Our job—come to think of it—is dentistry in a way.

We do an excellent job on cavities, for instance. Market cavities, we might add.

There was the man who had to crack Philadelphia or the job wouldn’t jell. In a little less than 10 months WOR not only opened the Philadelphia market, but this man’s sales there were 25% of his high New York total!

We put teeth in old products, too. Like the article launched in 1897 that was slipping faster than it grew. In a few weeks WOR stabilized sales; jumped them 10%, cut this sponsor’s advertising cost in half.

It might be because more families listen to WOR*. It might be because these families... but you get the idea.

That power-full station WOR

* From the first 4-month analysis of 25,000 face-to-face interviews—with all kinds of listeners in all kinds of homes—made for the “WOR Continuing Study of Radio Listening in Greater-New York.”
WHEREVER any major agricultural event is taking place in the Middle West, there you will find Art Page, farm program director of WLS and conductor of the noontime "Dinnerbell" program. In the first eight months of this year, "Dinnerbell" was broadcast by remote control 34 times.

Listeners have learned to depend upon WLS not only for on-the-spot coverage of major events, but for cooperation with their own organizations. In eight months the WLS "Dinnerbell" program presented speakers from 160 organizations of such importance to farm folks as the Pure Milk Association, 4-H Clubs, Future Farmers of America, Farm Bureaus and the United States Department of Agriculture.

"Dinnerbell" is just one part in our program of constructive service to agriculture—a service which has gained the confidence of listeners for us and for our advertisers.

ART PAGE
is Always There!

The Prairie Farmer Station
Chicago

890 Kilocycles
50,000 Watts
NBC Affiliate

Arthur C. Page
Farm program director of WLS, Mr. Page has been in radio since 1923. He has conducted the "Dinnerbell" program on WLS for 1½ years, has been Associate Editor of Prairie Farmer for 5 years.

Management affiliated with KOY, Phoenix, and the Arizona Network—KOY Phoenix • KTUC Tucson • KSUN Bisbee-Douglas
FOR THE DURATION, there will be the important tasks of supplying the necessities of life, guarding the health of the nation, maintaining the morale, and managing the thousand other things which outlast "business-as-usual".

That's how advertising will continue to serve our nation at war, by performing the essential functions required of it. Life goes on, and advertising will rise to the new responsibilities of a wartime economy.

Here in Connecticut's Major Market, WDRC will do its best to render a public service which is keyed to the nation's best interest.

BASIC CBS FOR CONNECTICUT

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Primary Reader for Time Buyer-s

Silo: Tall, cylindrical edifice, which stores thousands of bushels of valuable crops until the market is right for the farmer. Most Nebraska silos now are empty, because market prices are the best in years!

Corn Crib: Storage bin to keep corn. Infrequently used, because Nebraska farmers aren’t keeping corn—they’re selling it almost faster than it can grow.

Haystack: Great pile of fodder, cut and cured on the farm. Very inexpensive to raise. Livestock loves it and fattens thereon. After which, stockyard gives farmer equally fat check for same. More profit for farmer to enter in his...

Cash Book: Ledger in which an account is kept of receipts and disbursements of money. Nebraska families are receiving far more money for their crops, corn and livestock than they are disburseing for overhead and luxuries. They have an immense amount of cash on hand, and they’ll spend this cash for your products, if you tell them what you have.

Tell them over their station, KFAB! You need KFAB, to do a complete job of selling the prosperous farm markets throughout Nebraska and her neighbors!

January 12, 1942

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Heres Why Washington Prefers

WOL Provides the Most Thorough and Accurate Coverage of News Events With This Notable Cast of Outstanding Commentators.

Page 4 • January 12, 1942
A Shaker-full of Pepper for the WEAF "SALT WATER WAY"

It was just fourteen months ago that WEAF's new transmitter first spoke across the waters of salty Long Island Sound. It made headlines the way it zoomed WEAF programs New Yorkward ten times harder than they had ever been zoomed before, as WEAF engineers flexed 50,000 watts to their fullest strength with the new "salt water way."

Since then though, it's WEAF's program experts that have been making the headlines. Reflecting real programming "touch" and an understanding of the New York listener, they seasoned WEAF's local program schedule with many new top-ranking programs during 1941. For example:

More New Programs — Two new fifteen-minute ones—at noon and at 6:15 P.M. Also other shorter news spots making all-complete WEAF's dawn to midnight news service.

Mary Margaret McBride — The pioneer and first lady in the field of programs for women.

Studio X — One of the most humorous shows on the air today, with Budd Hulick and Ralph Dunke.

These are just three of the 1941 additions to WEAF's local schedule. Add Isabel Manning Hewson's "Morning Market Basket" (a food show), the "Spice of Life," and the rest. Figure in other past and planned improvements. Put all these things together, and you have a station that's streamlined to set new records in 1942 . . . a rocket for your product's sales curve in the World's Richest Market. Today is the best time to tie up with it, with

WEAF

NEW YORK • 50,000 Watts • 660 Ke
Key Station of the NBC Red Network

BROADCASTING • Broadcast Advertising
A few months ago, when Sonovox was first demonstrated to radio and agency executives in New York, Larry Holcomb was one of the first big-agency men who really saw the tremendous possibilities of “talking sound”, in radio. In fact, Larry not only saw the whole idea—he practically went overboard about it! So when the furor about Sonovox developed to the point where we needed an Eastern Manager, Larry Holcomb was naturally a perfect “natural” for us!

Sonovox, as by now you must know, is the astonishing new acoustic development with which sounds of almost every sort can be made to articulate actual words on the radio. By putting words into the actual “voices” of apt or attractive sound effects, Sonovox transforms the conventional routine commercial into a real entertainment feature. Sonovox puts life and attention-value into radio selling!

Today a lot of the smartest radio advertisers in the business are climbing aboard the Sonovox sound-wagon. Let us tell you about it. Write us direct, or ask your nearest F&P office.
Blue Network Now Operates Independently

Ultimate Sale to Outside Interests Seen; Woods, President; Kobak, Executive V-P

FOR biographical material on Blue Personnel see page 44

FORMATION of Blue Network Co. Inc., a separate, wholly-owned subsidiary of RCA, was announced Friday by David Sarnoff, president of RCA and chairman of the board of NBC, following a joint meeting of the board of directors of RCA and NBC. Mr. Sarnoff stated that incorporation papers for the new company were filed by Mr. Kobak, vice-president of NBC, who will continue in that capacity, was elected chairman of the new company's executive committee, which includes Mr. Woods and Mr. Kobak as members.

Mr. Woods is serving both as president and chairman of the board. Mr. Kobak, as executive vice-president, also will sit on the board, along with Paul F. Yandell, vice-president and treasurer; John H. Norton, Jr., stations relations manager; Hugh M. Felts, station contact representative; Philip J. Merryman, engineering consultant; Alfred B. Halsey, general sales manager; Al S. Epperly, western sales manager; Bert J. Hauser, sales promotion manager; Earl Mullin, manager of the publicity department; George Milne, chief engineer; Dorothy Kemble, continuity acceptance editor; Edward F. Evans, research manager; D. B. Van Houten, office manager; Murry H. Logue, technical sales manager; John H. McNeil, manager of WJZ; James Rynd, sales service manager.

Deals Discussed

Ultimate disposition of the network either to outside interests or through a pro-rata stock distribution to RCA stockholders is foreseen. A number of propositions, it is known, have been made to RCA for acquisition of the network as an entity, but these have not crystallized to the point where any sale is in imminent prospect, it was learned.

