THAN IN 1941—BIGGEST INCREASE IN THE NATION! BETTER ASK WDAY WHAT THAT MEANS IN BUYING POWER—AND HOW TO GET YER SHARE!"**

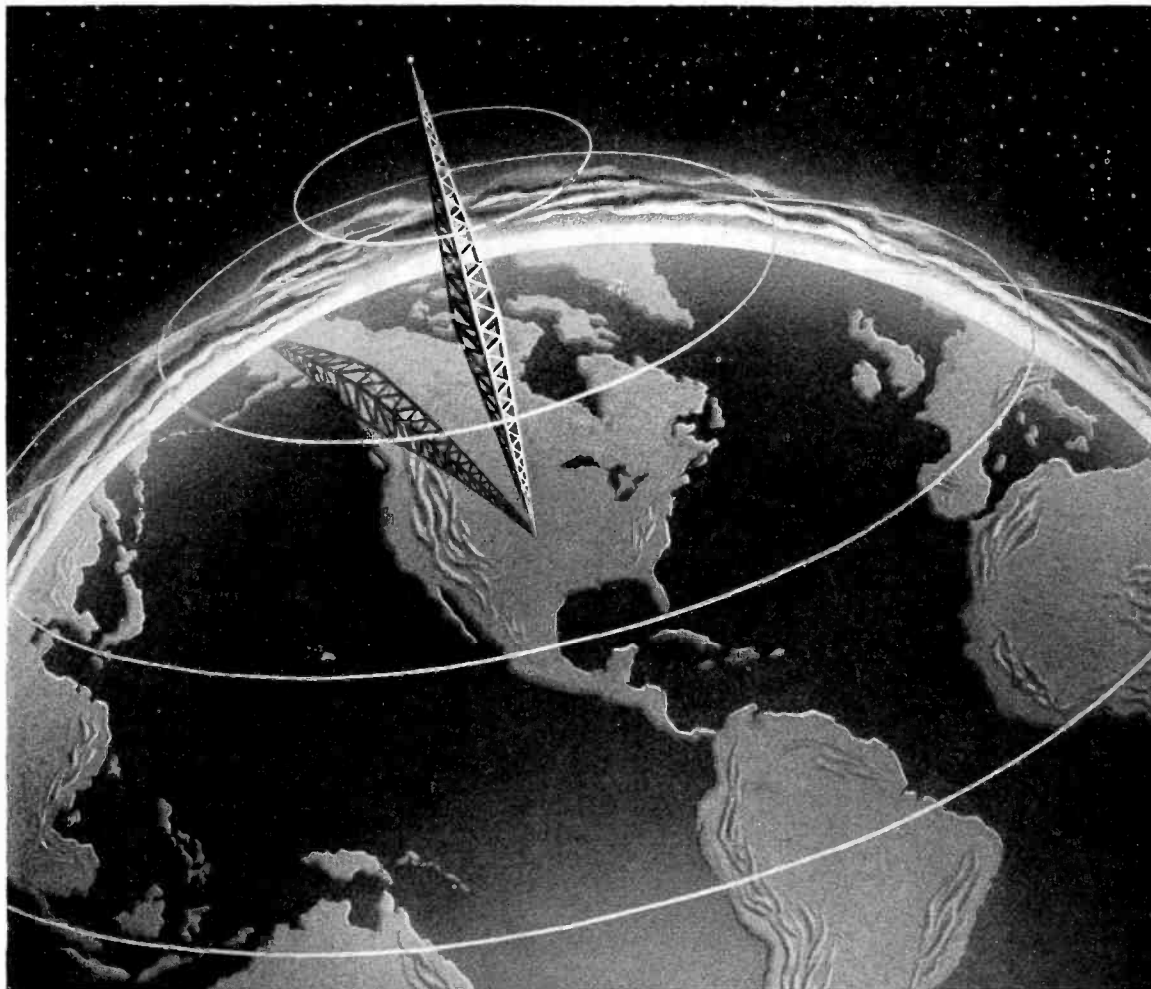
**WDAY**

**FARGO, N. D.**

**5000 WATTS—N.B.C. AND BLUE AFFILIATED WITH THE FARGO FORUM**



**FREE & PETERS, NAT'L REPRESENTATIVES**



## now that nations are neighbors

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

An important role in the creation of this world-community is played by Mutual. Its reputation as the First Network for News rests not alone on

supremacy in domestic coverage. Devoting regular time each week to broadcasts direct from the world's warfronts, with keen analyses from the homefronts, Mutual contributes continuously to a fuller understanding of what the word "global" really means... from the first radioed words of MacArthur to the latest triumph on the remotest battleground.

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

*Walter Lee Clute*

T H E M U T U A L B R O A D C A S T I N G S Y S T E M



Promotion is building  
and more listeners  
for your programs

**MARGARET SPEAKS**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**GINNY SIMMS**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**BOB BURNS**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**RALPH EDWARDS**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**TOMMY RIGGS**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**RED SKELTON**  
Host of WBAL, 11:30 P. M. - 12:30 A. M.  
Program also broadcast on other stations

**HAROLD PEARY**  
Host of WBAL, 11:30 P. M. - 12:30 A. M.  
Program also broadcast on other stations

**JACK BENNY**  
Host of WBAL, 11:30 P. M. - 12:30 A. M.  
Program also broadcast on other stations

**BOB HOPE**  
Host of WBAL, 11:30 P. M. - 12:30 A. M.  
Program also broadcast on other stations

**ALEXANDER GIFFORD**  
Host of WBAL, 11:30 P. M. - 12:30 A. M.  
Program also broadcast on other stations

**BING CROSBY**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**BOB CARLON**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**LUCILLE MANNERS**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**BOB HOPE**  
Host of WBAL, 11:30 P. M. - 12:30 A. M.  
Program also broadcast on other stations

**FIBBER MCGEE & MOLLY**  
Hosts of WBAL, 11:30 P. M. - 12:30 A. M.  
Program also broadcast on other stations

**ABBOTT AND COSTELLO**  
Hosts of WBAL, 11:30 P. M. - 12:30 A. M.  
Program also broadcast on other stations

**HARRIET HILLIARD**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**ELOISE KUMMER**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**RUDY VALLEE**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**BAILEY GOSS**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**JOHNNY**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

**JIMMY McCLAIN**  
Singer on WBAL, 11:30 P. M. - 12:30 A. M.  
With Gene Buckle and Howard M. Green

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50,000 WATTS  
BALTIMORE

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

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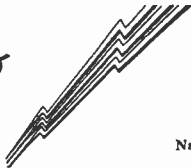
# BROADCASTING

and

## Broadcast Advertising

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NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager  
J. FRANK BEATTY, Managing 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

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## Calling the Tune

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

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

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

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

Irrespective of all that we think it will be a tragic day when Uncle Sam steps in to subsidize these media to "channel information to the people", as Senator Willis puts it. The independence of press and radio would be sacrificed. It is the function of these media to disseminate Government information as long as it constitutes news. Time and talent donated by radio for war messages total almost \$90,000,000, according to OWI Director Elmer Davis. Newspapers have published millions of columns, without compensation and as their recognized obligation.

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

tising melon. Inevitably it would spread from war bond promotion to other Government fields for which time and space now is donated. And, with the Government paying the freight, the end result might well be complete domination and then acquisition.

The answer is in less quantity and higher quality of Government news and information releases. And, in the case of radio, greater opportunity should be allowed for sponsorship locally and nationally of such processed war effort programs. This is being done in the case of newspapers.

While radio wants no Government subsidy, it nevertheless doesn't relish discrimination. Aside from the fact that newspapers are permitted to sell local advertisers on Government campaigns, whereas radio generally is not, the House the other day received a favorable report on a bill to relieve small newspapers which voluntarily suspended publication, from payment of second-class application fees upon resumption of publication. That means they retain their privileged status with regard to legal notice advertising, and are not required to start from scratch.

In the case of broadcast stations, the FCC has refused to permit stations to suspend and retain their licenses (comparable in many respects to the second-class privilege). A station which is unable to survive, therefore, must close shop altogether and take its chances on getting a new license after the war.

The Postoffice Dept. recommended passage of the second class provision for newspapers suspending publication and cited that it was "in accord with the program of the President". We feel that similar legislation for relief of broadcast stations forced to suspend likewise would win Congressional favor.

## Radio's Mr. Brown

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

Mr. Brown was selected for this important assignment, presumably for the duration, because of the high esteem in which the erstwhile Senator and Supreme Court Justice held him. For a decade he knew him as a Washing-

## BOOK SHELF

THOMAS A. WILLIAMS, broadcasting on CBS from WLAC, Nashville, as *The Old Dirt Dobber*, has written a book titled *The Old Dirt Dobber's Garden Book* (Robert M. McBride & Co., New York, \$2.75). The book is based on experiences with his own 8½-acre tract and data gathered in travels all over the country.

For nearly nine years Mr. Williams has been broadcasting on garden subjects. The book is written in the informal style of his broadcasts and covers subjects close to the hearts of amateur gardeners.

ton correspondent for a string of important Southern metropolitan dailies; for the last three years as the highly successful manager of the two stations in his home town of Spartanburg.

Walter Brown started from scratch in radio in 1940. He learned something of the medium while serving as BROADCASTING's Congressional correspondent. He saw in it opportunities for a new kind of journalism, and put his ideas to work in Spartanburg.

There's an uncharted course ahead for Mr. Brynes in his post in the White House Executive Offices. Wherever it may lead, he has at his elbow a man familiar with broadcasting in all its aspects as a practical station operator in a typically American community.

## Who's Essential

RADIO IS "essential", we hear from all quarters, but the calling of essential men appears to continue without abatement. Coincident with the statement last week by Manpower Chief McNutt that no distinction is being made between stations in the same area as to their essentiality, a report was received that the chief engineers of three stations in a four-station city had been drafted.

There are constantly recurring reports too that local boards, being autonomous, in some areas have concluded that all stations are not necessary and that deferments should not be approved for all station employees on an equal basis. Such determinations, Mr. McNutt stated last week in answer to FCC Chairman Fly, are not authorized by Selective Service headquarters, and draft boards have been advised that no distinction shall be drawn between particular stations.

The best that can be made out of the current situation is that while draft boards may recognize radio as essential, many of them do not consider all stations in an area necessary. On the other hand OWI and WPB, in their respective spheres, hold that all stations are necessary in the war effort, and that every possible means should be exerted to retain them at peak operation.

Obviously, if a chief engineer is not a necessary employe, then no station man can be so classified. Mr. Fly may believe that the industry is not expecting deferments for such key men, but it is clear that stations can't operate without engineers.

It would seem that Mr. McNutt has handed the FCC chairman a lot of words, which added up mean, "when your men are taken, please don't feel that we are taking them because you are less essential than the other fellow."

Any radio man who cares to cheer about that is free to do it. Can't more positive steps be taken?

# We Pay Our Respects To —



HOWARD LEONARD CHERNOFF

**L**AST SUMMER the Future Farmers of America made Howard Leonard Chernoff an Honorary State Farmer. That isn't the most important thing that could be said of Howard Chernoff but it is highly significant. For Howard's success as managing director of the West Virginia Network has grown with his recognition that a local station's worth and prestige are in direct ratio to its service to the home community.

When West Virginia University went to New York's Madison Square Garden to win the national basketball championship a couple years ago the mikes of the WVN were there. And when the price of milk was raised in Charleston and the consumers and dairymen had it out, the issue sizzled in the studios of WCHS with a Charleston minister as moderator.

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

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

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

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

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

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

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

Howard was born in Cleveland in December, 1907. He remains a fast friend of one of his grade school pals, Vick Knight, producer. He attended the University of Cincinnati and for eight years after completion of his studies covered the usual newspaper gamut—reporter to solicitor.

Slow to speak, thoughtful and quiet, Howard is a business portrait in self-control and solid judgment. Down around Charleston they tell you that many a man in lines of business far removed from broadcasting come to Howard Chernoff for counsel. When he left Clarksburg for Charleston the Clarksburg merchants signed a petition urging him to remain in their community.

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

The reward for knowing one's business and then practicing that

## Personal NOTES

**VICTOR SHOLIS**, director of Clear Channel Broadcasting Service, who was inducted as a private Jan. 1, has been promoted to corporal. He is stationed at Camp Crowder, Mo., Signal Corps base, and received his promotion after attending a special training course in intelligence attended by both commissioned officers and enlisted men. He attained the highest grade in the class.

**MURRAY B. GRABHORN**, national spot sales manager of BLUE, is the grandfather of a baby boy. Child was born to Mr. Grabhorn's daughter Mary, wife of Lt. Robert J. Stewart.

**JOSE JAEN y JAEN**, owner of HOK, Colon, and HOC, Panama City, is in the United States on a six-week business trip. HOK now broadcasts in English daily from 8:1-11 p.m.

**BARRY FARIS**, editor-in-chief of INS, was guest speaker at the weekly luncheon of the Advertising Club of New York, last Wednesday. His subject was "War in the Pacific".

**EVERETT ROSENTHAL**, former sales manager of Rockhill Radio Inc., New York, has been named recording manager. New sales manager has not been announced.

**LEONARD KEPNER**, vice-president and general manager of WCAE, Pittsburgh, is back at his desk after an illness.

**EARL MAY**, President of KMA, Shenandoah, Ia., reported on what the Army could do to help the farmer through the medium of radio and newspapers last week before a session of the Public Service Division, Seventh Service Command in Omaha.

**EVERETT ROSENTHAL**, sales manager of Rockhill Radio Inc., New York, has been named recording manager.

**KENNETH C. MCCARTHY**, former general manager of Harper District Warehouse Co., Los Angeles, has joined KFAC, that city, as auditor. He replaces Gordon W. Conklin, now in the armed services.

**MARY JANE PORTER**, sales traffic manager of KPO, San Francisco, and Maj. Keith Gillis Birkem, Army Air Forces, were married in Watsonville, Cal., recently.

**MILTON SEROPAN**, account executive of KPO, San Francisco, recently was sworn into the United States Merchant Marine.

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

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

Howard has a hobby. Despite wrestling with the problems of four stations, he likes to listen to the

**VIC CASSIDY**, publisher of the *Downieville Mountain Messenger* at Downieville, Cal., has joined KQW, San Francisco, as account executive.

**ERNEST DAVIES**, in charge of North American Intelligence in the London BBC Research Division, left BBC's New York office last week on an extended tour of the United States. Mr. Davies, who is in this country to make a study of American radio, will visit stations carrying BBC programs.