Published reports stated that Dillon Reed & Co. had been negotiating for outright purchase of the network, while in other quarters it was stated that both Lehman Bros. and Chatham-Phoenix banking interests had submitted propositions. The name of Marshall Field, 3d, Chicago merchant and publisher, also has been mentioned in connection with a possible Blue acquisition, as well as that of George Allen, New York and Washington insurance executive, as the vice-president; H. L. Norton Jr., stations relations manager; Hugh M. Felts, station contact representative; Philip J. Merryman, engineering consultant; Alfred B. Halsey, general sales manager; Al S. Epperly, western sales manager; Bert J. Hauser, sales promotion manager; Earl Mullin, manager of the publicity department; George Milne, chief engineer; Dorothy Kemble, continuity acceptance editor; Edward F. Evans, research manager; D. B. Van Houten, office manager; Murry H. Logue, technical sales manager; John H. McNeil, manager of WJZ; James Rynd, sales service manager.

Fly to Speak

FCC Chairman James Lawrence Fly, at the invitation of Niles Trammell, NBC president and chairman of the executive committee of the Blue Network, will address the general meeting of affiliates in Chicago Jan. 15. Chairman Fly has not decided on his topic, save that it will relate to independent operation of the Blue. He said that if he could “help constructively” in the reorganization process, he would be happy to do it.

The Blue Network's new owners announced Friday that they will move to dispose of the Blue network's operations and assets to Blue Network Co. Inc., a new subsidiary of RCA, which will operate the network as a new entity. The move is part of a broader strategy by RCA to divest itself of its broadcast operations and focus on its core technology businesses.

RCA's decision to sell the Blue Network follows years of declining revenue and market share in the broadcast business. The network was once a major player in the radio and television industries, but its influence has waned in recent decades. The sale of the Blue Network is expected to generate several hundred million dollars for RCA, which will use the proceeds to fund its growth plans in other areas.

RCA executives have been in negotiations with potential buyers for the Blue Network for several months. The company has received interest from several parties, including private equity firms, media companies, and technology companies. However, no deal has been finalized yet.

The Blue Network's assets include its network of radio and television stations, its library of programming, and its broadcast infrastructure. The network's stations, which are located in major markets across the United States, will continue to operate under the same name and format, but with new ownership and management.

The sale of the Blue Network is part of a broader strategy by RCA to divest itself of its broadcast operations and focus on its core technology businesses. The company has been selling off its broadcast assets for several years, including its stake in the BBC, its stake in the National Public Radio network, and its stake in the Discovery Channel.

The sale of the Blue Network is expected to generate several hundred million dollars for RCA, which will use the proceeds to fund its growth plans in other areas.
Formal Censorship

Ryan Gets Views of Industry Groups; Regulations for Press Are Drafted

FORMAL rules and regulations governing the handling of news and other broadcasts having a war aspect will be issued next week by the Office of Censorship, following a week of industrywide conferences with J. Harold Ryan, Assistant Director of Censorship for broadcasting.

The regulations will evolve from the pooling of ideas and suggestions advanced by all elements in the industry, plus those drafted by Mr. Ryan himself, Byron Price, director of censorship, and other sources. Conferences were in progress all last week between Mr. Ryan, members of the NAB code committee and the NAB board of directors; representatives of the three major networks, and other industry trade groups.

Formal Regulations

Whereas originally it had been intended the regulations would be voluntary and in the nature of "self-censorship," it was finally decided that formal regulations should be issued, incorporating so far as possible the suggestions advanced. High praise for the manner in which the industry has collaborated in the voluntary censorship work has been voiced by Mr. Price and others.

Regulations governing the press simultaneously are being drafted and are expected to be announced shortly. These are being handled by John H. Sorrells, of New York, Assistant Director of Censorship for the Press, named last month along with Mr. Ryan. Both the press and radio, it is understood, are being treated alike as parallel media. The broadcasting code, however, because of the complexity of operation, probably will be more detailed.

Because radio has lived in an atmosphere of regulation for some 15 years, it is very likely the office is expe ring less difficulty in its dealings with the medium than with the press. Despite this, it has been determined that censorship standards evolved, even with the collaboration of the media affected, should be promulgated by the Government rather than invoked on what would amount to a "self-censorship" basis.

Confers With Officials

Both the radio and press codes will emphasize the procedure in handling of weather data, troop movements, ship departures and arrivals and like information that would be useful to the enemy. Information of a variable nature will be kept in reserve. All dangers inherent in release of information peculiar to war operations will be covered, so far as possible.

Mr. Ryan met in Washington Monday with representatives of the networks and the Army radio branch, following conferences the preceding week with NAB Presi- dent Nevile Miller, network representatives and individual broadcasters who had ideas to advance.

The Monday luncheon session was with Ed Kirby, chief of the Radio Branch of the Army, and his assistant, Jack Harris; Paul W. White, and A. A. Schechter, public affairs and news directors of CBS and NBC, respectively; and Frank M. Russell and Harry C. Butcher, NBC and CBS Washington vice-presidents, Fred Weber, MBS radio president; Mr. Ryan, and General Frank B. Nash, who visited with him in the afternoon. Memoranda, codes and documents prepared by the networks for the guidance of their news staffs were delivered to Mr. Ryan.

In New York last Wednesday, Mr. Ryan met in the office of Mr. Weber with Messrs. White, Schechter, Nash, and Paul J. Slane, WOR-MBS newsman, for further discussion. That evening he attended a dinner with the NBC-Red advisory committee, at which he was honor guest.

Working on the same preliminary plan, the NAB code committee met in Washington last Wednesday at the call of NAB President Miller and the committee chairman, Earl J. Glade, KSL, Salt Lake City, preparatory to the NAB board sessions the following two days to consider war emergency measures. Suggestions evolved by the committee and subsequently approved by the board likewise were turned over to Mr. Ryan.

Suggestions also were expected from Network Affiliates Inc., National Independent Broadcasters, Broadcast Advertising Bureau, Service and other industry groups.

Originally, the plan was to complete drafting of the new regulations last week, with immediate promulgation. Simultaneous development of the press code, however, plus the late meetings of the NAB board, forestalled immediate action.

Danger of Extremes

Throughout the week's discussions, it was repeatedly emphasized that there are dangers inherent in "over-regulation" and that stations had to exercise caution lest they sacrifice medium by going to extremes. Handling of the raw material going into broadcasts, with emphasis on open microphones and man-on-the-street types, provided the primary basic consideration.

Starting from scratch on news, it was realized that domestically practically the same raw material goes to newspapers and stations, since press associations supply material, whereas however, where stations maintain their own news staffs, surveillance must be kept at high peak to avoid improper material.

One of the difficulties encountered in drawing up the regulations on a self-censorship basis was the fact that there was no one group which could speak for the entire industry, it was pointed out by the top office. But by procuring composite viewpoints from the NAB, the networks and the other trade groups, it was thought a satisfactory solution will be found.

Mr. Ryan temporarily has brought to Washington Bob Richardson, production manager of WSPD, Toledo. The station is one of the Port Industry group headed by Mr. Ryan as spokesman for the group. Mildred Cogley, secretary to George W. Smith, general manager of WWVA, Wheeling, has joined Mr. Ryan as his assistant. The station also is one of the Storer group.

Separate Daylight Saving Bills Approved by House and Senate

WITH speed the keynote after President Roosevelt's flat declaration of the need for daylight saving time as a wartime measure, both the House and the Senate last week rushed through legislation providing for the establishment of DST, following the pattern established in World War I.

In a flurry of activity coming after the joint proposition had lain dormant for months due to disinterest on the part of Congress, both houses within a few days hurried through committee approval of two different versions of DST legislation and promptly approved separate bills.

Difference in Bills

The Senate passed its bill (S-2160) last Wednesday, providing discretionary power in the President to advance the clocks of the nation not more than two hours during the continuance of the present war and for a period not to exceed six months thereafter. The measure was introduced by Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, which had reported it the preceding day.

The House bill (HR-6314), introduced by Chairman Les (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, and passed by the House last Friday, differs from the Senate measure in that it establishes one-hour DST on a universal, nationwide basis for the duration, without vesting any discretionary powers in the President.