**DON STALEY**, local sales representative of KPO, San Francisco, has been given a commission in the Navy.

**A. J. MOSBY**, general manager of KGVO, Missoula, Mont., has been appointed membership chairman for the State by the NAB.

**JERRY CROLLARD**, account executive of KIRO, Seattle, has been appointed executive vice-president of the Seattle Junior Chamber of Commerce.

**ARNOLD CARLSEN**, sales director of the Chicago division of Packard Motor Co., has joined the sales staff of MBS, Chicago.

**ART MCCOY**, salesman of Free & Peters, Chicago, is the father of a girl.

**FRANKLIN M. DOOLITTLE**, general manager of WDRG, Hartford, recently appointed to the Connecticut War Council by Gov. Raymond E. Baldwin, has been named to the communications committee of the Council, representing Connecticut radio stations.

**WAYNE H. JONES**, salesman with WGKV, Charleston, W. Va., before joining the Navy, is a Yeoman 3d class and is now training at Orange, Tex.

**C. ALDEN BAKER**, former assistant sales manager of WCCO, Minneapolis, has joined KDAL, Duluth, as program director. Before coming to WCCO, Mr. Baker was national sales director of WKBN, Youngstown, O. Gilbert Fawcett has been made traffic manager, and June Lange is handling promotion and publicity.

### WBBM Changes

**RECENT STAFF** changes at WBBM, Chicago, are: Shelton R. Houx, formerly account executive of McCann-Erickson, Minneapolis, added as salesman; Les Mitchell, formerly in charge of sustaining programs, appointed an assistant program director, position formerly held by Stuart Dawson, now radio director of Young & Rubicam, Chicago. O. J. Neuwerth, formerly staff producer, becomes production manager, a newly-created position; Chuck Logan, in addition to his present duties as head of the special events department, is handling production assignments.

radio! Magic is a strong second choice and as a member of the International Brotherhood of Magicians he probably could make a comfortable living. His professional performances are punctuated by amazing shows put on for the delight of NAB District No. 4 meetings.

(Two of the fellows he takes greatest pleasure in fooling are Neville Miller and J. Harold Ryan. They're easy, he says.)

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

Always Popular  
Now More  
**POWERFUL**

**W  
O  
R  
L  
D**

The  
Voice of  
Baltimore

**NOW  
5,000 WATTS  
DAY & NIGHT  
600 KC**

The Only Columbia  
Station in Maryland

**Paul H. Raymer Co.**  
National Sales Representative  
New York • Chicago • San Francisco • Los Angeles

## BEHIND the MIKE

PVT. MARION MOORE, a former announcer for Sammy Kaye and featured on *Moon River* at WLW, Cincinnati, is stationed at George Field, near Vincennes, Ind., and is writing and directing a show appearing weekly on WAOV, Vincennes, Wednesday night at 7:30. Titled *Aero-Baseball*, the program pits two teams against each other in answering questions put by Pvt. Moore, as m.c.

JOHN K. CHAPEL, news commentator of KROW, Oakland, left March 27 on a good will lecture tour throughout Mexico and Southern California.

PAUL C. LYNDE Jr., program director of KPXM, San Bernardino, Cal., has reported to Flight C, Santa Ana, Cal., for flight training. Alan Mann has been promoted from chief announcer to program director. Shirley Irvine, announcer and writer, from the script department of KXX, Hollywood, and James Gentry, former announcer of WKRO, Cairo, Ill., have joined the staff.

HOWARD FENTON, former CBS announcer recently honorably discharged from the Army, has joined WNEW, New York, as announcer.

BOB LEWIS, former announcer of WTRY, Troy, recently honorably discharged from the Army, joined WNEW, New York, last week as an announcer.

JACK GALE, former West Coast radio manager of National Concert & Artists Corp., talent service, has joined 20th Century-Fox Film Corp., Los Angeles, as radio director in its new special services division.

CECELIA K. LIPSCHUTZ, former radio director for the Philadelphia *Evening Public Ledger* and author of radio scripts for network shows, has been commissioned a 3d officer in the WAAAF at Fort Des Moines, Ia., where she is connected with the public relations office.



INTERVIEWED over WWPG, Palm Beach, by Joe Ford, special events announcer, are Col. Joaquin S. Rios and Capt. Miguel R. Navarrete of the Mexican Army just before their return to Mexico City on completion of their radio training at Camp Murphy, Fla.

NORMA NELLIS, program editor of KIRO, Seattle, and Ted Baughm, announcer who was recently commissioned an ensign in the USNR, were married recently, and Helen Thymian, staff member, was married to Lt. Thomas D. Wells, USNR.

STELLA ROTH, staff writer of WOR, New York, has been appointed staff assistant for Red Cross Club Overseas, and leaves April 23 for three weeks training in Washington. Eric Norman has joined the announcing staff, coming from WTAX, Springfield, Ill. Nat Abramson, manager of the entertainment department, has been appointed chairman of the radio activities committee of USO Camp Shows Inc. to supervise the production of shows on a voluntary basis. Ray Nelson, former eastern production manager for NBC, has been appointed director of daytime programs for WOR.

ROBERT C. COLESON, director of West Coast offices of Radio Bureau, Public Relations, War Dept., is acting as technical advisor on the Universal film, "We've Never Been Licked" for the NBC *Army Hour* sequences.

PAUL GRIBBEN, formerly of KWPT, Wichita Falls, has joined the news and announcing staff of KTAR, Phoenix.

## Tom Jones

TOM JONES, writer, producer and announcer, formerly of KYA, San Francisco, died in the San Francisco Hospital following an illness of more than a year. He had been with KYA nearly five years and before that at KHJ, Los Angeles.

LADY VINE, a singer with well-known dance orchestras, has joined the announcing staff of KOB, Albuquerque.

ALBEN ROUSSEAU has joined CKBI, Prince Albert, Sask., as the first full-time girl announcer. She will also help out in the control room. Jack Mitchell is another newcomer.

FRIEDA FLINT, formerly of WOGB, West Yarmouth, Mass., has joined CKGB, Timmins, Ont., as traffic manager. She replaces Jo Anne Cicchetto, who has taken a wartime post with a construction company in Edmonton.

ROBERT STARK, in guest relations department of NBC Hollywood, has been made a junior announcer. He succeeds John Lally, now an announcer of KGW, Portland.

ALBERT LIPTON, actor heard on CBS and NBC programs, and Clifford Forbes former announcer of WRUL, Boston, have joined the announcing staff of WBYN, Brooklyn.

TED BLISS, producer of CBS, Hollywood, has been assigned to the weekly *Dr. Christian*, sponsored by Chesebrough Mfg. Co. He replaces Joan Cannon who resigned as McCann-Ericson producer of the show to join her husband in Washington, D. C.

DALE TYLER, commentator, has joined KMTR, Hollywood, as head of its news service department.

HARRY BUGÉ has left the announcing staff of BLUE Chicago to join WGN, Chicago.

JACK TODD has joined KSAL, Salina, Kan., as announcer, after receiving a medical discharge from the Navy. Mr. Todd, who saw service on the Aircraft Carrier *Lexington*, is not related to Jack Todd of KANS, Wichita.

BOB SABIN, news editor of WIND, Chicago, has joined WENR, Chicago, and has been replaced by Bruce MacDonald. WIND announcer-commentator, Ted Williams has resigned as Turf commentator to resume as publicity head of his former race track affiliation. He is replaced by Joe Wilson, newcomer to WIND.

HAL MOON, who had been stationed at Norfolk, Va., has received an honorable discharge from the Seabees and returned to KGVO, Missoula, Mont., to resume his post as news editor.

WILLIAM J. BROWN, announcer of WTW-WSAI, Cincinnati, has been appointed night supervisor of the studios, with general responsibility for handling night programming and handling emergencies of any nature.

TINY RUFFNER, who m.c.'s a portion of *Gloom Dodgers* on WHN, New York, is the father of a baby girl.

**"A TALE OF ONE CITY"**  
From  
"A Tale of 412 Cities"  
by NBC shows  
91% Day time  
radio families and  
71% Night time  
listen most to  
**KIDO-BOISE, IDA.**  
THIS COVERAGE BRINGS  
RESULTS LIKE THESE:

- 1440 dimes & tops for flower seeds.
- 7 programs
- 1003 women enrolled in sewing school.
- 15 announcements
- 2338 orders for income tax-books

**ASK A JOHN BLAIR MAN**

**KXOK**  
ST. LOUIS, MISSOURI  
BLUE NETWORK  
5000 WATTS FULL TIME  
630 KILOCYCLES  
Represented by WEED & CO.



**DAVE ELTON**, producer of NBC Hollywood, has resigned to join Young & Rubicam, that city, April 16. As agency producer of the weekly NBC *Time to Smile*, he will replace Stanley Josloff, who joins the Office of War Information, San Francisco.

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

**PETE SMYTHE**, former orchestra leader, and more recently connected with the Ball and Davidson Advertising Agency, has been made program director of KLZ, Denver.

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

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

**MARTIN WELDON**, program director of WKXY, Kingston, N. Y., on April 4 married Shirley Preis, of New York City. Mrs. Weldon is a musician, specializing in accompanying classical and novelty singers.

**WINSTON BLAKE**, announcer from WDEV, Wagerbury, Vt., has joined WWSR, Vt. Mul Weaver has left to join WBRK, Pittsfield, Mass.

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

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

**DEANE S. LONG**, program director of WAKR, Akron, O., has left to join KNEEL, Waterloo, Ia., as announcer.

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

**HARRIET LLOYD**, formerly of the WOL, Washington, Service Department, has joined the office staff of Fulton Lewis jr., Mutual commentator.

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

### McCain Promoted

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

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

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

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

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

**WILLIAM A. BACHER**, producer of Sherman & Marquette on the CBS *Monty Woolley-Al Jolson Show*, in addition will be assistant producer of the Warner Bros. film, "Battle Cry".

**ED MURPHY**, announcer of WROK, Rockford, Ill., has been accepted for Army OCS and will report to Ft. Benning, Ga. He left for Ft. Sheridan, Ill. on April 2. Pvt. Robert Venables, in charge of the radio department of the public relations office at Camp Grant, Ill., is handling seven programs a week on WROK. He was an announcer at WGN, Chicago, before joining the Army. Janet Carlson, senior high school student, is taking station breaks and operating studio controls in the afternoons. Robert Cadwell, new to radio, works days in a Rockford warplant and takes a parttime announcing shift at night.

**BERT JULIAN**, former manager of WJWC, Hammond, Ind., has been appointed program director of WTBC, Indianapolis, replacing Jon Arthur, who has taken over the news department.

**EDWARD JAEGER**, has left the announcing staff of KBIZ in Ottumwa, Ia., to join WCLO, Janesville, Wis., where he will serve as announcer-writer.

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



*It's still growing,  
George!*

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

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

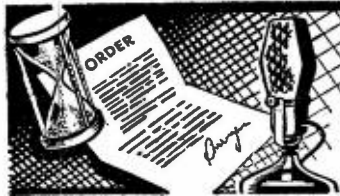
But Washington is like that, George, and

**WRC** *is First in Washington*



REPRESENTED NATIONALLY BY N. B. C. SPOT SALES

**WBZ**  
Boston's most powerful station  
50,000 WATTS  
WESTINGHOUSE RADIO STATIONS Inc



# THE Business of BROADCASTING

## RADIO SALES STAFF EXPANDED BY CBS

EXPANSION of the sales and promotion departments of CBS' Radio Sales division was announced last week by Howard S. Meighan, eastern sales manager of radio sales, who named George Dunham as an account executive in the sales department, William S. Rayburn as promotion manager, George Mateyo as supervisor of research in the promotion department, and Joyce Farnham as copy assistant.

Mr. Dunham, who joined CBS in 1937 as director of sales promotion at WEEL, the system's Boston outlet, has been supervisor of promotion for CBS-owned stations since December 1940. Previously, he was an assistant sales manager at the Boston Woven Hose & Rubber Co.

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

### STATION ACCOUNTS

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

#### WISH, Indianapolis

American Chiclé Co., Long Island City (Dentyne), 18 ta weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.

E. J. Brach & Sons, Chicago (candy bars), 5 ta weekly, thru Sherman K. Ellis & Co., Chicago.

Paul F. Beich Co., Bloomington, Ill. (candy bars), 4 ta weekly, thru Arthur Meyerhoff & Co., Chicago.

Beechnut Packing Co., Canajoharie, N. Y. (gum), 2 ta weekly, thru Newell-Emmett Co., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 12 ta weekly, thru Wm. Esty & Co., N. Y.

Garrett & Co., Brooklyn (Virginia Dare wine), 6 ta weekly, thru Ruthrauff & Ryan, N. Y.

General Motors Corp., Detroit, 1 t, thru Campbell-Ewald Co., Detroit.

Larus & Bros. Co., Richmond (Edgeworth), 9 sa weekly, thru Warwick & Legler, N. Y.

Lambert Pharmacal Co., St. Louis (vitamins), 7 ta weekly, thru Ruthrauff & Ryan, N. Y.

P. Lorillard Co., New York (Old Gold), 6 sp weekly, thru J. Walter Thompson Co., N. Y.

Raladam Co., Detroit (Marmola), 3 ta weekly, thru Spot Broadcasting, N. Y.

Nehi Corp., Augusta, Ga. (Royal Crown cola), 7 ta weekly, thru BBDO, N. Y.

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., 6 sp weekly, thru Goodkind, Joyce & Morgan, Chicago.

#### WTCN, Minneapolis

Campbell Foods, Des Moines (Calcipan), 3 sa weekly, thru Menough Adv. Agency, Des Moines.

Land-O-Nod Co., Minneapolis (bedding), 6 ne weekly, thru MacKenzie Inc., Minneapolis.

Piso Co., Warren, Pa. (proprietary), 6 ta weekly, thru Lake-Spiro-Shurman, Memphis.

Shrdiwheat Co., Minneapolis, 3 sp weekly, thru Erwin, Wasey & Co., Minneapolis.

Walgreen Co., Chicago (drugs), 42 ne weekly, thru Schwimmer & Scott, Chicago.

Washington State Apple Com., Seattle, 3 ne weekly, thru J. Walter Thompson Co., N. Y.

#### WCAO, Baltimore

Wm. H. Wise & Co., New York (books), 5 t weekly, thru Huber Hoge & Sons, N. Y.