From radio's point of view the House bill answers their prayers regarding daylight saving time. Although the NAB in its appearances before the House committee last fall during public hearings on DST proposals took no position one way or another as between standard and fast time, it pointed out that if there was to be DST, radio favored a universal system, preferably year-round.

All this is provided in the House bill. It also could be true of the Senate bill, although the discretionary power delegated to the President injects a factor of uncertainty, in that the President could proclaim DST either on a nationwide or a regional basis.

Representatives of the broadcasting industry have long pointed out that any regional form of DST, such as that currently operating in some parts of the country, gives rise to periodic headaches in programming, necessitating time-juggling by both networks and individual stations.

A universal system, whether it operated year-round or only during the ordinary daylight saving season, alleviate these programming troubles, it was observed.

Filing of MBS Action Against NBC Expected

LONG anticipated triple damage suit of MBS against NBC was scheduled to be filed in the U. S. District Court in Chicago Jan. 10, Thursday, January 10th. According to informed sources, the suit was to have been filed by MBS and six of its stations: WGN, WGN, WLI, WGC, WHBH, and WKW, St. Louis against RCA and NBC, asking for $10,000,000 damages. NBC is represented in Chicago by the legal firm of Kirkland, Fleming, Green, Martin & Ellis.

While details were not available, it is understood the plaintiffs will charge that NBC and specifically the Blue Network have discriminated against NBC affiliates which through restrictive time option clauses, illegally deprived MBS of an equal opportunity of securing outlets for its network programs in cities with less than four stations.

Rules to be Issued
HOW WELL DO YOU KNOW THE
NEW YORK RADIO STORY NOW?

DO YOU KNOW
that the most important step made by any station in New York toward unshackling and changing listening habits is the broadcasting of news bulletins from The New York Times every hour on the hour over WMCA? It began on December 1. The subsequent outbreak of war further increased normal interest in news.

DO YOU KNOW
that "first on the dial" has special advantages in the New York market? First, of course, 5000 watts at 570 (WMCA), transmits a long-wave signal whose strength holds up best. Second, 5000 watts at 570 results in a signal of at least .5 millivolt intensity through southern Connecticut and into Rhode Island, as far north as Poughkeepsie, as far south as Atlantic City; in New York City and adjacent New Jersey the signal has a strength of at least 10 millivolts. Third, WMCA's position on the dial places it nearest the four network stations. Fourth, "first on the dial" is easiest to remember and locate.

DO YOU KNOW
that WMCA is not affiliated with any other organization or network—that it has no axe to grind other than to serve New York.

DO YOU KNOW
that WMCA offers New York's most liberal discounts to regular advertisers. For example, an advertiser spending $1200 per week gross on a 52-week contract earns dollar volume and consecutive week discounts aggregating 30%. A smarter buy than ever today is a concentrated campaign on WMCA.

AMERICA'S LEADING INDEPENDENT STATION

Western Representative: Virgil Reiter & Co., 400 N. Michigan Ave., Chicago
Nets Combat Two-Pronged Legal Attack

New York Court Asked to Void Actions Of FCC; Trust Suit Plans Pending

CAUGHT in a legalistic pincher's movement, involving future network-affiliate operations, NBC and CBS on Monday (Jan. 12) will attempt to fight their way out of the first phase of the chain-monopoly litigation in proceedings before the statutory three-judge Federal court in New York.

The court will hear arguments on petitions of these networks for an injunction to restrain the FCC from making effective its chain-monopoly regulations issued last May and subsequently revised. The FCC and MBS, as intervenor, will resist these moves, on motions to dismiss or for summary judgment in favor of the Government.

Suits 'Not Related'

Preoccupied with the New York proceedings, the networks have not indicated what approach they will take to the Department of Justice anti-trust suits brought against them. New Year's Eve in Chicago, other than that they will oppose the actions. Answers to these far-reaching suits against RCA-NBC and CBS, alleging domination of the industry and a purported conspiracy to monopolize the business aspects of radio, are due not until Jan. 20.

Despite protestations both at the FCC and the Department of Justice that the suits are in no way related, it was clearly indicated that efforts will be made to bring the new "western front" litigation into the New York proceedings. Both affect network-affiliate relations up and down the line.

But the Department of Justice complaints far transcend the FCC regulations in severity in that they would force NBC promptly to liquidate one network, bring about full-scale abandonment of time options and exclusivity, and otherwise affect business aspects of broadcast operations.

CBS served notice of its intention at least to comment on the Chicago proceedings in counter-affidavits filed with the New York tribunal Jan. 5. A copy of the anti-trust complaint filed by the Department of Justice in the U. S. District Court for the Northern District of Illinois was included in the counter-affidavits, without comment.

While filing of the complaints against the major networks struck the industry with staggering impact, major attention was focused upon the impending arguments before the New York tribunal. It was assumed both the FCC and the petitioning networks would seek to impress upon the tribunal the bearing of the Anti-trust Division actions upon the current proceedings.

Both NBC and CBS consistently have maintained that the FCC does not have jurisdiction to issue network monopoly regulations. The FCC, flanked by MBS, has been just as insistent in its claim that such authority clearly vested in the Commission.

Procedure Uncertain

The court, it is understood, has agreed to set aside six hours for argument on the pending motions. Arguments are expected to begin at 10:30 a.m. before Federal Judge Learned Hand, presiding, and District Judges Henry W. Goddard and John Bright. The court normally sits for four hours a day, excluding luncheon recess. Thus, it was concluded that the proceedings would run through Tuesday morning.

The precise order in which the parties will appear apparently had not been decided upon prior to trial. The FCC has proposed that it open and close the proceedings. Because NBC and CBS filed the petitions to enjoin the FCC, they are the moving parties in that proceeding. Ordinarily, they would open. But the Government, joined by MBS, is the moving party in the motions to dismiss or for summary judgment.

The Government argument will be handled by Telford Taylor, FCC general counsel, presumably as a special assistant to the Attorney General. He will be assisted, on the jurisdictional phase, by T. E. Harris, assistant general counsel. Louis G. Caldwell, chief MBS counsel, is expected to argue for the intervenor.

Handling arguments for CBS will be Charles Evans Hughes Jr., special counsel. Former Judge John J. Burns, chief counsel for CBS during the entire chain-monopoly proceedings; Joseph H. Ream, general counsel of the network, and Paul A. Porter, Washington counsel, will be at the CBS table.

Argument for NBC will be handled by John T. Cahill, who has represented the network for the last six months. A. L. Ashby, vice-president and general counsel of NBC, will be at the counsel table.

Some Inconsistencies

Little enlightenment as to the sudden filing of the Chicago anti-trust suits came during the last week. There was a storm of editorial protest in the daily press over filing of the actions when the nation is at war. And there was little indication of any collaboration, during the last few weeks, between the Department of Justice and the FCC on these new proceedings. As a matter of fact, in some official quarters skepticism was expressed over the proceedings, particularly since the position taken by the Department of Justice is in some aspects inconsistent with that of the FCC.

While no comment came from the Department or from Assistant Attorney General Thurman Arnold with respect to the actions, which long had been rumored, emphasis was placed on the fact that the Government proceeded civilly, rather than criminally. There was no effort, it was pointed out, to invoke penalties or fines, but its goal is to clear up existing conditions which the Department believes contravene the Sherman anti-trust act. [Broadcasting, Jan. 5.]

In the proceedings before the New York court, whichever way the decision goes, a Supreme Court review is indicated. The regulations, which were issued May 2 and went through a stormy siege before the Senate Interstate Commerce Committee, were then postponed, now are indefinitely deferred until there is a final decision on the jurisdictional issue. There is a direct appeal to the highest tribunal and both departments already have served notice that they propose to go to the Supreme Court on the jurisdictional phase.

On Jan. 5, in addition to counter-affidavits filed by NBC and CBS, the FCC filed a new pleadig in opposition to NBC motion for a preliminary injunction. This encompassed certified copies of applications and decisions relating to voluntary assignment of the licenses of WRAL, Wnbr and KGO from NBC to RCA, as a move toward separation of the two networks and ultimate sale of the Blue, as well as the applications and decisions on transfer of WRAL, Washington Blue idents from NBC to Washington Star Co.

New Filings

Bringing background material up to date for the Jan. 12 arguments, CBS and NBC filed additional affidavits with the court last week, including a copy of the anti-trust complaint filed by the Justice Department in the U. S. District Court for the Northern District of Illinois, Eastern Division, against NBC and CBS.

In an 81-page supplementary presentation, CBS also included the affidavit of Kenneth L. Yourd, CBS attorney in Washington, covering the expiration dates of the licenses of CBS affiliates; a further explanation by Herbert V. Akerberg, CBS station relations vice-president; and payments by the networks to its affiliated stations since 1931; an affidavit of Dr. Frank Stanton, CBS director of research, covering sustaining and news service of the network; and affidavit of Edward M. Klauber, CBS executive

(Continued on page 43)
On Monday evening, December 29, at 10:30, WWJ and its associate F.M. station W45D, broadcast a special program, asking its listeners to telephone pledges for the Red Cross. Over 1900 individual pledges were received and read on the program, which lasted until 4:15 Tuesday morning.

Not only was this an important monetary contribution to a great cause, but the program furnished a stimulus of far-reaching effect to the local drive. Other public institutions have been quick to follow the lead of WWJ.

This is broadcasting in the public interest.

WWJ
Owned and Operated by
The Detroit News
National Representatives
GEORGE P. HOLLINGBERY COMPANY
NEW YORK * CHICAGO * ATLANTA
SAN FRANCISCO * LOS ANGELES
Wakefield, Sterling to Coast
To Clear Broadcast Confusion

Order Barring Testimonials Is Quickly Lifted;
Plan Inspection of Monitoring Stations

COINCIDENT with the rescheduling of the all-inclusive ban on testimonial and request numbers on West Coast stations, the FCC announced last Wednesday that Commissioner Ray C. Wakefield and George E. Sterling, chief of the National Defense Operations Section of the Engineering Department, who had left for a ten-day trip to the Coast in an effort to clear up confusion over war broadcasting operations.

Withdrawal of the ban on "communications from the public," whether relayed by networks or over independent stations, came last Tuesday. The order originally had been issued by an officer with the Fourth Interceptor Command in Los Angeles because of possible coded espionage in such messages.

J. Harold Ryan, assistant director of censorship, and Ed Kirby, radio chief of the War Department's Commando Station, sent L. C. Collins, administrative head of the Army Radio Branch, to Los Angeles to investigate the ban. The immediate result was a relaxing of the order.

Commissioner Wakefield, a native of Fresno, was sent to the Coast with Mr. Sterling because of his familiarity with Coastal operations generally. During the ten-day trip, they will confer with the Interceptor Commands along the Coast and seek to clarify conditions. Commissioner Wakefield will go to Los Angeles and San Francisco with Mr. Sterling and consult with the Interceptor Commands there on the entire broadcasting situation, the handling of blackouts, rest and other necessary, and other operations during war.

Mr. Sterling will visit Los Angeles and the monitoring stations at Santa Ana, San Francisco, Portland and Seattle during his ten-day trip. He will make clear to broadcasters in these areas that the field inspectors of the FCC are simply carrying out orders of the Interceptor Commands in connection with the broadcast operations and that the FCC is not in any manner attempting to impose censure upon stations. The function is that of the Army, it will be emphasized.

Following his trip to the Coast, Mr. Collins reported that the original order banning request numbers and testimonials had come from an officer in the Interceptor Command whom presumably had not the knowledge of the department or his superiors. The threat purportedly made to stations that they would be shut down if they did not comply with the

LORRAINE HALL, m.c. of Every Woman's World on WBBM, Chicago, scorns the proverbial string-around-finger courses and instead wears an embroidered clock on the pocket of her jacket with its hands pointing permanently and emphatically to 3 p.m., when her show goes on the air. Daily program is sponsored on a participating basis.

JOE O'BRIEN, announcer of WJCA, New York, and Leon Jason, WJCA engineer, both became fathers of baby boys, born Christmas Day and the day after, respectively.

Receiving Sets Now in Service at 57 Millions

RADIO receiving set sales in 1941 reached a new all-time high of 13,100,000, having a retail value of $460,000,000, as against estimates made by O. H. Caldwell, former Federal Radio Commissioner and editor of Radio Retailing Today.

Total sets in use in the United States as of Jan. 1, 1942, were estimated at 37,500,000 as against 50,100,000 at the same time the preceding year. The 1941 estimated sales of 13,100,000 exceeded by approximately 2,500,000 estimated set sales for the preceding year.

The number of homes equipped with radio sets was given as 30,300,000 at the end of 1941, as against an aggregate of 34,851,025 occupied dwelling units in the country. In 1940, the estimated number of homes with sets was 29,300,000.

Sales of Auto Sets

Automobile radio sets sold during 1941 aggregated 2,000,000, with a value of $80,000,000. This compared to 1,800,000, valued at $72,000,000, in 1940.

The total number of auto sets in use was estimated at 9,300,000, as against 8,000,000 the same time last year.

Tubes sold during 1941 aggregated 13,000,000, with a value of $143,000,000, as against 110,000,000 tubes having a value of $110,000,000 in 1940. Total sales of broadcast receivers, tubes, batteries and parts in 1941 was estimated at 600,000,000 as against $500,000,000 the preceding year.

Increased Power Is Granted WMBD

WSFA, WHKY, KYOS, WINN Are Awarded Better Facilities

WMBD's Peerin, Ill., CBS outlet, was authorized last Tuesday by the FCC to increase its night power from 1,000 to 5,000 watts with changes in its vertical antenna pattern and time. A directional also will be installed for nighttime use.

WSFA, Montgomery, was granted a construction permit to increase its power from 500 to 1,000 watts night, 5,000 day on 1290 kc., along with installation of new transmitter and antenna equipment. The station now operates on 1400 kc.

Merced Shift

KYOS, Merced, Cal., was granted a construction permit to shift frequency from 1080 to 1490 kc. and increase its hours of operation from daytime to unlimited, with changes in transmitting equipment. The station uses 250 watts.

WINN, Louisville, was granted a modification of license to increase its night power from 100 to 250 watts, fulltime, on 1240 kc. WKWK, Wheeling, Va., was granted a modification to increase power from 100 to 250 watts day and night on 1400 kc.

TAX BOOK SERIES

AGAIN SUCCESSFUL


A series of new transcriptions has been recorded. Simon & Schuster's "Christmas Campaign," which developed into one of the largest spot campaigns in radio history, started Oct. 20 and closed about Dec. 13, suspended over the holidays. Additional stations will be used in January and February promotion.

Mr. Kraft stated that this direct sales campaign produced approximately a half-million orders during the six weeks Simon & Schuster was on the air. Northwest is planning a radio campaign this spring for Gardner Nursery Co., Osage, Ia.; Blue Ribbon Books, William Wise & Co., Compagnie Parisienne Inc., Alaska Life Magazine.

KIL0 Joins MBS

KILO, Grand Forks, N. D., joined MBS Jan. 1, 1942, bringing the total number of Mutual affiliates to 194. A member of the North Central Broadcasting System, KILO operates on 1440 kc., with 1,000 watts day and 500 watts night power.

WDGY Names Wilson

HOWARD H. WILSON Co., has been made exclusive national representative of Minneap. and other areas, effective immediately. Station operates on 1130 kc. with power of 5,000 watts daytime and 1,000 watts night.
FIRST station in Indiana in 1924...

and still the

FIRST STATION in Indiana in 1942...