Doubleday-Doran & Co., New York (Book League of America), 5 t weekly, thru Huber Hoge & Sons, N. Y.

General Baking Co., Philadelphia (Bond bread), 8 sa weekly, thru Ivey & Ellington, Phila.

Procter & Gamble Co., Cincinnati (Ivory Flakes), weekly ta, thru Compton Adv., N. Y.

Lever Bros. Co., Cambridge, Mass (Rinso), 3 ta weekly, thru Ruthrauff & Ryan, N. Y.

American Oil Co., Baltimore (fuel oil), 8 sa weekly, thru Joseph Katz Co., Baltimore.

#### KXEL, Waterloo, Ia.

Pierce's Proprietaries, Buffalo (Golden Medical Discovery), 120 ta, thru Duane Jones Co., N. Y.

Continental Baking Co., New York (Wonder bread), 13 ta weekly, thru Ted Bates Inc., N. Y.

P. Lorillard Co., New York (Friends tobacco), 3 ta weekly, thru Lennen & Mitchell, N. Y.

Walker Remedy Co., Waterloo, Ia. (proprietary), 5 sa weekly, thru Weston-Barnett, Waterloo.

Lewis-Howe Co., St. Louis (N-R, Tums), 6 sa weekly, thru H. W. Kastor & Sons, Chicago.

Minneapolis Brewing Co., Minneapolis, 208 sa, thru BBDO, Minneapolis.

Service Life Insurance Co., Waterloo, Ia., 312 sp, direct.

#### WSBT, South Bend, Ind.

Gordon Baking Co., Chicago (Silvercup bread), 23 sa weekly, thru C. L. Miller Co., N. Y.

United Drug Co., Boston (Rexall), 14 sa weekly, thru Spot Broadcasting, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap, Super Suds), 18 sa weekly, thru Ted Bates, Inc., N. Y.

Pillsbury Flour Mills Co., Minneapolis (pancake flour), 5 sa weekly, thru McCann-Erickson, Minneapolis.

Standard Oil Co. (Ind.), Chicago (tractor oil), 5 sa weekly, 26 weeks, thru McCann-Erickson, Chicago.

#### KVEC, San Luis Obispo, Cal.

Hebrew Evangelization Society, Los Angeles, 6 t weekly, 52 weeks, thru Tom Westwood Adv. Los Angeles.

Gospel Broadcasting Assn., Los Angeles, t weekly, 52 weeks, thru R. H. Alber Co., Los Angeles.

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

Movie Cosmetic Co., Hollywood, 3 ta weekly, 13 weeks, thru Lou Sterling & Associates, North Hollywood.

Proof of Birth Co., Hollywood (birth records), 3 sa weekly, thru Dean Simmons Adv., Hollywood.

#### KPAS, Pasadena

Baltimore Gospel Tabernacle, Baltimore, t weekly, 12 weeks, thru Fred Wellman Co., Chicago.

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

Tryco Co., Hollywood (foot ointment), 5 sp weekly, 4 weeks, thru T. Tyler Smith, Hollywood.

Parr Vitamin Co., Chicago, 5 sp weekly, thru United Adv. Cos., Chicago.

#### KECA, Los Angeles

F. H. Funder Inc., Minneapolis (proprietary), t weekly, 13 weeks, thru Sorenson & Co., Chicago.

#### KROW, Oakland, Cal.

Bekins Van & Storage Co., Los Angeles, 5 sa weekly, 52 weeks, thru Brooks Adv., Los Angeles.

#### WJZ, New York

Resinol Chemical Co., Baltimore (soap, ointment), 3 sa weekly, 13 weeks, thru Courtland D. Ferguson Inc., Baltimore.

#### WOR, New York

I. J. Fox, New York (fur storage), 20 weekly, 6 weeks, direct.

#### WBT, Charlotte

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

Streitmann Biscuit Co., Cincinnati, 2 t weekly, thru Harry M. Miller Co., Cincinnati.

Carolina Baking Co., Charlotte, 21 sa weekly, thru Freitag Adv. Agency, Atlanta.

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

Gerber Products Co., Fremont, Mich. (baby food), 1 sp, Federal Adv. Agency, N. Y.

Dr. Salsbury's Labs., Des Moines, 2 ta weekly, thru N. A. Winter Adv. Agency, Des Moines.

Comet Rice Co., Beaumont, Tex., 1 sp weekly, thru Leche & Leche, Dallas.

Olson Rug Co., Chicago, 3 sp weekly, thru Presba, Fellers & Presba, Chicago.

#### KFBK, Sacramento

Acme Brewing Co., San Francisco, 2 ta weekly, thru Brisacher, Davis & Staff, San Francisco.

Johnson & Johnson, New Brunswick (Band-Aid), 6 ta weekly, thru Young & Rubicam, N. Y.

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

Pet Milk Co., St. Louis, 2 t weekly, thru Gardner Adv. Co., St. Louis.

Leslie Salt Co., San Francisco, 7 ta weekly, thru Erwin, Wasey & Co., San Francisco.

#### KNX, Hollywood

Sears Roebuck & Co., Los Angeles, 5 sp weekly, 52 weeks, thru Mayers Co., Los Angeles.

B.C. Remedy Co., Durham, N. C., 5 sa weekly, 52 weeks, thru Harvey-Massengale Co., Atlanta.

O'Keefe & Merritt Co., Los Angeles (institutional), sa weekly, 52 weeks, thru Richard B. Athison Adv., Los Angeles.

#### WJZ, New York

B. Altman Co., New York (moderate-priced dresses), weekly sa, thru Kelly-Nason Inc., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 5 t weekly, thru Ted Bates, N. Y.

#### KFI, Los Angeles

American Chiclé Co., Long Island City, N. Y. (gum), 42 sa weekly, 39 weeks, thru Badger, Browning & Hersey, N. Y.

Langendorf United Bakeries, San Francisco (bread), 8 sa, 2 days, thru Ruthrauff & Ryan, San Francisco.

### More Resinol Spots

RESINOL CHEMICAL Co., Baltimore, has started seven station breaks weekly on WCAO, Baltimore, and other spots on KYA, San Francisco, and WKAT, Miami. A series of five-minute news broadcasts starts April 19 on CKAC, Montreal. Three announcements weekly were started April 5 on the *Kibitzer's* program of WJZ, New York, with placement by Courtland D. Ferguson Inc., Baltimore and Washington, and not Charles W. Hoyt Co., as incorrectly stated in the April 5 BROADCASTING. Dorothy G. Starbuck is account executive and timebuyer for the Ferguson agency on the Resinol account.

CULTIVATING... the good will and audience appreciation of the radio listeners in this great boom area makes these stations the ideal medium by which to tell your merchandising story.

THE PACIFIC NORTHWEST GROUP

KXL Joseph H. McGillvra  
 KFPY The Katz Agency  
 Z NET The Walker Company

Buy two markets, save 5%... Buy all three, save 10%. Booklet on request.

# Agencies

**LOIS ROBERTS**, former assistant space buyer of Hirshon-Garfield Inc., New York, has been named head space buyer.

**M. P. WAMBOLDT**, former program supervisor of Compton Adv., New York, has been named assistant account executive for Socony-Vacuum Oil Co., and will have charge of the account's radio activities, which include Raymond Gram Swing's commentaries on BLUE.

**RICHARD H. PENNDORF**, Robert Buechner and C. R. Brown have joined the New York office of N. W. Ayer & Sou as account executives, and Robert Moore has joined the Philadelphia office.

**HOWARD A. STONE**, previously director of field research for Daniel Starch, business research firm, has joined the eastern division of Campbell-Ewald Co., attached to the market and copy research staff.

**RAYMOND SPECTOR** Adv. Agency after May 1 will be located at 595 Madison Ave., New York. The telephone number will remain the same.

**JOHN GUEDEL**, Hollywood vice-president of Russel M. Seeds Co., has been placed in charge of all radio.

**C. CHURCH MORE** has discontinued his Los Angeles agency to join the public relations division of Union Oil Co. His accounts have been taken over by Stellar-Millar Adv.

**ROBERT H. SCHMELZER**, former Los Angeles manager of Beaumont & Hohman, has joined Logan & Arnold, that city, as account executive and copy writer.

**ARITA HASSON**, writer, formerly of KJBS, San Francisco, recently joined Brisacher, Davis & Van Norden, San Francisco.

**ADDISON SMITH**, production supervisor at Ruthrauff & Ryan, New York, for Noxema Chemical Co.'s *Quiz of Two Cities*, is the father of a boy.

**PAUL ADAMS**, for three years a writer and director of Young & Rubicam, New York, where he has been working on CBS' *We, the People*, will be inducted into service April 15. Since last year, Mr. Adams has also been producing programs for the overseas branch of the Office of War Information.

**MRS. ELINOR L. BROWN** has bought out her partner, Maurice W. Aaron, in the Aaron & Brown Advertising Agency. She will continue operations as the E. L. Brown Adv. Agency, moving to new quarters at 1606 Walnut Street. Mr. Aaron has not disclosed his future plans.

## Frey Names Williams

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

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

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

**WILLIAM DASHEFF**, former account executive of Wesley Assoc. and of Pettingell & Fenton, New York, has joined Buchanan & Co., New York.

**EDWARD C. STODEL**, head of Stodel Adv. Co., Los Angeles, anticipating active Marine duty, has closed his offices for the duration and turned over accounts for servicing to Hillman-Shane-Breyer Inc., that city. Selma Schonfeld, assistant to Mr. Stodel, has joined the latter agency.

**J. M. RUSSELL WILSON**, former secretary and treasurer of Industrials Inc., manufacturing concern in Philadelphia, has joined the research department of Geare-Marston Inc., Philadelphia agency.

## N. Y. Club Nominees

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

**JACK BENNY** has recovered from pneumonia and was to return to the air April 11, for his regular NBC Sunday program for General Foods Corp.

**IN SCALING  
the  
HEIGHTS**

**A WELL TRAINED CLIMBER  
DOES BEST**

**To Give the Utmost in Service Each of Our Men  
is Thoroughly Trained for His Job**

**WEED  
AND COMPANY**

**RADIO STATION REPRESENTATIVES**

NEW YORK • BOSTON • CHICAGO • DETROIT  
SAN FRANCISCO • HOLLYWOOD

capable

## Salute a young "BOOMTOWN" Lieutenant



Melvin Kirkwood is 2½ years old — another Lucky Wichita Boom Baby. Lucky because he was born in a Boom Town with a future. Mr. Kirkwood is foreman of sub-assembly at Beech Aircraft.

We're making no pipe dreams in Wichita. We're building solidly. And we're making "no small plans."

Growing by leaps and bounds. Well above 250,000 population. Already rich in natural resources. Wichita now promises to be one of the country's leading post war aviation centers. Don't you miss out on this rich market. KFJH is ready to do your sales job for you.

Montague Photo.

**CALIFORNIA COVERAGE**

**KMJ MORNING AUDIENCE SHOWS  
DECISIVE DOMINANCE\***

8 AM-12 N Monday thru Friday	
KMJ	43.6
"B"	34.1
"C"	12.7
"D"	8.1
others	1.5

\* Hooper Station Listening Index  
Mid Winter 1943 Fresno, Calif.

**KMJ**

5000 Watts on 580 KC. Basic NBC

**THE McCLATCHY GROUP**

**That Selling Station**

**In Kansas' Biggest, Richest Market!**

**KFH**

**WICHITA**

**CBS . . . 5000 WATTS DAY & NIGHT**

**CALL ANY  
EDWARD PETRY OFFICE**

## Wingo Indicted

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

## AFA Names Preyer

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



## FULTON LEWIS, JR.

### IS DEEP IN THE HEARTS OF TEXANS

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

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

### NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY

... a feature that means immediate results for any sponsor (Fulton Lewis, Jr., is sponsored on 147 Mutual stations by 96 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

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

## Radio Advertisers

FORT PITT BREWING Co., Pittsburgh, has renewed for the sixth consecutive year *Tap Time*, half-hour variety show on KDKA, Pittsburgh, Tuesdays at 7:30 p.m. KDKA feeds *Tap Time* to four West Virginia stations. WPAR WBLK WHIS WCBS.

BEACON CHEMICAL Co., Philadelphia, which recently appointed James G. Lamb Co. for Zero cleanser and other household products, has started a Spot campaign [Broadcasting, March 29].

NORTH AMERICAN AVIATION Inc., Inglewood, Cal., in an employment campaign on April 3 started sponsoring the 60-minute *Saturday Night Merry-Go-Round* on KNN, Hollywood. Contract is for 13 weeks. Tom Haulon conducts the program of recorded music and chatter. Agency is BBDO, Los Angeles.

SEARS, ROEBUCK & Co., Los Angeles, on April 5 starts sponsoring the Monday through Friday night quarter-hour news program, *Ten O'Clock Wire*, on KNN, Hollywood. Contract is for 52 weeks with placement through The Mayers Co.

CHARM KURL Co., St. Paul (hair dressing), is sponsoring the first quarter-hour of *It's Time for Company* on WLS, Chicago, five times weekly for 13 weeks. Agency is Guenther-Bradford, Chicago.

FEDERAL OUTFITTING Co., Los Angeles (chain clothiers), in a spring campaign started April 11 is sponsoring a weekly 60-minute musical on KEAC, that city. Contract is for 13 weeks. C. R. Watts Co., Los Angeles, has the account.

NONSUCH Ltd., Toronto (silver crenit), has started announcements on a number of Ontario stations. Account was placed by Ellis Adv. Co., Toronto.

SUPPLEE-WILLS-JONES Milk Co., Philadelphia, started a special foreign-language campaign for a month on April 5, over WDAS, Philadelphia, to apprise the Jewish population of the fact that specially-prepared milk and dairy products will be available during the Passover religious holidays during the April 20 week. The services of eight cantors in this city are used for the nightly program during the station's *Jewish Hour*. N. W. Ayer & Son, Philadelphia, is the agency.

HALE BROS. DEPT. Store, San Francisco, is sponsoring *What's Doin' Ladies*, featuring Art Linkletter, five times weekly on KGO, San Francisco.

## Really a Rider

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

## Raymer's 10th

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

## Coca Cola Names Bell

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

CAMERON HAWLEY, former assistant director of advertising and promotion of Armstrong Cork Co., Lancaster, Pa., has been appointed director of the department. He succeeds M. J. Warnock, who has been named treasurer. Gray Playter and John P. Waters have been named assistant directors of advertising and promotion.