WFBM’s triple-strength sales appeal makes “The Hoosier Station” the dominating factor in building your sales in Central Indiana.

1 WFBM’s local programs have a percentage of listeners equal to leading network shows;

2 WFBM has all the listeners in Central Indiana who want to enjoy CBS features because no other station in the area offers a basic schedule of the Columbia Broadcasting System;

3 WFBM’s exclusive merchandising and promotion service cannot be duplicated anywhere in Indiana.

FOLLOW THE LEADER... WFBM... TO GREATER SALES
NEW BROADCAST STATIONS AUTHORIZED BY FCC DURING 1941

**NEW JERSEY**

WTTM, Trenton, Licensed to Trenton Broadcast Corp.; 11 stockholders with 27 shares each including Charles Quinn, attorney; president, Henry Zoeg, manager of WFFP, Atlantic City, vice-president; treasurer, John W. Moore, secretary. Granted Feb. 6; 250 watts on 1400 kc.

**NEW YORK**

WLAF, Lagrange, Licensed to South-West Broadcasters, Inc. on behalf of Ben Gold, 25% stockholder; president, David H. Ross, secretary. Granted Aug. 3; 500 watts on 1400 kc.

**ARKANSAS**

* * *

**CALIFORNIA**


**CONNECTICUT**


**FLORIDA**


**INOZI**

KJYD, Riverside—Licensed to Broadcast Co. of America; W. L. Goosen, owner of The Daily News, president, Joseph A. Threepkiller, treasurer, The Daily News, secretary. Granted June 29; 250 watts on 1400 kc.

**MASSACHUSETTS**

WEIM, Fitchburg—Licensed to Robert E. Aronheim, local furniture dealer. Granted April 16; 250 watts on 1400 kc.

**MICHIGAN**

KTOM, Bay City—Licensed to Bayshore Broadcasting Co.; William H. Bolov, president and secretary, Bob H. Borden, department store owner, 4% N. O. Howard, local attorney, 4%. Granted May 6; 250 watts on 1400 kc.

**MINNESOTA**

KSTP, Minneapolis—Licensed to St. Paul Broadcasting System Co.; Frank W. Prewitt, president; William Fuller, general manager; George C. Fletcher, treasurer. Granted Mar. 25; 1500 watts on 1400 kc.

**MISSISSIPPI**


**MISSOURI**


**VERMONT**

WBNR, Bartonville—Licensed to Robert N. Adair, owner of Bartonville Independent; Robert G. Adair, treasurer, 14% interest. Granted May 30; 250 watts on 1400 kc.

**VERMONT**

WBNR, Bartonville—Licensed to Bartonville Broadcasting Co.; Charles F. Harris, newspaper and banker, president; W. W. Turner, secretary. Granted Sept. 5; 250 watts on 1400 kc.

**OHIO**

WFIN, Findlay—Licensed to Findlay Radio Corp.; C. Wayne Oxlade, local type writer; treasurer, Wilmer Yoder, manager of local Coca Cola bottling company, vice-president; attorney, John E. Motz, secretary. Granted Feb. 7; 250 watts on 1400 kc.

**OKLAHOMA**

KJOF, Bartlesville—Licensed to Bartlesville Broadcasting Co.; McHenry Thrasher, newspaper and real estate operator. Granted Jan. 1; 250 watts on 1400 kc.

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KJOF, Bartlesville—Licensed to Bartlesville Broadcasting Co.; McHenry Thrasher, newspaper and real estate operator. Granted Jan. 1; 250 watts on 1400 kc.

**OKLAHOMA**

* * *

**TEXAS**

KIVU, Alice—Licensed to Alice Broadcasting Co.; William D. Wilson, local farmer, president; A. N. Slocum, secretary. Granted Jan. 1; 250 watts on 1400 kc.

**WASHINGTON**

KSDM, Seattle—Licensed to Seattle Broadcasting Co.; O. Hall Brown, president; Charles W. Kellogg, secretary. Granted Feb. 2; 250 watts on 1400 kc.

**NEW ENGLAND**

WBTM, Dedham—Licensed to Thomas H. Watts, Dedham, Mass.; 11 stockholders with 22 shares each including Charles Quinn, attorney, president; John W. Moore, secretary. Granted Feb. 6; 250 watts on 1400 kc.

**KROB, Clinton—Licensed to Clinton Broadcasting Co.; director, Clarence M. Petr, secretary. Granted Mar. 25; 500 watts on 1400 kc.


**KICD, Spencer—Licensed to Iowa Great Lakes Broadcasting Co.; Lawrence W. Andrews, manager; 20% W. L. Gleason, Oakland, secretary-treasurer; 10% Robert W. Sturman, city bank cashier, president, 7.7% balance held in 15 portions by local citizens. Granted Dec. 16; 100 watts on 1240 kc.

**KVEL, Des Moines—Licensed to Iowa Great Lakes Broadcasting Co.; Lawrence W. Andrews, manager; 20% W. L. Gleason, Oakland, secretary-treasurer; 10% Robert W. Sturman, city bank cashier, president, 7.7% balance held in 15 portions by local citizens. Granted Dec. 16; 100 watts on 1240 kc.

**KCENT, Cincinnati—Licensed to Cincinnati Broadcasting Co., president, Ernest N. Thwaites, secretary. Granted March 17; 250 watts on 1400 kc.
Did they put your station on the "list"?

You can use promotion in Printers' Ink to help win their nod of approval

To convince an account that advertising in your market and on your station is a good investment, you have to line up the votes of all the executives who influence time-buying decisions. You can do this economically through the advertising pages of Printers' Ink.

Just as advertisers on your station want to win the favor of all members of the consumer-family, so you must sell all members of the advertiser-family.

In every firm there may be as many opinions about radio advertising as there are executives. The sales manager of a firm about to open new markets may think advertising is unnecessary as long as the trade gets a big discount. The account executive may recommend a heavy schedule on one station in each market. The advertising manager may suggest spreading the appropriation over a combination of advertising media to saturate the new markets.

And, when all the opinions, ideas, and facts are chipped into the hopper, out will come one decision. It will say, "Your station is on the list," or "Sorry—next time, maybe."

You cannot predict when new advertisers will judge your station along with others. But, the circulation of Printers' Ink, concentrated among the nation's most active advertisers, permits you to sell these accounts all along at very low cost. Your story will be carried deep into the executive chambers of all industries interested in the mass distribution of goods.

Printers' Ink is the only publication able to give you balanced representation among the advertising, management, sales and agency executives who make time-buying decisions. It can build business for you as it is doing for other advertising media.

A CASE IN POINT

PRODUCT: Household cleanser.

APPROPRIATION: $250,000 - $500,000.

QUESTION: What officials are factors in determining the media you use?

ANSWER: The agency and sales promotion manager separately prepare media recommendations. When all differences are settled and there is complete agreement on a program, it is presented to the president with supporting evidence, for his approval. He seldom, if ever, suggests any changes. When he does, the change is studied by the agency and our sales promotion manager who accept or reject. If they reject with good reason, the president concurs.
IN RESPONSE TO A PLEA for radio technicians for Army, Navy and civilian defense duty, representatives of 14 educational institutions met Jan. 3 at Hotel Syracuse with Syracuse radio leaders and a naval officer for discussion of plans for introducing courses in colleges and universities of upstate New York. Among those who attended the meeting (1 to r): Arthur Stringer, secretary of the defense council of the NAB; Col. Harry C. Wilder, of WSYR, New York State chancellor William F. Graham of Syracuse U; Lieut. Comdr. Lewis H. Lee, U. S. Navy; Prof. Robert Chamberlin of Cornell U, and Samuel Woodworth, vice-president and general manager of WFBL.