**RADIO STATION WHKY HICKORY, N. C.**

VA. 0.1MV/M

gives low cost coverage of this rich area

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

5000 watts day  
1000 watts night  
1290 kilocycles  
Blue Network

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

# April 26

## NAB

# WAR CONFERENCE

# NUMBER

### THE EXPERTS VIEW RADIO PRESENT AND FUTURE

### WIRE YOUR SPACE RESERVATION

\$230 page • \$130 half-page • \$72 quarter-page

### ADVERTISING DEADLINE APRIL 17th

## BROADCASTING

The Weekly Newsmagazine of Radio  
Broadcast Advertising

National Press Bldg. Washington, D. C.

*Among The  
Features*

#### ADVERTISING'S ROLE IN THE WAR

By Chester LaRoche,  
Chairman, the Advertising Council;  
Chairman of the Board, Young & Rubicam



#### ELECTRONICS AND THE BROADCASTING INDUSTRY

By Dr. O. H. Caldwell,  
Editor, Radio Retailing Today and  
Electronic Industries



#### THE NAB WAR CONFERENCE

By Neville Miller,  
President, NAB



#### RADIO AS AN IMPLE- MENT OF GLOBAL WAR

By Maj. Gen. Dawson Olmstead,  
Chief Signal Officer, U. S. Army



#### RADIO'S FUNCTION IN NAVAL WARFARE

By Capt. Jennings Dow,  
Chief, Radio Division, Bureau of Ships,  
U. S. Navy



#### CIVILIAN RADIO DURING WARTIME

By Frank H. McIntosh  
Assistant Chief, WPB Radio and  
Radar Division



#### POST-WAR RADIO HORIZONS

By T. A. M. Craven,  
FCC Commissioner



#### FM AFTER THE WAR

By Dr. Edwin H. Armstrong,  
Professor of Electrical Engineering,  
Columbia University



#### POST-WAR RADIO REGULATION

By E. K. Jett,  
Chief Engineer, FCC, Chairman,  
Coordinating Committee, Board of  
War Communications



**PLUS  
FULL NEWS COVERAGE**

## FTC Charge Hits P&G Teel Claims

Celanese Corp. Is Named for Advertising of Its Fabrics

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

### Claims for Product

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

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

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

## STROMBERG CHANGE

Firm Drops "Telephone"

In Shortened Title

ANNOUNCING that stockholders had changed "Stromberg-Carlson Telephone Mfg. Co." to "Stromberg-Carlson Co.," Dr. Ray H. Manson, vice-president and general manager explained that though the firm will continue to make telephones, it is not wholly descriptive of its business.

He said that operation of WHAM, Rochester, cannot be considered telephone manufacturing, and indicated that after the war the firm looked forward to a broadening of the electronics field, with increasing use of FM, two-way communications and new developments in television and facsimile.

## Chicago Workshop

A SUMMER radio workshop course will be offered again this year by the Radio Council of the Chicago Public Schools, in cooperation with the Chicago Teachers College. Advanced high school college students and teachers will be admitted to the workshop, which will cover all aspects of radio, with emphasis on development of public service and educational programs, under the supervision of George Jennings, acting director of the Radio Council. Daily three-hour class sessions will be held for two months beginning June 28 in the studios and offices of the Radio Council at 228 N. LaSalle St., Chicago. Workshop guest speakers will include representatives from the networks, advertising agencies, AFRA, Radio Writers' Guild, local stations and educational institutions of the Chicago area.

plaint continues, is necessary in an effective dentifrice.

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

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



ONE -  
FOURTH  
of our  
FREEDOM!

Free Speech—first of the Four Freedoms. America's great radio industry is serving the nation well in helping to protect this great privilege. And Blaw-Knox towers are helping to deliver maximum coverage and dependability in transmission.

**BLAW-KNOX**  
VERTICAL  
**RADIATORS**  
FM & TELEVISION TOWERS

DISTRIBUTION  
**Graybar**  
ELECTRIC COMPANY

**BLAW-KNOX DIVISION of Blaw-Knox Company**  
2038 Farmers Bank Building . . . Pittsburgh, Pa.

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

**Coming Soon!\***

Some astounding figures on the Effective Buying Income in WDRC's Primary Area . . . Connecticut's Major Market. More than ever before, Hartford is a "must" for your spot campaign.

\* See Sales Management, May 10th, Survey of Buying Power Issue.





**READY FOR BROADCAST** of the *Voice of the Victory League*, Chevrolet dealer news program on 118 CBS stations Tuesday and Thursday are (l to r): John B. Kennedy, newscaster-commentator; J. H. Neebe, Campbell-Ewald agency vice-president, and Bernard Dudley, announcer. After the Kennedy commentary, Announcer Dudley reads home front war activities news for Victory Service League members.

### Bethlehem Awards

FOR THE BENEFIT of the public, and of employees unable to attend the ceremonies in which the Maritime Commission presented the "M" award to the Shipbuilding Division of Bethlehem Steel Co., the war plant had the presentations at its Hoboken and Brooklyn yards recorded for broadcast on WJZ, New York, April 12 and 13 respectively. Bethlehem Steel used a half-hour on WJZ April 9 to present a live broadcast of the ceremonies attending the award of the Navy "E" to the Staten Island yard. Account is handled direct.

## WHAT'S HOLDING YOU BACK IN BARRIER (Ky.)?

Lack of buying power is of course the real obstacle to doing big business in little towns like Barrier (Ky.). But there's no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the Area's normal 57.5% of Kentucky's buying power to record proportions! . . . To cover this market—without paying extra for a lot of little Barriers—you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see!

**LOUISVILLE'S WAVE**

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC.  
National Representatives



## Rating Drop Due to Balmy Weather, C. E. Hooper Tells Irate Upton Close

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

Mr. Close's wire to Hooper reads as follows: "Your pocket piece for March just reached me. Shows loss of 3.4 my Sunday 3:15 p.m. news show NBC for Sheaffer. What in blazes are you trying to do to me? This would be nearly half audience by our figures. We have felt no loss and CAB rating card for March prepared by CBS research department shows, contrary-wise, one of the best ratings of any news shows or air, being 9.8 coincidental and gain over February. Will you please make double-check and explanation and do what is necessary to correct harm done?"

Mr. Hooper replies that "the wire from Mr. Close produced some confusion in our office. You see, the 'Pocket Piece' he referred to is part of a strictly confidential service to

subscribers, of which he is not one. We were at a loss as to what, if anything, we should supply to him in the way of further information.

"Actually, the pattern of spring-time Sunday afternoon listening revealed in our March 14 report was not new to us. Each spring there is a Sunday when people who have been housed up for the winter can get out in the dirt and scratch for the first time. This doesn't always coincide with a program-checking Sunday, but this year it did.

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

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

### SONG ASSIGNMENT UPHELD BY COURT

SUPREME COURT last week decided that the copyright to the ballad "When Irish Eyes Are Smiling" belongs to M. Witmark & Sons, New York publishers. Ownership had been contested by George Graff Jr., who wrote the song 30 years ago in collaboration with Ernest Ball and Chauncey Olcott. The issue grew out of Mr. Graff's assignment of copyright renewals to the publishing house in 1917. He previously had entered into an agreement with Witmark whereby that company copyrighted the song but the renewals were given Witmark as a result of "financial straits" of Mr. Graff.

When the original copyright expired in 1939, Witmark registered the renewal in Mr. Graff's behalf. However, a few weeks later Mr. Graff himself applied for and registered a renewal and assigned it to another publishing house.

The court decided that the Copyright Law "does not nullify agreements by authors to assign their renewal interests" and ruled that an agreement made when the author is in financial need does not permit the author to expect returns as a ward under guardianship of the law.

STORAGE BATTERY Division of Philco Corp. has been awarded a white star, to add to its Army-Navy E flag presented by Rear Admiral Wat T. Cluverius in October, 1942. Brief ceremonies will mark the addition of the star April 16.

### Two FM Shows Are Sold For Milwaukee's W55M

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

With steady plugging by the Journal stations staffs emphasis has been placed now on commercial programs and two have been contacted. The Robert A. Johnston Co., manufacturer of cookies and crackers, presents *Furlough Fun*, Sundays, at 12:30 p.m., for a half-hour using WTMJ also.

Second show sold is First Wisconsin National Bank's *Those Who Serve* Tuesdays, at 6:30 p.m., for a half-hour. Last week Edward Petry & Co., became national representatives for W55M.

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

### Kaltenborn Scholarship

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



**WATL**  
ATLANTA



**MBS**

WATL's coverage is confined to the metropolitan Atlanta area.

With no rural audience to cater to, its programs are tuned to urban tastes, and are tops with Atlanta listeners. Eleven years a favorite!

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

**KTUL**

5000 watts • CBS  
TULSA, the Oil Capital

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives.



Represented by  
**SPOT SALES**  
INC.

In The Fast Growing  
SALT LAKE MARKET

It's

**K  
D  
Y  
L**

**UTAH'S  
NBC  
STATION**

National Representative  
**JOHN BLAIR & CO.**

## WOV TO FIGHT NLRB DECISION IN COURT

NEW LITIGATION in the case of 26 former employes of WOV, New York, was forecast last week, when the station notified the National Labor Relations Board it declined to comply with an order that it rehire members of American Communications Assn. Local 16 (CIO) discharged after a strike 2½ years ago. [BROADCASTING, April 5].

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

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

## Annual AFRA Session To Be Held in Chicago

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

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

## KOA-WHDH Case

(Continued from page 13)

disqualified themselves, the former because his brother-in-law, C. J. Durr, is a member of the FCC, and Justice Rutledge because he wrote the majority opinion in the KOA-WHDH case in the court below. Associate Justice Murphy was absent because of illness.

Without going into the background, Mr. Freund contended that KOA was accorded adequate hearing before the Commission and that the court below had erred in reversing the FCC's ruling on that score.

Discounting the contention that KOA was deprived of its facility or that it had been degraded, he contended that the Denver station still retained its same assignment with the same power of 50,000 watts and that the only change in its status, by virtue of WHDH's assignment to the 850 kc. channel, was that interference was caused in a sharply circumscribed secondary service area of the Denver station. In so doing, he said the Commission reclassified the 850 kc. channel from 1-A to 1-B.

Pointing out that KOA was not protesting the merits of the grant, he said he was not clear as to its objection. He said that a majority of the court below held that KOA was entitled to hearing as a matter of right and not as a matter of grace.

Chief Justice Groner and Associate Justice Vinson in the lower court held KOA was entitled to participate at the outset and Associate Justice Stephens concurred, he pointed out.

Declaring he was not arguing the abstract question of validity of the rule governing interventions but its applicability in the current case, Government counsel pointed out that since the WHDH grant, WJW, Akron, was given an assignment on the same frequency without a hearing and that KOA was permitted to intervene in that situation. He said he understood the Commission had held in abeyance hearing on that matter pending decision on the current court case.

Under questioning from the bench, Mr. Freund contended that

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

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

### Interference Claim

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

Alluding to the original broadcast allocations of 1928, under which 40 clear channels were established, he pointed out KOA was given a clear channel assignment guaranteed to be interference-free at night in the United States. The number of clear channels subsequently was reduced to 25, he declared, and at the time of the 1938 hearings to ascertain which stations of the original 40 should be assigned to clear channels, he pointed out WHDH at that time sought fulltime on the then 830 kc. clear channel occupied by KOA. Despite that application, KOA was selected for the 1-A assignment.

The clear channel allocations were based on surveys which revealed that some 21 million people were dependent upon service of clear channel stations. While only 32.4% of the rural population were dependent upon clear channel stations, he said a station popularity survey conducted by the FCC revealed that 76.3% of the rural residents preferred clear channel stations.

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

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



•Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

**JOHN E. LINGO & SON, Inc.**  
CAMDEN, NEW JERSEY

**WCBS**  
CHARLESTON, W.VA.

Recipient of the Peabody Award "for outstanding public service" by a regional station in 1942.



## OWI Seeking Ideas On U.S. Paid Time

### Bankhead Bill for Paid Ads Being Held in Abeyance

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

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

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

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

### Margarine Spots

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



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

### CALIFORNIA GROUP FORMED IN FRESNO

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

Wartime broadcasting problems were discussed and Lou Keplinger, former manager of KVOD, Denver, recently named regional radio director of OWI's Domestic Branch on the Pacific Coast, addressed the group concerning programming matters and radio publicity.

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

### Omar Expands

OMAR Inc., Omaha, is expanding its list of stations carrying *Ranch House Jim*, thrice-weekly transcribed musical, for Ranch House pancake flour. After a successful test on WMBD, Peoria, and WOW, Omaha, the company is placing the program on four additional stations, as soon as distribution is completed in those markets, within the next few weeks—WHIO, Dayton; KOA, Denver; WOKO, Albany; WHIP, Harrisburg. Agency is Macfarland, Aveyard and Co., Chicago.

Where But

# WSYR

## SYRACUSE

Can You Get a Basic NBC Red Station Covering Central New York?



### The RIGHT INTRODUCTION smooths the way

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

### The RIGHT Introduction

Recently completed 36955 call survey by Robert S. Conlan and Associates shows impressive coverage; WMBD delivers the Peoria area market as no other medium can.

HEART OF ILLINOIS



Call Free & Peters or Write WMBD for copy of complete Conlan Survey

\*\*\*

WMBD is a member of CBS

### TEST YOUR KNOWLEDGE OF PANAMA

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

HOK-HP5K  
640 Kc. 6,005 Kc.  
Colon, Panama

NOV '3 NOV '2 205 '1  
Rep.: Melchor Guzman Co. Inc.  
9 Rockefeller Plaza, New York City

## Power Commission Favors War Time Electricity Savings Important To War Effort, Olds Says

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

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

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

"Under War Time the increased daylight between 5 and 6 o'clock postpones the greatest lighting use to a later hour when factory and urban railway use, which is gov-



**PRESIDENCY OF MISSISSIPPI Broadcasters Assn.** went to R. L. McRaney, WCBI, Columbus, last week when the organization met in Jackson. Most important business passed was determination to write all Mississippi Congressmen in regard to the farm radio battery situation. At the session were (first row, l to r): F. C. Ewing, WGRM, Greenwood; Mr. McRaney; L. M. Sepaugh, WSLI, Jackson; C. J. Wright, WFOR, Hattiesburg; Hugh Smith, WAML, Laurel; Bert Ferguson, WJPR, Greenville; H. O. Jones, WGCM, Gulfport. Back row, l to r: M. B. Wray, WSLI; F. E. Wilkerson Jr., WSLI; J. L. Eatherton, WCBI; George Blumenstock, WSKB, McComb; Wiley P. Harris, WJDX, Jackson; P. K. Ewing Jr.; WMIS, Natchez, and Allen Lacey, WJDX, Jackson.

**NORMAN ROSS**, Chicago freelance announcer and m.c., has been commissioned a captain in the Army Air Forces, and will leave April 19 for Miami Beach, Fla., for indoctrination training.

erned by the clock, has fallen off for the night," the letter points out. "As a result the combined uses of electricity for home, store, office and street lighting under War Time require less capacity at the power houses than would be needed under Standard Time."

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

## Reopening Asked In Ruling on CBS

### IBEW Asks Labor Board To Reconsider CBS Case

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

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

### New Data Ready

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

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

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

The union said that there is no agreement between any 50,000-watt station and the IBEW where the wage progression exceeds four years. It also said that so far as it could determine, the maximum day without payment of overtime in a 50,000-watt station, other than agreements between stations and independent unions, was ten hours. The letter showed that NBC technicians in effect received overtime pay for 12-hour days, through special clauses in their contract.

A decision on whether the Board will permit a rehearing of the case and allow the union to submit additional information, may be forthcoming this week. Meanwhile IBEW said that it would not ask CBS to invoke the new pay scale until the case has been finally decided.

## NBC Radio - Recording Signs 10 New Accounts

TEN NEW subscribers have contracted for transcribed programs produced by NBC's Radio-Recording Division. Renewals have been received from three stations. Programs, stations and sponsors involved in the new contracts are:

*Betty & Bob*, WLAC, Nashville. *JEG Coffee Co.*; *The Name You Will Remember*, WXYZ, Detroit; WSTV, Steubenville, Ohio, jewelry firm; WSAI, Cincinnati, Thompson Heating & Insulating Co.; *Flying for Freedom*, WRBL, Columbus, Ga., Foremost Dairies; *Five Minute Mysteries*, KIT, Yakima, Wash.; WHDH, Boston, Kasper-Gordon Inc.; *Let's Take a Look in Your Mirror*, WRC, Washington; WAIT, Chicago, Dr. Ellis Sales Co.; and *Time Out with Allen Prescott*, KGNC, Amarillo.

Renewals include: *Betty & Bob*, KRLD, Dallas, Skillern's Drug Co. (130 programs); *Getting the Most Out of Life Today*, WJZ, New York, Fairchild Sons Inc.; and *The Name You Will Remember*, WAGE, Syracuse, C. E. Chappell & Sons.

## MBS Billings Drop

MBS BILLING for March, 1943, totaled \$941,533, a decrease of 10.6% from the corresponding month in 1942 when the total was \$1,053,444. Billings for January, February and March of this year were \$2,759,722, a decrease of 8.5% from the first three months of 1942 when the total was \$3,016,141.

**CINCINNATI and Station WSAI**

# WSAI

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

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

THE CINCINNATI STATION OF ASSURED SALES ACTION!

**THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE**

# United Press

# Station Announcement Plans Of OWI Slated for Revision

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

PROVIDING a frank discussion of Office of War Information radio policies to date, OWI's regional consultants conferred last Monday with Government officials in Chicago, discussed cooperation of stations in coming Government campaigns, made recommendations on the OWI local allocation plan, and heard Donald D. Stauffer, chief of OWI Radio Bureau, outline the war informational program which faces its greatest task within the next few months.

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

### Announcement Plan

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

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

The stricter enforcement of OWI Regulation No. 2, which provides that all Federal Government requests by local or regional offices

of Federal Government agencies must be cleared through OWI for time and policy, was seen by the broadcasters as materially reducing the number of announcements for the same effort. Recommendations for the use of chain-break announcements of 30-second duration, to be substituted in many cases for the straight one-minute announcements, were made by the consultants. OWI rulings on this and other recommendations will be effected shortly, it was said.

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

### Other Problems

Other important problems are: Transportation, voluntarily cutting down unnecessary rail and bus travel; Salvage, with emphasis on copper; Household Conservation, urging home-makers to take care of household equipment and appliances; Personnel, securing help for War, Price, and Rationing Boards, which serve without pay; Absenteeism; Manpower; continuing campaigns for the recruiting of WAVES, WAACs, SPARS, Marine Corps Reserves and Nurses; selling war bonds; and combating inflation. "Understanding" themes must continue to get radio emphasis," Mr. Stauffer concluded. "Themes treating of the issues (what we're fighting for), the enemy (who we're fighting), the



IN GREAT DEMAND as a luncheon and club speaker is Andy Woolfries, WMT, Waterloo, Ia., Farm Editor, just returned from a special mission for the British Navy in England. Mr. Woolfries went through four air attacks and is shown here examining a piece of bomb fragment with WMT's receptionist, Betty Shimek. Mr. Woolfries, a radio personality in Iowa for 20 years, was in England four months.

fighting forces, the working forces, the United Nations, all must be included," he said.

The regional consultants who attended the session were: Harold E. Fellows, WEEL, Boston; Leon Levy, WCAU, Philadelphia; Thad Holt, WAPI, Birmingham; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Leslie C. Johnson, WHBF,

Rock Island; Merle Jones, KMOX, St. Louis; Kenneth M. Hance, KSTP, St. Paul; Allan Page, KVOO, Tulsa; Martin Campbell, WFAA-WBAP, Dallas-Ft. Worth; Robert Hudson, Rocky Mountain Radio Council, Denver. Neville Miller, NAB president; James D. Shouse WLW, Cincinnati; O. L. (Ted) Taylor, KGNC, Amarillo, Tex. of the Station Advisory Board; Carl Haverlin, headquarters consultant on station relations; M. H. Peterson, Paul Jordan, OWI, Chicago; Walter Schwimmer, R. J. Scott, Schwimmer & Scott, special consultants.

### Barnard to OWI

THURMAN L. BARNARD, formerly vice-president and manager of the Detroit office of N. W. Ayer & Son, has joined the New York office of the Office of War Information as associate chief of the outpost service bureau, where he correlates OWI activities here with outposts throughout the world.

### Meservey Honored

REGRET over resignation of Douglas Meservey, deputy chief of the OWI Radio Bureau, and best wishes in his future war work, were noted in a resolution adopted by the Regional OWI Radio Consultants and Station Advisory Committee meeting in Chicago April 4. Resolution was introduced by NAB President Neville Miller.

# WORCESTER Top City

## PER FAMILY FOOD EXPENDITURE — 1942

(Market Data Book — 1943)

U. S. Average	\$222	Los Angeles	\$235	Detroit	\$209	New York	\$189	Chicago	\$174
Boston	\$309	Cincinnati	\$254	St. Louis	\$242	WORCESTER	\$396		

CITIES OF OVER 100,000 POPULATION

When You Buy Time—  
Buy An Audience

# WTAG

WORCESTER

## BASIC COLUMBIA

The only station which delivers the Central New England audience.

Associated with The Worcester Telegram-Gazette

PAUL H. RAYMER CO.  
National Sales Representatives  
BERTHA BANNAN Little Bldg. Boston  
New England Sales Representative

WALT GARDNER  
OF THE CENTRAL COOPERATIVE LIVESTOCK ASSOCIATION, SOUTH ST. PAUL.

# WDTG

Established 1923 MINNEAPOLIS  
This firm, the largest livestock selling agency in the world, has used two programs daily on WDTG for 8 years. Walt Gardner's own surveys prove WDTG the best per dollar radio value in the Northwest.

NAT'L. LIPS. WILLIAMS, RAMBEAUCO.

PRIMARY COVERAGE  
SECONDARY COVERAGE  
Based on NAB Standards

THE NORTHWEST'S BEST BUY!

# RADIO ENGINEERS

IN BOTH WASHINGTON AND PHILADELPHIA

Radio Engineers required in the Consulting Radio Engineering Offices and Laboratory of Raymond M. Wilmette for original development and design work for Signal Corps. Salary \$350 to \$500 per month depending on experience. Higher salary for exceptional man, particularly receiver engineer. Positions open in both Washington and Philadelphia (Washington offices and laboratory air conditioned).

Please write, giving education and full particulars of experience with references. Raymond M. Wilmette, 1469 Church Street, N.W., Washington, D. C.

## WRAL Aroused As WAAC Solicits Ads

### Officer Sells Merchants Two Pages in Raleigh Papers

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

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

### Free Time Offered

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

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

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

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

## WXYZ AND HOOKUP GET TIGERS GAMES

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

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

Build-up to the season opener on April 21 will be the broadcasting of the exhibition games April 17, 18 and 19. Also figuring in the air promotion is current series of training camp shows by transcription, broadcast over WXYZ 6:15-6:45 p.m. on Tuesdays and Thursdays and from 6:15 to 6:30 p.m. on Saturdays. Brooke, Smith, French & Dorrance, Detroit, is agency.

## Check Production Data, Price Warns Stations

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

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

## Major Markets Used

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

## WLWL Sale Nears

WLWL, Minneapolis, subject to FCC approval, moved closer to final sale to the Ralph Atlass interests last week when the Probate Court of Minneapolis Wednesday approved the transfer of 46% of stock held by the estate of Judge John P. Devaney. The remaining 54% is held by Charles G. Winton Jr., who is also disposing of his share in the station. Total amount to be paid by the Atlass interests is \$80,000. Under the present arrangement, Mr. Atlass, president of WIND-WJJD, Chicago, is to have controlling interest while the remainder of the stock will be divided up among John Carey, manager; Art Harre, commercial manager, WIND; Eugene Mittendorf, and a group of businessmen.

## "EXCELLENT, TRACEABLE RESULTS"

for Premium Coal Co. when they broadcast over WKRC with

## THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.



REACH  
VIRGINIA'S GREAT LISTENING AUDIENCE  
AT LOW COST THRU RICHMOND'S  
NATIONALLY KNOWN RADIO STATION

5000 WATTS  
NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

## WABC WAR POLICY IS GAIN FOR WJZ

COLUMBIA PICTURES Corp., New York, which had originally scheduled WABC, New York, as one of the 50 or so stations to promote its new film "The More the Merrier", has switched New York outlets and will use WJZ for the campaign, starting April 12.

Reason for the change was understood to be a WABC policy of permitting only "temperate and restrained" commercials before or after its news broadcasts during wartime, the Columbia announcements for the comedy film proving too gay and too much of the teaser type to fill the WABC policy requirements.

Program sponsored by Columbia Pictures on WJZ will be heard five times weekly, 6:40-6:45 p.m., immediately preceding the Lowell Thomas news broadcast. Title will be *The Name You Will Remember*, with Bill Lang giving biographical sketches of famous people as the main body of the series. The moving picture company is using various types of programs for an eight-week period to promote the film prior to its release May 15 [BROADCASTING, March 22]. Agency is Weiss & Geller, New York.

### Blade Goes Net

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

### Bailey Joins INS

J. N. (Bill) BAILEY, former news editor of BROADCASTING, on April 5 joined International News Service as a special radio sales representative. Mr. Bailey, operating out of Washington, will cover the eastern territory for INS.

EMILE J. GOUGH, in charge of the station relation West Coast office of SESAC, married Lt. Mary E. Brennan March 27 in an Atlantic Seaboard Army Camp. Lt. Brennan is with the Army Nurses Corp.

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

5000 WATTS • 1330 KILOCYCLES

# WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR  
WEVD—117 W. 46th Street, New York, N. Y.

## FCC Reorganization

(Continued from page 11)

House, with one in the Senate, observers are convinced that it now is only a question of which body first will report out a bill. Whatever support the FCC has had in previous sessions appears to have withered away. It appears to have few, if any friends willing to get out in front for it on either side of Capitol Hill.

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

The FCC, since the dam broke on Capitol Hill, has kept relatively quiescent. All controversial issues, it is evident, are being carefully avoided. Word from the Commission itself is that all has not been serene among the membership since the Cox Committee launched its inquiry.

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

It is unlikely that either the Cox or Senate Committee inquiries will get under way until after the proposed Easter holiday recess now contemplated by Congress.

Widespread rumors that Chairman Fly might be given another government post, which started when the Cox resolution passed, has wafted away. Mr. Fly and Commissioner C. J. Durr, New Deal Democrat regarded as the administration's second man on the agency, are expected to be the star witnesses in the Cox proceeding.

### Burma Shave Test

BURMA VITA Co., Minneapolis (Burma Shave) through Macfarland, Aveyard & Co., Chicago, has purchased morning newscasts five to six times a week on 10 stations, starting April 26: KYW WCAE WTIC WFBR KTRH KOL KLZ WGST WHIO WIRE. If test is successful it will be expanded. Company is retaining spots on WSAI CKLW WXYZ WHK WGAR WHEC WHAM KRLD WFAA WEEL WNAC.

WMAQ, Chicago, on April 13 celebrates its 21st anniversary. The station went on the air in 1922 as WGU. Judith Waller, now public service director of NBC central division, was the first manager.

## Hiring Control

(Continued from page 11)

through the U. S. Employment Service.

Most of the new manpower regulations resulting from last Thursday's order are expected to consist of additional instructions from Mr. McNutt to USES offices, perhaps making them the official hiring agency for all labor transfers. Such order, officials of the WMC point out, give great discretionary powers to regional directors so that the needs of local essential industries may be met.

### Statement of Policy

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

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

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

The Executive Order specifically stated that it should not be interpreted to mean that reasonable adjustments of wages and salaries in cases of promotions, reclassifications, merit increases, incentive wages or the like are prohibited. Such increases, however, shall not appreciably affect production costs or furnish a basis to increase prices, or resist justifiable reductions.

NORMAN E. HEYNE, for nine years radio director of Schwimmer & Scott, Chicago, joins the radio staff of Ruthrauff & Ryan, Chicago, April 19.



# Some Market to Corner!

Who's making the big money now? War industry workers? Sure—and we have a generous number of them. What about farmers? Have you looked over current farm prices lately? They'll give you a vivid idea of *all time high cash income* THAT WILL GO RIGHT ON WHEN WAR INDUSTRIES STOP!

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

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

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

A CBS STATION

1000 Watts, Day and Night

930 Kilocycles



QUINCY, ILLINOIS

Represented Nationally  
by the Katz Agency

# AP

## WFCI, Pawtucket, R. I.

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

George Sutherland,  
Program Director.