Morale and Defense Stressed
In Nets Orders for Newsman
Better to Be Scooped Than Aid the Enemy, NBC
And CBS Suggest in Outlining Wartime Policies

DIRECTORS of news for both NBC and CBS have issued memo-

randa to their news staffs outlining policies to be followed as a
result of special conditions arising in news handling caused by en-
trance of the United States into the war.

The memoranda, signed by Paul White of CBS and A. A. Schechter of
the organization: editors Jan. 5 and to NBC staff newsmen Dec. 14.

Similar in many details, the two sets of suggestions caution news editors to use caution in news handling and emphasize the important part radio is play-
ing and will play in the country's war effort.

Over the Borders
Mr. Schechter told his staff they should not assume that what a
newspaper uses is "okay" for ra-
dio. "Remember," he said, "that news from a radio station can be
heard outside the continental lim-
its of our nation, whereas all
telephone, cable, radiogram and
mail transmission is stopped, cen-
sored and controlled at our bor-
ders."

"In war time it becomes more
important than ever that we should
continue to be the best informed
people in the world," Mr. White
stated. This is essential, he ex-
plained in order that "military and
civilian morale may be kept at
the highest possible level so that
we may win the war quickly as possible" and "that the nation may be kept keenly con-
scious of why we are fighting this
war, to the end that we may also
win the peace."

Mr. White continued:
"Our news operation in war time
is not essentially different from
what it is in peace time. We simply
have to apply the same judgments and the same skills to new prob-
lems. We have to be as energetic and
resourceful as possible in keeping
the radio audience in-
formed; at the same time we have
to see to it that we do not broad-
cast information of military value
in enemy and that we do not cause unnecessary and useless an-
guish, suspense, or confusion among our own people or any part
of them.

Competitive Danger
Mr. Schechter said commenta-
tors, unlike straight news readers, may have leeway in handling com-
munications of the enemy and that we do not
want unnecessary".

Mr. White pointed out the fallacies of enemy claims and explained how ridiculous or how untrue such claims can be
in view of the information released by United States officials.

Mr. White warned that "we must
never allow competition among broadcasters between a broad-
caster and other media of public
information to betray us into reck-
lessness or irresponsibility. Colum-
bia wants to be first with the news
everywhere and as soon as can and as often as it can, but Columbia would rather be less, or never broadcast certain
material at all, than rush on the air with news that should not have been put on."

Both news directors pointed that unless officially announced, infor-
mation should not be broadcast con-
cerning production figures, move-
ments of war or naval vessels of
the United States or its allies, troop
movements; assembly, move-
ment or embarkation of war mate-
rial; identity of vessels attacked by the enemy; details of strength or activity of naval or military shore establish-
ments; movements of war materials; laying of mines; secret notices relating to aids to navigation; weather; selective ser-
vice quotas and casualty lists.

Both sets of cautions urged an-
more use of matter-of-fact
tones in reading even the most sen-
sational news, pointing out the
tremendous force the spoken word carries and Mr. White warned an-
noting overloading general audi-
ce in describing possible air raids. There were also urgent warnings against taking telephoned requests for announcements, use of the word "flash" or "bulletin" indiscrimi-
ately, using sirens for sound ef-
effects, and allowing unauthorized persons in newsrooms or studios.

HIGH POWER GRANT OF KOB CONTINUES
KOB, Albuquerque, was authorized last Tuesday by the FCC to con-
tinue until May 10 (special serv-
vice authorization on 770 kc., with
50,000 watts day and 25,000 watts
night. The station is the new clear
channel operated by WJZ, New
York, against which RCA-NBC has
protested.

The FCC simultaneously denied a petition for rehearing dicta in
-court against the original Commission
action of Nov. 25 granting in part the
KOB application to operate on 770 kc.

WOR Names Van Horn, Robin-
son News Editors
REVISION its 24-hour news serv-
ic, WOR, New York, has named
Arthur Van Horn and Prescott
Robinson as news editors and has constructed a new studio and
theater for the WOR morning team of Dave Driscoll, WOR director
of special features and news.

Mr. Horn previously was with KFRC, San Francisco, before join-
ing WOR three months ago. Rob-
inson, with WOR since April 1, 1940, was appointed for six years at CFCF, Montreal.

Kendl to GOP
CLARENCE BUDINGTON KEL-
LAND, well-known author of the
"Shopping Good" series, is joining others, last Monday was named
executive and publicity director of the Republican National Commit-
tee. A native of Iowa, Mr. Kendall's role in the Committee's war efforts will be that of a radio commentator.

Kendall, who is known for his
"radio writing," will be heard in
the program "On Air," over WOR, New York.

Finance Firm's Plans
SEABOARD FINANCE Co., Los Angeles (Calif.), a subsidiary of
National Funding Corp., devoting practically its entire advertising
apparatus to radio, started

for 52 weeks sponsoring a
five-weekly quarter-hour newscast on KGO, San Francisco. Firm also is
continuing its weekly 15-minute
program on KFI, Los An-
gels, and the five-per-week quarter-hour newscasts in transcription. News commentary "The World To-
day," on KNX, Hollywood, with
George Irwin, agency editor-produ-
cing radio, radio newscasts during latter broadcasts. In addition Seab-
board is continuing its heavy week-
ly newscasts with its "Introducing
and Special Announcements on KAR, KMH, KFO, KKO, KTM, KXL, KWJ, KSC, KIR, KNJ. Smith & Bull
Adv., Los Angeles, has the account.
Gives you....
the largest markets in
Iowa and the Corn Country
at one low cost!

The spiral of Iowa farm prosperity is still going up, cash
farm income will be the greatest since World War I. Iowa
State College Farm Economist—November issue—states: "In the
August issue the Iowa Farm Economist reported that Iowa farmers
might take in 12 per cent more cash income in 1941 than they
took in in 1940, or a total of 815 million dollars, as compared
with 729 million in 1940. At the time, this estimate seemed
high, if anything. It now looks far too low. On the basis of
figures computed by the Bureau of Agricultural Economics for
the first 8 months of the year, it appears now that Iowa cash
farm income will certainly reach 850 million dollars and may be
as high as 875 million dollars."

And because Radio Station WMT is located in the center
of concentration of the largest markets in Iowa, almost all of
Iowa's industrial workers live in the WMT 0.5 millivolt area and
74% of them actually live in the WMT primary area. Money
is flowing freely in the Corn Country now. Reach these markers
and reap a greater return from your advertising dollars spent
in the Middlewest by using WMT.
Nearly 5 Millions For FCC's Budget

Sum Almost Equal to Record Amount of Current Funds

NEARLY 5 million dollars, only a few hundred thousand short of the record-breaking figure for the current fiscal year, is provided for the FCC during fiscal year 1943 in the United States' biggest budget of all time, amounting in all to some $50,000,000,000. This was revealed when President Roosevelt sent his 1943 budget estimates to Congress last Wednesday.

This FCC figure had been known since last Dec. 10, when FCC Chairman James Lawrence Fly and other officials of the Commission appeared before the House Independent Offices Appropriations Subcommittee.

$4,991,219 Asked

Provided for the FCC in Budget Bureau estimates is a total of $4,991,219, which involves $2,900,000 for salaries and expenses, $250,000 for printing and binding, and $2,667,619 for national defense activities, which provides for the FCC participating in monitoring operations under the National Defense Operations Section and the Foreign Broadcast Monitoring Service. According to the breakdown presented to the Budget Appropriations Committee by Chairman Fly, the $2,667,619 item includes $306,979 for FBMS, with the remainder for NDOS [BROADCASTING, Dec. 15].

Represents several thousand dollars from the total appropriation granted for the fiscal year ending June 30, 1943, it is expected, however, that a considerably larger amount may be asked for the FCC for the coming year, since the proposed budget was premised on a defense rather than a war basis.

General Foods Renew

Just how much more may be asked for the FCC's expanded wartime activities cannot presently be estimated, although it is probable that substantial increases for additional personnel will be necessary. The total appropriation for the Central Direction Bureau, as such, is employed directly, although regular staff members of FCC and other agencies handle a large volume of work. The FCC's share from DCB's all-inclusive activities in the broadcasting and communications field.

The FCC for fiscal year 1942 received appropriations totaling $5,068,729, an all-time record for the agency, of which $2,339,729 was for regulatory expenses and $2,729,000 for national defense operations. The 1943 figure represents a decrease of $77,610 from 1942. In fiscal year 1941 the Commission received appropriations totaling $2,376,372, along with substantial sums from the President's contingently funds to set FMBS into operation. Since then FMBS has been supported by direct provision in the FCC's general appropriations.

Recording Charges for Disc Libraries Reduced by Fox From $15 to $10 a Year

A REDUCTION in recording rights fees for transcription library services from $15 per composition per year to $10 per composition per year was announced last week by Harry Fox, agent and trustee for some 500 copyright owners, including almost all ASCAP publishers.

Stating that contracts were practically assured, although not yet signed, with World Broadcasting System and Associated Music Publishers, Mr. Fox explained that his principals are offering the reduced service fees for library services because a considerable number of broadcasters, including many subscribers to these recorded library services, have not yet taken out licenses enabling them to broadcast ASCAP music. When this situation is remedied and most broadcasters are again ASCAP licensees, he said, the former $15 fee will be resumed.

Double Service

Although stating that they undoubtedly would accept the new terms offered by Mr. Fox and would continue to include ASCAP music in their library recordings for those stations which can broadcast this music, spokesmen for both AMP and WBS expressed concern over the situation, which necessitates a double program service if they are to go on serving both ASCAP licensees and stations without such licenses.

"The present mechanical rights situation is unsound and greatly in need of adjudication," Clarence Finney, AMP president, stated. "As it now stands, we pay a fee for recording a musical number which cannot be used by our customers unless they also pay a fee for that right, and we can see no reason in making records that will not be played."

Although there has been little progress made recently on the proposed test suit to be brought by the transcription industry to determine the right of composers and owners to charge more than the statutory 2-cents-per-pressing set as the maximum fee for records by the Copyright Act, executives of a reported for active participation in this test suit indicated that the plan has not been discarded but merely shelved temporarily in the face of more pressing problems brought about by the war and other industry conditions.

In announcing the reduction in library service recording fees, Mr. Fox stated that the fees for commercial transcription are $5 for pressing per broadcast, or 50c for certain restricted numbers — have not been changed. He also said that AMP and WBS were the only companies with which he has had recent negotiations and that he has not heard from BBC, Standard, Lang-Worth or any other recording company regarding including ASCAP music in their library services.

Mr. Fox has long been adamant about the use of ASCAP music in its Thesaurus service until the price has been reduced to a more reasonable figure. However, a general renewal of the licenses for ASCAP music previously issued by NBC to Thesaurus subscribers would cost NBC well over $10,000 a year.

DeMars Reports to Navy

Paul A. Demars, vice-president in charge of engineering of Yankee Network Inc., last week ended his term as analyst in the Bureau of Aeronautics, Navy Department, to specialize in radio development. He has been in the Naval Reserve for 13 years, and retired some time ago as a lieutenant. He was reinstated, however, and has been called to active duty.

Mr. deMars, Lawrence, Mass. Lieut. deMars is well known in radio engineering circles and played a large part in the development of FM, under its inventor, Maj. Edwin H. Armstrong. Maj. Armstrong also is on active duty with the Army Signal Corps. Previous to his commissioning, Lieut. deMars was in the Army and served in the AEF at the Officer's Training School, Langres, France. He is a former professor of electrical engineering at Tufts College and has had wide experience as a consulting engineer.

FCC to Stay in Capital

Chairman Fly Believes

EMPHASIZING the important defense aspects of the monitoring activities of its field staff and the Foreign Broadcast Monitoring Service, along with the close coordination of other FCC operations with Federal defense agencies, FCC Chairman James Lawrence Fly at his press conference last Monday herpes that "the best guarantee" was that the FCC would remain in Washington, adding that he would be "very much surprised" if any serious question of the FCC's moving arose. He pointed out also that the FCC's and FBMS' monitoring operations were more important now, during wartime, than ever before.

Semler News


Semler Applications

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And Goes on Active Duty

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NOT BARRIER shop quartet but a trio representing talent and net-

Furniture Renewal

McMAHAN FURNITURE Co., Santa Monica, Calif. (Southern California retail stores), on Dec. 29 renewed for 52 weeks the six-weeks' open contract for the Fleetwood Lawton, news analyst, on KFI, Los Angeles, and is continuing its thrice-weekly 15-minute late afternoon newscast on that station. Firm also sponsors Fleetwood Lawton six times per week on KECA, Los Angeles, and a six-week 15-minute newscast on KVOE, Santa Ana, and KFVM, San Bernardino. In addition 24 quarter-hour news programs weekly are sponsored on KMJ, Fresno, with 18 and 12 each on KMPC and KERN, Bakersfield, respectively. Ad Carpenter Adv. Agency, Santa Monica, Cal., has the account.

Cellophone Savers

WITH CELLOPHONE in creation of radio sound ef-
IT'S WKY 3 TO 1

...with Oklahoma City Listeners

- A station which can achieve and maintain year after year the decisively standout position of WKY in its community... which is the 3 to 1 choice of daytime listeners*... which is, in fact, listened to by more persons in Oklahoma City from morning till night than listen to all other stations combined... a station which can do that must HAVE something!


It is ALL of these and more, which, added together make WKY the decisive choice of listeners and the logical choice of advertisers in Oklahoma City.

*Results of week-long telephone coincidental survey by Ross Federal Research Corporation.

WKY • OKLAHOMA CITY

Owned and Operated by The Oklahoma Publishing Co. • The Oklahoman, The Times • The Farmer-Stockman • KVOR, Colorado Springs • KLZ, Denver (Under Affiliated Management) • Represented by The Katz Agency, Inc.
Links of Networks Meets Opposition

Advisory Committee of Red Would Limit to President

RESOLUTION disapproving the linking of four nationwide networks for any simultaneous broadcasts other than addresses by the President or in the event of national emergencies was unanimously adopted by the Planning and Advisory Committee of the NBC-Red Network, which met in New York Jan. 6. The seven-man group, representing 136 stations affiliated with the Red Network, elected Harry Stone, WSM, Nashville as chairman and O. L. Taylor, KGNC, Amarillo, as vice-chairman.

Other members of the Committee include Paul W. Morency, WTC, Hartford; James D. Shouse, WLC, Cincinnati; Stanley Hubbard, KGB, St. Paul; Ed Yocom, KGHL, Billings, and Arden Pangborn, KG, Portland, Ore. Each member was asked to find the affiliated stations in his section of the country. Function of the committee is to collaborate and advise with the NBC management in connection with network operations.

Text of Resolution

Resolution follows in full text: "In considering how network operation can best serve the interests of the nation during this war period, we urge that each network retain independent operation and independent program building. The simultaneous use of national networks, except in the instances when the President of the United States addresses the nation, or in the event of a sudden emergency or military necessity, should be avoided."

"Our vast radio audience is a result, and it corresponds to, the excellence and variety of programs, a product of the American system of broadcasting. Tying up four networks for one program is in effect attempting to cure the disease and will fail in its purpose, and will not attract a maximum audience, neither will it spur competitive efforts for program quality. The interests and welfare of the nation can best be served by following the present pattern of independent separate network operation."

Henry Reid Cockfield

HENRY REID COCKFIELD, 63, managing director of Cockfield, Brown & Co. Ltd., advertising agency, Montreal, died following a heart attack in his office Jan. 7. Mr. Cockfield, in addition, was Canadian director of Alliance production and inter-governmental distribution.