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

## South African Sets

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

**WJLB**  
Lawrence, Mass.  
5000 Watts  
680 KC.  
C.B.S.

**WJLB**  
THE  
CAPITAL  
OF  
NEW  
ENGLAND'S  
7TH STATE  
Nat. Reprs., The Katz Agency

## All Operators

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

## PAA War Meeting

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

## Pulse N. Y. Survey

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

ONLY 7,100 persons, all Quisling party members and high Nazi officials, have radio receiver listening licenses in Norway at present. Almost all of the nation's 484,000 receivers licensed were confiscated in July, 1940, the Dept. of Commerce reports.

THE  
HUDSON CIRCLE,  
where WGY makes  
the market

**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

**WGY**  
GENERAL ELECTRIC  
WGY-102

## OTHER FELLOW'S VIEWPOINT

### Funds for Papers

Editor, BROADCASTING:

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

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

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

### Tax Money to Papers?

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

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

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

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

JOHN W. BOLER,  
President, North Central  
Broadcasting System.

April 7.

### Walker a Lt. Colonel

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

### Bounced Around

EDITOR, BROADCASTING:

Walter Guild's article [BROADCASTING, April 5] hits nail on head. Spot advertisers are bounced around. Personally, I was surprised to find that WOW was only station in 19 on one advertiser's schedule that guaranteed time. If broadcasting does not encourage spot broadcasters, we will have no new network advertisers. Skippy Peanut Butter definitely great prospect for network. However, treatment as spot advertiser is anything but encouraging to client to expand further in radio.

JOHN J. GILLIN JR.,  
General Manager,  
WOW, Omaha.

April 8.

## Musicraft's Plea To AFM Rejected

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

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

Original proposal of Musicraft, first tendered the union's executive board Feb. 18, offered to pay AFM one cent for every record made by union musicians and sold to the public at a retail price of 50 cents plus excise tax; 1½ cents for records selling for 75 cents plus tax and two cents on records selling for \$1 plus tax.

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



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



HANGING PROUDLY in Madison Square Garden are the banners of KFBC, Cheyenne, and KMYR, Denver. They hang somewhat expensively, too, because it was a 2,000-mile remote and the cost was \$2,500—just a bit more than \$1 a mile. The line detoured to Kansas City on the way from Cheyenne to New York City. Occasion was the NCAA basketball title contest between Wyoming U. and Georgetown U. A second pickup was the Red Cross benefit game two nights later. Details were handled by William C. Grove, KFBC manager, and Mark Schreiber, KMYR sports announcer. (Note: Wyoming U. won.)

## AGENCY *Appointments*

POLAND SPRING Co., Poland Spring, Me. (Poland Water, Club Soda, Ginger Ale); and Hiram Ricker & Sons, Poland Spring, Me. (Poland Spring House, Mansion House, Ricar Inn), to Tracy, Kent & Co., New York. No radio contemplated at present.

HAZELTINE ELECTRONICS Corp., New York, to St. Georges & Keyes, N. Y. Electronics publications now being used.

PRODUCTION Corp., N. Y., to H. C. Morris & Co., N. Y. Said to use radio.

CHARMS Co., Bloomfield, N. J., to C. L. Miller Co., N. Y., for Tastycaat Candy Bar. Said to use radio.

MINOT FOOD PACKERS, Bridgeton, N. J., to Gray & Rogers, Philadelphia.

NATIONAL DAIRY PRODUCTS Corp., N. Y., to N. W. Ayers & Son, N. Y.

PANTHER OIL & GREASE Mfg. Co., Fort Worth, Tex., to Van De Mark Adv., Cincinnati.

WHITEHALL PHARMACAL Co., Jersey City, to Compton Alv., N. Y., for Asper-tane.

MINNESOTA STATE TOURIST BUREAU, St. Paul, to Bronson West Adv., St. Paul.

PHOENIX CHAMBER OF COMMERCE, Phoenix, to Morgan Adv. Agency, Phoenix.

STANDARD BRANDS, N. Y., to Ted Bates Inc., for Blue Bonnet Oleomargarine.

HY-TROUS Corp., Malden, Mass. (plant food), to Brissacher, Davis & Van Norden, Los Angeles. Using participation schedule in *Art Baker's Notebook* on KFL, Los Angeles, with other Southern California radio planned.

GEO. WESTON Ltd., Toronto (national bakers), to Walsh Adv. Co., Toronto. Weekly outdoor summer broadcast sing songs to start early in June.

BURGESS BATTERY Co., Niagara Falls, Ont., to Walsh Adv. Co., Toronto. No radio plans yet.

STANFIELD'S Ltd., Truro, N. S. (knitting mills), to Walsh Adv. Co., Toronto. No radio plans yet.

VITAMIN CORP. of America, Newark, N. J., to J. M. Korn & Co., Philadelphia. Radio, trade papers and newspapers will be used.

GENESEE BREWERY Co., Rochester, N. Y., to McCann-Erickson, N. Y. Radio will probably be used.

MALCOLM'S HOUSE & GARDEN STORE, Baltimore, to Harry J. Putz Co., Baltimore. Said to use radio.

I. SIMON SHOE Co., N. Y. to Reiss Adv. Co., N. Y. Said to use radio.

TAYKOF PRODUCTS Co., N. Y., to Kal Adv., Washington. Said to use radio.

UNIVERSAL CAMERA Corp., N. Y., to Grey Adv. Agency, N. Y.

DOUGHBOY MILLS, New Richmond, Wis. (flour and cereal products), to Calkins & Holden, Chicago; R. A. Washburn account executive. Company is using four Wisconsin stations but plans to expand.

POLLOCK-KEY Co., Fort Scott, Kan. (work clothes), to McJunkin Adv. Co. Radio, farm papers, newspapers will be used.

## Curtiss Offers Schools Use of 1 Hour Disc Free

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

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

## Metzger Joins ASCAP

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

## PER CAPITA RETAIL SALES

U. S. Dep't. of Commerce

UNITED STATES ---\$265.00

TWIN FALLS ----\$1105.04

# K T F I

"Magic Valley"

Twin Falls, Idaho

NBC

## AFRA, BLUE ARGUE TRUE STORY STATUS

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

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

### Wording in Question

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

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

## BALTIMORE'S BLUE NETWORK OUTLET



John Elmer, President  
George M. Eosder, Gen. Manager  
National Representatives:  
**SPOT SALES, INC.**  
New York • Chicago • San Francisco

## bargain buy



A half dozen of the finest news commentators on anybody's air and the other Blue Network features help to build the audience that makes KECA the Bargain Buy of Southern California.

# KECA

OF LOS ANGELES

Carle C. Anthony, Inc.

BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

Buy LISTENERS

Buy

WFMJ

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.

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices MONTREAL • WINNIPEG TORONTO

WCAR

Influencing Sales FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN or the Foreman Co. • Chicago • New York

THE 5000 WATT Voice of the Tri-Cities ROCK ISLAND • DAVENPORT • MOLINE

218,000 city CUSTOMERS in 11 contiguous cities and towns!

WHBF

Affiliate: Rock Island ARGUS Basic Mutual Network 1270 KC FULL TIME

# Industry Assumes Vital Role In Big Treasury Bond Drive

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

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

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

### Special Features

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

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

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

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

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

CBS midnight roundup, 95 Min-

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

### Hospital Pickups

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

Also on the BLUE *Men of Land, Sea and Air* presents George Hicks from London, interviewing American service men on duty there. W. L. Hemingway, president of the American Bankers Assn. discusses the war financing program from a banker's viewpoint.

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

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

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

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



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

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

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

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

Elaborate campaigning by WLW-WSAI, Cincinnati, calls for a caravan of station talent to move between 10 building and loan offices where bonds are sold, in addition to a long list of features.



50,000 WATTS C B S

Olive Kachley

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO . . .

WCKY

THE L.B. Wilson STATION



1878

M. H. Collins

1943

M. H. COLLINS, 64, vice president of Collins Radio Co., Cedar Rapids, died at his Cedar Rapids home April 2 after two weeks' illness. Mr. Collins was well known to many broadcasters through his interest in sales activities of his firm.

Born Oct. 5, 1878, in Henry County, Ill., the son of a Congregational minister, Mr. Collins had been a rancher in Oklahoma until 1916, when he moved to Cedar Rapids and organized the Collins Mortgage Co. From 1929 to 1932 he headed the Collins Farm Co., a corporate farming venture involving 160 farms covering 30,000 acres.

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

Mr. Collins was a member of the Mizpah Lodge, A.F. and A.M., the Iowa Consistory and the Chamber



of Commerce. In addition to his son, he is survived by his wife, the former Faith Andrews, whom he married in Topeka in 1904, and a sister, Mrs. Morgan Duke of Dubuque, Ia.

### Arthur Millet

ARTHUR MILLET, 34, freelance announcer for various programs on NBC, CBS and the BLUE, died April 8 at his home in New York, following a long illness. Former staff announcer on WRR, Dallas, WGN, Chicago, and CBS, Mr. Millet had been freelancing since 1937. Programs he handled included the *American Album of Familiar Music* on NBC, *The Goldbergs* on CBS, and *Famous Jury Trials* on the BLUE. Surviving are his parents and his wife, Mrs. Helen Jackson Millet, a radio singer.

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

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

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

**PORTLAND, OREGON**  
**"KEY TO THE GREAT WEST"**  
**5,000 Watts—620 Kilocycles**  
**NBC RED NETWORK**  
 Represented Nationally by  
**EDWARD PETRY & CO., Inc.**



JOHN A. SMITHSON, chief engineer of KPAS, Pasadena, has resigned to join the Army Air Forces radio division as a civilian.

JACK MOTT, new to radio, has joined CKGB, Timmins, Ont., as transmitter operator. His brother, Ernie, is chief engineer of CKGB.

BRUCE PATTERSON has joined the control staff at CKBI, Prince Albert, Sask.

ROBERT BRUCE, from KRNR, Roseburg, Ore., has joined the staff of KLS, Oakland.

DON SEYMOUR and J. Lloyd Schuh have joined the staff of WTMJ, Milwaukee.

ALVIN YOUNG, new to commercial radio, has joined the control staff of KCMO, Kansas City.

PAUL S. LEVIN of WHAI, Greenfield, Mass., has joined WEEL, Boston as transmitter and control engineer, replacing Walter E. Lannen who has joined the Army.

PAUL CRAM, chief engineer of WSGN, Birmingham, is the father of a baby boy.

RUSSELL STURGES, engineer of NBC Chicago, has been commissioned first lieutenant in the Army Air Forces.

MARY BACCU, secretary to Lou Kroeck, manager of KTMS, Santa Barbara, Cal., has been given a daily morning shift as control board operator.

ARNDT JOHNSON, engineer of KSTP, Minneapolis-St. Paul, is the father of a baby girl.

ROY ANDRIESSE, sound effects engineer, KPO, San Francisco, recently entered the Army Air Forces.

FRED MOORE, of the engineering staff of WFIL, Philadelphia, left on April 8 for Fort Monmouth, N. J., to assume duties as a lieutenant in the Army Signal Corps.

DENNIS DOUGHTY resigned from the engineering staff of WFIL, Philadelphia, to accept the post of Radio Engineering instructor at Temple U., Philadelphia.

### CBS Promotes Sill

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

### Frank G. Kane

FRANK G. KANE, copy writer of Arthur Kudner Inc., New York, and a former vice-president of Campbell, Ewald Co., and of T. F. McManus Inc., Detroit, died in New York, April 6. He leaves a wife, two daughters, and a son, all of Birmingham, Mich.

### 15th Anniversary

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

**ROAD TO RADIO RESULTS**  
 Ask JOHN BLAIR  
 TO OVER 1,000,000 RADIO LISTENERS IN WEST VIRGINIA, OHIO, PENNSYLVANIA, MARYLAND AND INDIANA  
 If it's a Top Industry Station You can Bank on it!  
**WMMN**  
 5-KW DAY 1KW NIGHT  
 FAIRMONT, W. VA.

## "THE FACE IS FAMILIAR..."

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

To keep your name familiar, give people something they value—radio entertainment—to remember you by.

**CFRB**  
 TORONTO  
 860 KILOCYCLES

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



In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

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

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

## Three Assignments Approved by FCC

### Owners' Other Interests Cause KVAK, WKBB, WOSH Sales

THREE voluntary assignments were approved last week by the FCC in actions involving KVAK, Atchison, Kan., WKBB, Dubuque, Ia. and WOSH, Oshkosh, Wisc. In disposing of KVAK to S. H. Patterson for a total consideration of \$9,500, Carl Latenser, who is 64, told the Commission that he wished to retire from the broadcasting business in order to devote all his time to his music company. The Carl Latenser Music Co., music and home appliance concern, operates stores in Acheson and Leavenworth, Kan. and Fall City, Neb.

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

Oshkosh Broadcasting Corp. has acquired WOSH from Howard H. Wilson, head of the station representative firm of that name, for \$45,000. President of the corporation is Myles H. Johns, Wayne, Ill., who holds 165 shares or 55%; vice-president and secretary is Fred W. Renshaw, Chicago, with 45 shares or 15%. Wm. F. Johns Jr., Chicago, vice-president, and Wm. F. Johns, Chicago, treasurer, each holds 45 shares. All are directors. William F. Johns is vice-president of WTCN Minneapolis, and president of Ridder-Johns, Chicago newspaper representatives.

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

The new corporation, organized by James D. Carpenter, WKBB manager, is controlled by Interstate Finance Corp., which holds 50% of the stock and has two members on the board of directors. [BROADCASTING, Feb. 9]. The remainder of WKBB stock is split 12 ways, with Mr. Carpenter holding 7.15%. A BLUE affiliate, the station operates on 1490 kc. with 250 watts, and was a participant in the celebrated "free competition" case in the Supreme Court.



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

## Control of WGST May Go to School

### Proposed Plan Gives College Entire Interest in Station

AN AGREEMENT, to be effective April 1, is expected toward the end of this month as a result of negotiations now in progress between representatives of the Georgia School of Technology, licensee of WGST, Atlanta, and Southern Broadcasting Stations Inc. whereby the school would acquire the entire interest of the corporation, which has controlled the operation of WGST under a management contract signed in 1930 [BROADCASTING, March 29].

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

### Conforms to Order

The proposed agreement, in eliminating all interest of Sam Pickard and Clarence H. Calhoun, owners of Southern Broadcasting Stations, would according to WGST attorneys, fulfill conditions of the FCC in proposed findings of fact and conclusion adopted March 23, which required in effect the withdrawal of the Pickard-Calhoun interests from management of WGST before the Commission would consider the question of license renewal.

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

## Full NBC Net for Three

GENERAL MILLS, effective May 31, will expand its three NBC Monday-thru-Friday daytime serials, 2 to 2:45 p.m., from 34 stations to the full 125-station network. Programs are *Light of the World* (Cheerios), *Lonely Women* (Gold Medal Kitchen Tested Flour) and *Guiding Light* (Wheaties). These programs will be discontinued on a transcribed lot basis on approximately 30 stations. A quarter-hour news program three to five times weekly will be placed also on an undetermined number of stations for Wheaties. Agency for Cheerios and Gold Medal Flour is Blackett-Sample-Hummert, Chicago; for Wheaties, Knox Reeves, Minneapolis.

BILL STERN, NBC sports commentator, has been cited by Post No. 14 of the American Legion, St. Petersburg, "for outstanding services rendered the community during the national emergency."

The FCC in its March 23 findings ordered WGST to file within 60 days a further application for renewal of license "setting forth the plan of the station for the acquisition of the necessary facilities and equipment, and for the business management, representation, and control of the future operations, together with a list of all persons to participate therein."



## ORDER NOW... NEW 1943 Standard Advertising Register

In these days of rapid fire shifts, the new 1943 Standard Advertising Register and Service will keep you abreast of these changes.

The Register lists over 11,000 national and sectional advertisers. It gives the executive personnel of each including advertising manager, sales manager, buyer of printing. It shows the agency or agencies placing the account, territory covered and types of media used. In fact, it gives all information necessary to effectively solicit the advertiser or agency either by mail or in person.

THE AGENCY LIST—issued three times a year, April, August and December. A dependable source of information on 1600 advertising agencies with their personnel, recognition and the 30,000 clients they serve.

**NATIONAL REGISTER PUBLISHING CO., Inc.**  
330 W. 42nd St. New York  
333 N. Michigan Ave. Chicago

**WBNX**  
**5000 Watts**

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

*New York City*

FOR OFFENSE • FOR DEFENSE  
BUY U.S. BONDS TODAY

"... timely, interesting and worth a thirty minute spot on the schedule."

**WIBX**

• Any ASCAP-licensed station may have the ASCAP Radio Program Service without cost. We provide well-written, timely shows which will be of special interest to your Commercial Department. Write or wire at once.

**ASCAP**  
**Radio Program Service**  
30 Rockefeller Plaza • New York

There's "sock" in 5 KW on our 580 kc frequency—equal to over a million watts at the other end of the dial.

**WIBW** The Voice of Kansas  
in TOPEKA

# Cigarette Hearings Of FTC to Begin In New York April 19

## False Advertising Charged To Philip Morris, Many Others

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

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

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

### Challenges Claims

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

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

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

An important decision affecting use of broadcast advertising technique is expected to result from the Reynolds hearing, inasmuch as the company's use of simulated voices purportedly giving testimonials for their product was questioned in the



TWO AWARDS from satisfied sponsors went to WHKC, Columbus. Here the station's General Manager Carl M. Everson (l) and Business Manager Harry H. Hoessly (r) observe with pride a "First Award" from General Mills for "best merchandising support" and a "C for Cooperation" from the F. & R. Lazarus & Co., leading Ohio department store.

FTC's complaint. In some FTC quarters the opinion is held that the advertiser can still be cited for misrepresentation even though persons give permission for their voices to be simulated on programs and in testimonials.

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

### De Pree Plaees

DE PREE Co., Holland, Mich. (Wheatamins vitamin capsules), is sponsoring a quarter-hour of news on WKZO, Kalamazoo-Grand Rapids, five times weekly; and five-minute newscasts 32 times weekly on WIND, Chicago. Agency is Roche, Williams & Cunyngnam, Chicago.

# McClintock to Take Countrywide Tour

## To Meet Agency, Advertiser And Affiliate Executives

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

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

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

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

## CBS Affiliates to Meet

FRANKLIN M. DOOLITTLE, general manager of WDRG, Hartford, has called a meeting of the 11 stations in District No. 1 which he represents on the CBS Affiliates Advisory Board for April 14, at the Hotel Statler, Boston. This will be the first meeting of the District No. 1 CBS station group, which includes stations in all of New England and CHAC, Montreal. Mr. Doolittle, who recently attended a CBS Affiliates Advisory Board meeting in New York, announced a general discussion of station problems would be held. The meeting was slated for 10:30 a.m., to be followed by luncheon.

KFEL, Denver, and KGKO, Dallas, have notified the radio programs department of Time Inc. that they plan to present in the very near future the thrice-weekly transcribed series *Let's Learn Spanish*, which Time has been conducting on WQXR, New York, since January. Five stations now carry the quarter-hour Spanish lessons.



## Noted War Garden expert gets amazing mail response on KGO

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



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

**PUSH YOUR SALES UP ON—**

WBNS

Ask Any Blair Man or His

CENTRAL OHIO'S ONLY CBS OUTLET

Actions of the

FEDERAL COMMUNICATIONS COMMISSION

APRIL 3 TO APRIL 9 INCLUSIVE

Decisions . . .

APRIL 6

KPQ, Wenatche, Wash.—Granted extension special service authorization to August 25, 1943.

WLW, Akron—Granted mod. CP, as mod., move transmitter locally, measure nuisance contour under actual operating conditions, extend commencement and completion dates.

KAST, Astoria, Ore.—Granted license renewal for regular period.

KVAK., Atchison, Kan.—Granted license renewal for regular period; vol. asst. license from Carl Latenser to S. H. Patterson for \$9,500.00.

WKBB, Dubuque—Granted vol. asst. license from Sanders Bros. Broadcasting Station to Dubuque Broadcasting Co., for \$25,000.00.

WOSH, Oshkosh, Wis.—Granted asst. license from Howard H. Wilson to Oshkosh Broadcasting Co. for \$45,000.00.

KWSC, Pullman, Wash.—Designated hearing application for mod. license change 1250 to 1030 kc., 5 kw. to 1 kw., share KTW to unlimited; (requests facilities of KOB).

KFMB, San Diego—Designated hearing application for vol. transfer control of Worcester Broadcasting Corp. from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as trustee; license renewal to be heard in same proceeding.

WASH, Grand Rapids, Mich.—Dismissed application for mod. license, since call was deleted by FCC March 16, 1943.

APRIL 7

WLW, Cincinnati—Dismissed without prejudice application mod. license operate 500 kw. D, 50 kw. N, 700 kc., using W8X0 transmitter.

WERC, Erie, Pa.—Granted motion dismiss without prejudice application mod. license operate 1330 kc., 100 w. N, 250 w. D, unlimited.

Applications . . .

APRIL 5

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

KVOO, Tulsa—License cover CP as mod. for power increase, change hours, new transmitter, DA-N.

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

APRIL 8

WNBC, Hartford—Transfer control from William J. Sanders to Arde Bulova (2200 shares of common stock).

W8XCT, Cincinnati—Mod. CP as mod. for new television station, extend completion date.

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

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

Reinstatement of FM applications (April 3-9): Globe-Democrat Publishing Co., St. Louis—CP for new broadcast station, 44700 kc., coverage 13,083 sq. mi.; NEW, Mercer Broadcasting Co., New Trenton, N. J.—CP new broadcast station on 49900 kc., coverage 3,200 sq. mi.; NEW, W DAS Broadcasting Station, Inc., Philadelphia—CP new broadcast station on 47700 kc., coverage 9,300 sq. mi.

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

TEN TOP TUNES

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

- As Time Goes By
- I've Heard That Song Before
- That Old Black Magic
- Brazil
- You'd Be So Nice To Come Home To
- Don't Get Around Much Anymore
- Taking A Chance On Love
- What's The Good Word, Mr. Bluebird
- It Can't Be Love
- Moonlight Becomes You.

Goodyear Back on Air With Full NBC Hookup

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

Titled *Salute to Youth*, the program will feature eye witness comments on the war by William L. White, former foreign correspondent for *Collier's* magazine, music by Raymond Paige's orchestra and Nadine Conner, and a dramatized story of war production with a Goodyear technician selected each week for his outstanding work. Berry Kroeger will narrate the dramatic sequence and Ben Grauer will handle institutional announcements. Agency is Arthur Kudner Inc., New York.

Mutual - Gillette Again Sign For Boxing Bouts

FOR THE THIRD consecutive year Mutual will cover the nation's top flight boxing bout attractions, including championship contests staged by promoter Mike Jacobs, under sponsorship of Gillette Safety Razor Corp., Boston, according to an announcement last Thursday, by J. P. Spang Jr., Gillette president. Renewal, as of June 1, 1943, is good for one year. Gillette and Mutual first acquired the rights June 1, 1941, and since have presented 58 fights. Purchase price of rights was not disclosed.

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

Hinds Quiz Plans

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J., which has not used network radio for Hinds Honey & Almond Cream since 1939-40 when it sponsored *Burns & Allen* on CBS, has purchased a half-hour on Mutual for a series, probably of the quiz type, to start April 28. Time will be Wednesdays, 8:30-9 p.m., and it is rumored that Wally Butterworth will serve as m.c. No further details on the program were available from Wm. Esty & Co., New York, agency in charge.

Network Accounts

All time Eastern Wartime unless indicated

New Business

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

LAURA SECOND CANDY shops, Toronto (chain stores), on April 5 started *Rez Battle*, pianist, on CFRB, Toronto, and CFCE, Montreal, Mon. 7:45-8 p.m., and on CFRB, Toronto, CFCE, Montreal: CKCO, Ottawa: CKWS, Kingston, Ont.: CHML, Hamilton, Ont.: CFPL, London, Ont., Fri. 7:45-8 p.m. Agency: Cockfield, Br:wn & Co., Toronto.

PREBYTERIAN CHURCH in Canada, Toronto, on April 17 has one-time speaker on 34 stations, Sat. 7:15-7:45 p.m. Agency: R. C. Smith & Son, Toronto.

CONSOLIDATED RAZOR BLADE Co., Jersey City, on April 12 starts *Better Half*, quiz program, on 13 MBS stations, 8:30-9 p.m. Agency: Grey Adv., N. Y.

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

HARVEL WATCH Co., New York, on June 6 starts *John B. Hughes* on 19 MBS stations, Sunday, 10:10-15 p.m. Agency: A. W. Lewin Co., Newark, N. J.

Renewal Accounts

FIRESTONE TIRE & RUBBER Co., Akron (institutional), on May 31 renews for 52 weeks *Voice of Firestone* on 124 NBC stations, Mon., 8:30-9 p.m. Agency: Sweeney & James Co., Cleveland.

BELL TELEPHONE System, New York, on April 26 renews for 52 weeks *The Telephone Hour* on 124 NBC stations, 9-9:30 p.m. (rpt. 12 midnight-12:30 a.m.). Agency: N. W. Ayer & Son, N. Y.

COUNCIL ON CANDY as Food in the War Effort, Chicago (institutional), on May 16 renews *Washington Reports on Rationing*, 3-3:15 p.m., for 13 weeks on 46 NBC stations. Agency: BBDO, Chicago.

Network Changes

B. T. BABBITT Inc., New York (Bab-O) on May 14 discontinues *David Harum* on 13 CBS stations, Mon. thru Fri., 3-3:15 p.m. and on May 30 starts an unnamed serial on NBC, Mon. thru Fri., 10-10:15 a.m. Agency: Duane Jones Co., New York.

ANACIN Co., Jersey City, on April 12 starts promotion of *Freezone* on *Front Page Farrell*, on 50 NBC stations, Mon. Tues., and alternate Wed., 5:45-6 p.m. Hill's Cold Tablets and Bisodol continue as products promoted Thurs. and Fri. Agency: Blackett-Sample-Hummert, N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on April 5 added to *True or False*, Mon., 8:30-9 p.m., a West Coast transcribed repeat on 12 BLUE Pacific stations, Mon., 9-9:30 p.m. (PWT), with repeat on 4 BLUE Western stations (KUTA KVOD KGHF KFBC) Mon., 5:30-6 p.m. (PWT), a total of 81 BLUE stations. Agency: J. Walter Thompson Co., N. Y.

Blissful Earfull

FOR WAR workers, many of whom are women, and soldiers, who make up more than 60% of the WLW, Cincinnati, listeners from midnight to 5 a.m., Bliss Harris, newcomer to the staff, is announcing the new series of Miss Harris early morning programs started last week. She is also to write and present the *Home Forum* series and will create other early features for women war workers.



HELP WANTED

THREE AVAILABLE OPENINGS ON ALERT, PROGRESSIVE STATION FOR

- ANNOUNCER
- SALESMAN
- TECHNICIAN

GOOD SALARY • EXCELLENT WORKING CONDITIONS • OPPORTUNITIES FOR ADVANCEMENT

Write, giving background, draft status, and details to

HOWARD H. WILSON CO.

75 E. WACKER DRIVE

CHICAGO, ILL.

# 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**—Draft deferred. Want stable, experienced staff announcer with good voice who can handle limited continuity assignments. Opportunities for talent fees if you have production ability. 5 kw NBC affiliate. WIS, Columbia, South Carolina.

**Salesman**—Permanent position with opportunity for advancement with 5 KW station. Network affiliation. Give experience and references. Box 512, BROADCASTING.

**Chief Engineer**—With knowledge Western Electric low power equipment. Blue affiliate Western New York. Good salary, good living conditions. Permanent. WHDL, Olean, N. Y.

**Announcer** — Experienced; commercial, news, ad lib, emcee. Draft deferred. Permanent. Regional network affiliate. Detail experience, draft status, date available, salary expected, phone number. Box 501, BROADCASTING.

**Sales Promotion Manager**—Clear channel station in midwest desires man well versed in promotion, publicity, merchandising and public relations. Excellent opportunity for advancement with one of nation's most prominent broadcast organizations. Send details, including draft status, experience, photo, etc., to Box 496, BROADCASTING.

**Announcer**—For general staff work. Some news experience desirable. Good pay and permanent job for right man. Five KW NBC affiliate. Send full details to WSJS, Winston-Salem, N. C.

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

**Capable Announcer**—For local network station with heavy schedule. Please furnish all information with first letter. Box 508, BROADCASTING.

**Engineer**—First class only—draft deferred. For network local in East. Want better than average man for assistant chief engineer. Give all information and salary desired. Box 507, BROADCASTING.

**Operators Wanted**—Radio telephone FIRST or second class for transmitter duty. Write Station WMBO, Auburn, New York.

**Radio Home Economist**—One of the midwest's most prominent radio stations seeks woman past 25 to take over our established, highly popular home economics program pulling about 100,000 pieces of mail a year. Prefer girl with college education, at least two years radio experience and familiarity with mail pull accounts. No drifters. Enclose complete details, including picture. Box 494, BROADCASTING.

**Salesman**—Here is fine opportunity for aggressive, experienced salesman with CBS affiliate—full schedule—in the beautiful Rockies where summers and winters are ideal. Salary good. Apply with complete details to Box 498, BROADCASTING.

**Personal Shopper**—Local station in midwestern city of 125,000 needs woman 25 or over, college education preferred, also year radio experience. Should be capable of handling announcer's shift and must be able to contact accounts. Send your story, including picture, to Box 495, BROADCASTING.

**COMBINATION** — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 513, BROADCASTING.

## Help Wanted (Continued)

**Announcer**—Man to handle Musical Clock program, 50,000 watt station in New York State. Applicant must have experience. Please state age and draft status. Box 521, BROADCASTING.

**SALESMAN**—For 5 kw NBC affiliate in Southern city, adjacent to major military posts. Offer permanent connection, excellent earning ability, to high type man with good sales record. Box 520, BROADCASTING.

**Studio Control Operator**—Experienced RCA 76B1 console. Deferred. 5 kw network station. Advise experience, salary, draft status. Box 502, BROADCASTING.

**Program Director**—Experienced, draft deferred, capable of assuming full responsibility. Permanent connection, with live 5000 watt network station, located midwestern city. Salary open. Must have proven record of programming, that built listeners and sold merchandise. Give full particulars, including previous experience, salary expected, draft status, when available, phone number. Snapshot helpful. All replies confidential. Box 500, BROADCASTING.

**Announcer**—Opportunity to make name for yourself on small station that's listened to. Must have good honey punch and ideas. Salary, plenty to live on plus fees. Require references and draft status. Permanent to right man. Will consider experienced woman. Northern New York. Box 510, BROADCASTING.

**Sales Manager**—Broad knowledge all departments. Draft deferred. Salary plus commission. Small New York station. Excellent opportunity right man. Box 515, BROADCASTING.

**General Sales Manager**—For Regional Network of five Mutual stations. Give experience and references in original application. Permanent position for some one progressive and promotional minded. Box 511, BROADCASTING.

## Situations Wanted

**Station Manager**—Program and sales. 15 years' experience. Available after May 1st. Can furnish three announcers. Also continuity writer. All experienced and draft exempt. Box 518, BROADCASTING.

**Draft exempt**—Station or commercial manager available. Twelve years' radio includes all phases regional and local operations. Married. References. Box 519, BROADCASTING.

**Woman**—College graduate; wants continuity writing and program participation in Middle Western station. Experienced. Box 517, BROADCASTING.

**Versatile Continuity Writer**—Write anything; newspaper, advertising background; married, 4-F draft. Available 60 days. Minimum \$60. Box 509, BROADCASTING.

**Salesman-Announcer-Ticketman** — Wants job on board odd hours, sell straight commission. Good record, capacity for results, good voice, news, ad lib, restricted license, responsible, 3B. Interested only Pacific Mountain states, opportunity make \$300. and better. Smith Mathews 47 Risel, San Francisco.

**ORGANIST**—Experienced Hammond organist and pianist wishes position as staff musician. Married. 4-F. Box 505, BROADCASTING.

**PROGRAM DIRECTOR**—With metropolitan network affiliated station would like permanent position with progressive station in smaller city. Would like to establish home. \$100 per week minimum necessary. Will attend Broadcasters meeting in Chicago April 27. Available for interviews. Married, children, draft deferred. Box 497, BROADCASTING.

## Situations Wanted (Continued)

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

**Experienced Announcer**—Single. 25. 4-F. BA in Music-Vocal-Instrumental. Wants steady job. Available June 10. Box 499, BROADCASTING.

**Engineer-Announcer** — First Class phone. Experienced, transmitter and studio controls. Some announcing. Draft exempt. \$40.00 weekly. Box 493, BROADCASTING.

**CHIEF ENGINEER** — Desires immediate change seven years' broadcast experience. Three years supervisor 5000 watt NBC outlet. Former RCA transmitter testing engineer. References. P. O. Box 821, Winston-Salem, North Carolina.

**Time Salesman**—Neat, aggressive. Successful one and five kw record. Best references. Draft deferred. Box 506, BROADCASTING.

**Program Director**—Announcer-writer. Presently employed as station program director. Would like connection with agency or station. Box 516, BROADCASTING.

**Program Manager**—Well established in industry. 10 years well-rounded experience in every phase of work. Making change for personal reasons. Box 503, BROADCASTING.

## Wanted to Buy

**Two New or Good Used Turn-Tables**—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

## For Sale

**Complete Broadcasting Plant**—Consisting of modernized 1,000-watt RCA transmitter with rectifier, 180-foot Blaw Knox self-supporting tower with obstacle lights. Plenty of spare tubes, etc. Everything in A-1 shape, ready for use. Box 514, BROADCASTING.

## Versatile Voice

WHAT HUMS like a dynamo, crows like a rooster, sings like a yodeler, mimics the tones of the lowly harmonica or the noble harmonies of the organ? Sonovox does—in 14 station breaks on WCKY, Cincinnati. The station is the second to use the Wright-Sonovox transcriptions for station breaks and identifications. KOMA, Oklahoma City, also uses them. New breaks were obtained through Free & Peters, exclusive representative.

## KTAR Easter Service

GRAND CANYON'S "Shrine of the Ages" for the ninth consecutive year will, on Easter Sunday, be the setting for the nation's outstanding sunrise service broadcast. Originating over KTAR, Phoenix, the service will be carried coast-to-coast by BLUE at 6:30 a.m., MWT, April 25. J. Howard Pyle, KTAR program director, who originated the Grand Canyon service, is writing and producing the broadcast.

## Larus on WOR

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

# 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. SKIFTER

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

## Increased Output in April of Batteries For Farm Radios Is Foreseen at WPB

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

WPB recognized several weeks ago [BROADCASTING, March 29] that a serious shortage of dry cells was threatening to silence millions of rural radio sets, cutting farmers off from essential market information, and other war reports.

### Serious Shortage

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

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

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

## Jorgensen, Law Editor, Named Secretary to Fly

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

Mr. Jorgensen, before coming to the FCC, worked in the sales department of Firestone Tire & Rubber Co. and later became sales manager of Chalmers & Co., merchandise distributors of Iron Mountain, Mich. Born July 23, 1908 in Chicago, Mr. Jorgensen was educated in Chicago schools, receiving the degree of Ph.B. from the U. of Chicago in 1933 and the law degree of J.D. in 1943. He is married and has two children.

### Wine in Midwest

ITALIAN SWISS COLONY WINE Co., San Francisco, has started *Colony Serenade*, a thrice-weekly live quarter-hour evening musical program originating on WBBM, Chicago, and fed to WISN, Milwaukee. Agency is Leon Livingston Adv. Agency, San Francisco.

Although several state legislatures have passed resolutions urging Congress to intervene to speed battery production, no action has been taken in either House. Rep. Karl Stefan (R-Okla.) who brought up the battery shortage in a talk to the House Feb. 6 said that his personal inquiries have convinced him that WPB is taking every possible step to promote production.

Meanwhile, however, the House of Representatives of Minnesota passed a resolution introduced by Lawrence Haag, representative from Hennepin County, and farm director of WCCO, Minneapolis, calling on WPB to increase the number of A and B batteries manufactured. The resolution pointed out that over 40% of the state's farm listeners depend on batteries to operate their sets.

## Ray Hamilton, of BLUE, Takes Job With Airline

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



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

### WAAC at Last

IT HAD to come. Someone, sooner or later, was going to name a station WAAC. The distinction goes to Ronald B. Woodyard. The WAAC call has been assigned Mr. Woodyard's station at Fort Myers, Fla., formerly WFTM. Mr. Woodyard, general manager of WING-WIZE, Dayton and Springfield, O., said he changed the call because of his "admiration for the fine work of the WAACs." He added: "Every time these call letters go out over the air it will honor the WAACs; it's a privilege to be authorized use of the letters."

## Burbach Goes to WNOX As Commercial Manager

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

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

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

WENDELL L. WILLKIE, 1940 Republican candidate for President, will be heard on CBS April 21 in a two-way discussion on the London blitz with Rt. Hon. Herbert Morrison, British Minister of Home Security; the latter speaking from London.

## Maintenance Tube Gets Special Mark 'M. R.' Designation Selected For Civilian Product

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

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

### Double Protection

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

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

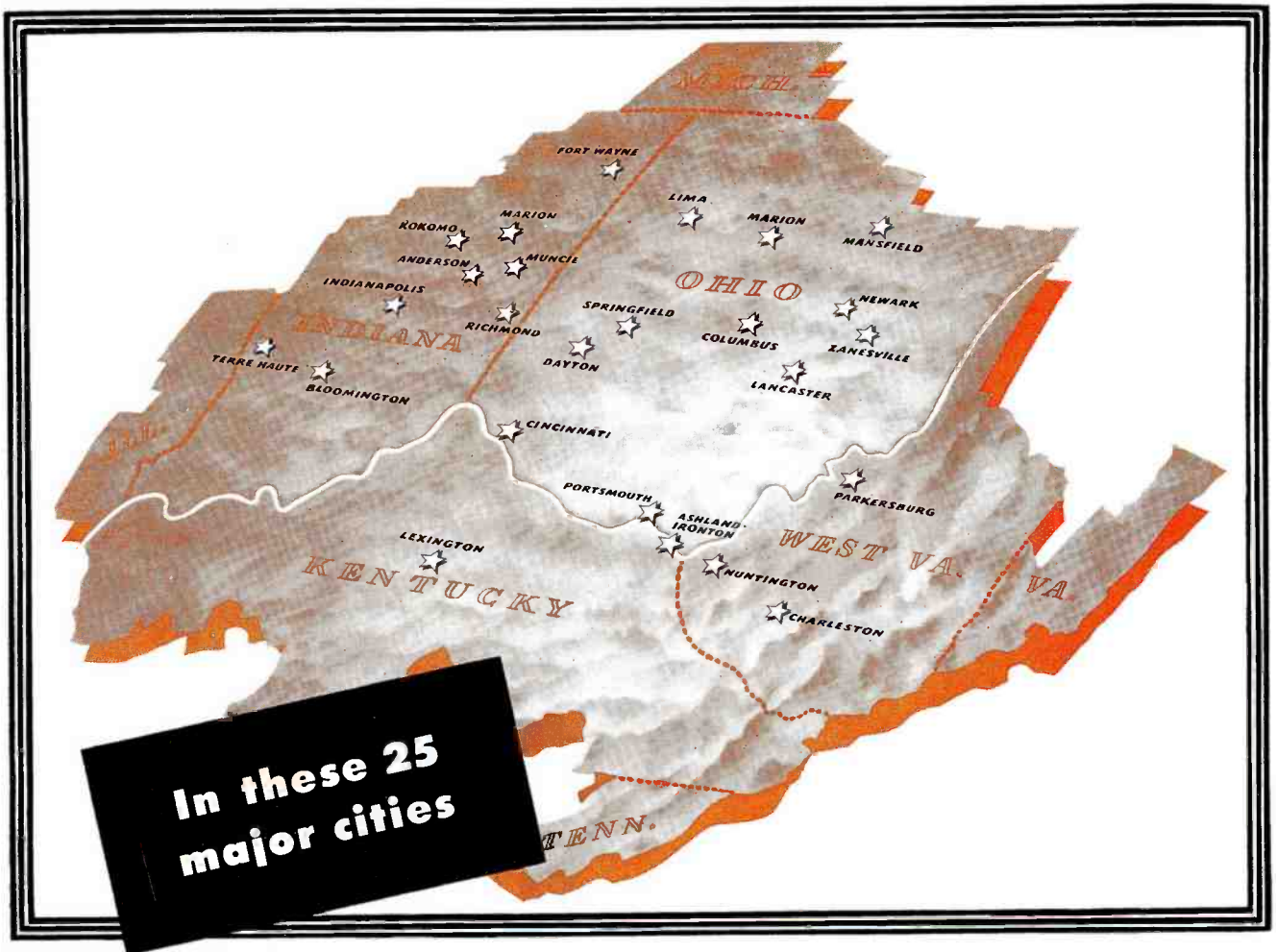
## New Series at Midnight Features CBS Affiliates

NEW POLICY instituted by CBS of devoting the time between 11:30 p.m. and 12:30 a.m. to special programs conceived by the network's New York headquarters and its affiliates got under way last Tuesday night 11:30-12 midnight with *Invitation to Music*, featuring Howard Barlow and the Columbia Concert Orchestra. As announced by Douglas Coulter, CBS director of broadcasts, such programs, produced and directed by the CBS program department in New York, will occupy the first section of the special hour, while broadcasts from key CBS stations in other parts of the country will be heard on different nights from 12:05-12:30 a.m.

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



Drawn for BROADCASTING by Sid Hix  
"And You Still Claim Your Wife's a Radio Singer!"



**In these 25  
major cities**

# WLW delivers 47.7% of All Nighttime Listening\*

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

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

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

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

WLW 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.



THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLLEY CORPORATION

**RCA TYPES 207, 891, 891-R, 892 and 892-R**



# REBUILT TUBES

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

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

Under this plan, old tubes of the five types listed are returned accompanied by a suitable priority order which will enable us to ship rebuilt tubes in replacement. At present, an A1J priority under terms of WPB Order P133 is required.

Actual use in RCA services over a long period of time has proved the efficiency of RCA Rebuilt Tubes beyond question. They are fully guaranteed against defects in workmanship, materials and construction, and any adjustments will be made on the basis of 85% of the adjustment that would be made on new tubes of the same type. Similarly, prices are based on

85% of the price of new tubes. Ratings or characteristics are in no wise impaired or changed.

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

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

### **Do Not Send Tubes Without Return Authorization!**

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

\* \* \* \* \*  
\* BUY \*  
\* U. S. WAR \*  
\* BONDS \*  
\* \* \* \* \*



## **RCA TRANSMITTING TUBES**

*Proved in Communications Most Exacting Applications*

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