Harvester Renews


NBC-RED PLANNERS met last Tuesday at Radio City to perfect organization of their advisory group. Members are (1 to r) James D. Shouse, WLC, Cincinnati; Paul W. Morency, WTC, Hartford; Stanley Hubbard, KSTP, St. Paul; Arden Pangborn, KEX, Portland; Ed Yocom, KGHL, Billings, Mont.; O. L. Taylor, KGNC, Amarillo, vice-chairman. Chairman is Harry Stone (seated), WSM, Nashville.

Senate Expected to Retain Provision For Advertising in Price Control Bill

FURTHER promise that some of advertisers' misgivings about increased Federal control of advertising and marketing practices would be dispelled came last week as the Senate indicated it would closely follow and augment House provisions excepting distribution aids, such as advertising and merchandising, from the far-reaching anti-inflation price control legislation scheduled for passage early in the week of Jan. 12, or before.

Following the example set by the House Nov. 28, 1941, when it approved its version of the Emergency Price Control Act of 1941, the Senate further limited and specified the controls of the Office of Price Administration and the Price Administrator as they applied to indirect or unsubstantial pricing factors.

Expect Action Soon

Although the Senate had not completed debate and voted on the measure as Broadcasting went to press last Friday, passage early this week was expected, with the bill probably to include all the advertising and merchandising safeguards desired by the Senate Banking & Currency Committee and the House. The bill had been reported by the Senate committee Jan. 2, and Senate debate started last Wednesday.

The bill (HR-5990), as developed by the Senate, exempts the selling of radio time and the selling or distribution of newspapers, periodicals, books or other printed or written material and motion pictures, from licensing provisions; definite excludes broadcasting or newspaper operation from the "commodity" categories subject to price controls; objectively specifies that the Price Administrator may regulate or prohibit only speculative or manipulative practices or hoarding.

These are substantially equivalent to, and in some ways exceed, the protections afforded in the House bill, which declared that the Administrator's power "shall not be used or made to operate to compel changes in the business practices or cost practices or methods, means or aids to distribution established in any industry, except to prevent circumvention or evasion of any ceiling that can be established under this Act." [BROADCASTING, Nov. 17]. This language also was included in the Senate bill under an amendment by Senator Vandenberg (R-Mich.), himself a former newspaper publisher.

Ad Control Up

The advertising angle to the price-control legislation was discussed briefly at Senate Banking & Currency Committee hearings Dec. 11, 1941, by David Ginsburg, general counsel of the Office of Price Administration, and Leon Henderson, OPA Administrator. Queried by Senator Taft (R-O.), and Senator Brown (D-Mich.), Mr. Ginsburg indicated that advertising cost amounted to no appreciable factor in the price control picture.

Senator Taft at one point in the examination remarked: "I do not think there is anything in this bill to give the Administrator the power to go out and say to newspapers, 'You cannot spend money on advertising,' 'You cannot spend money on labor,' or tell them how to run their business.'"

Asked flatly by Senator Brown, "It merely means that you cannot dig in and say, 'You have got to cut out this advertising?"' Mr. Ginsburg answered:

"We cannot reduce the price and justify that reduction on the ground that the seller can take the reduction out of his advertising budget. That is all."

Billings of Mutual Up 53.2% for Year

December Total Highest Ever Attained for Any Month

MBS billings for 1941 totaled $7,300,055, an all-time high, and representing an increase of 53.2% over the December figure of 1940, when the total was $4,767,054. The December, 1941 figure of $948,498 is the highest ever attained by Mutual in any December since the network was organized in 1934. This represents an increase of 64.4% over December, 1940 when the billings were $576,983.

Discounting 1940's political business, the December figure for the Presidential election year, the total for that year would have been $4,473,156 and the increase in 1941 would have jumped to 63.2%.

Details for Year

Gross monthly time sales for 1940 and 1941 with the percentage increase each month as follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>1940</th>
<th>1941</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$317,729</td>
<td>$506,231</td>
<td>59.0%</td>
</tr>
<tr>
<td>Feb.</td>
<td>$353,165</td>
<td>$422,165</td>
<td>20.0%</td>
</tr>
<tr>
<td>March</td>
<td>$390,813</td>
<td>$513,774</td>
<td>31.5%</td>
</tr>
<tr>
<td>Apr.</td>
<td>$409,938</td>
<td>$468,284</td>
<td>14.3%</td>
</tr>
<tr>
<td>May</td>
<td>$322,186</td>
<td>$553,922</td>
<td>72.4%</td>
</tr>
<tr>
<td>Jun.</td>
<td>$599,478</td>
<td>$554,513</td>
<td>56.4%</td>
</tr>
<tr>
<td>July</td>
<td>$353,165</td>
<td>$513,774</td>
<td>51.0%</td>
</tr>
<tr>
<td>Aug.</td>
<td>$287,365</td>
<td>$553,866</td>
<td>133.2%</td>
</tr>
<tr>
<td>Sept.</td>
<td>$393,019</td>
<td>$553,866</td>
<td>107.6%</td>
</tr>
<tr>
<td>Oct.</td>
<td>$324,766</td>
<td>$539,829</td>
<td>70.0%</td>
</tr>
<tr>
<td>Nov.</td>
<td>$566,985</td>
<td>$598,932</td>
<td>64.4%</td>
</tr>
<tr>
<td>Dec.</td>
<td>$576,983</td>
<td>$598,932</td>
<td>4.2%</td>
</tr>
</tbody>
</table>

Total: $4,767,054 | $7,300,055 | 53.2% |

Ten leading agencies and advertisers on MBS for 1941 by billings, according to figures released by the network last week were as follows:

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Billings 1940</th>
<th>Billings 1941</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bennett-Sample-Hummert</td>
<td>$1,445,422</td>
<td>$1,445,422</td>
<td>0.0%</td>
</tr>
<tr>
<td>Ivey &amp; Elliott</td>
<td>$382,140</td>
<td>$382,140</td>
<td>0.0%</td>
</tr>
<tr>
<td>R. H. Alber &amp; Co.</td>
<td>$568,228</td>
<td>$568,228</td>
<td>0.0%</td>
</tr>
<tr>
<td>Erwin, Wasey &amp; Co.</td>
<td>$497,082</td>
<td>$497,082</td>
<td>0.0%</td>
</tr>
<tr>
<td>J. Walter Thompson Co.</td>
<td>$484,150</td>
<td>$484,150</td>
<td>0.0%</td>
</tr>
<tr>
<td>Federal Adv. Agency</td>
<td>$676,576</td>
<td>$676,576</td>
<td>0.0%</td>
</tr>
<tr>
<td>V. W. Goldsmith</td>
<td>$1,601,875</td>
<td>$1,601,875</td>
<td>0.0%</td>
</tr>
<tr>
<td>D'Arcy Adv. Co.</td>
<td>$360,147</td>
<td>$360,147</td>
<td>0.0%</td>
</tr>
<tr>
<td>Hudson-O'Donnell</td>
<td>$283,487</td>
<td>$283,487</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Advertisers

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Billings 1940</th>
<th>Billings 1941</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bayuk Cigars</td>
<td>$766,315</td>
<td>$766,315</td>
<td>0.0%</td>
</tr>
<tr>
<td>General Mills</td>
<td>$383,823</td>
<td>$383,823</td>
<td>0.0%</td>
</tr>
<tr>
<td>J. Walter Thompson Co.</td>
<td>$484,150</td>
<td>$484,150</td>
<td>0.0%</td>
</tr>
<tr>
<td>General Cigar Co.</td>
<td>$497,082</td>
<td>$497,082</td>
<td>0.0%</td>
</tr>
<tr>
<td>General Cigar Co.</td>
<td>$676,576</td>
<td>$676,576</td>
<td>0.0%</td>
</tr>
<tr>
<td>Great Western</td>
<td>$283,487</td>
<td>$283,487</td>
<td>0.0%</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>$360,147</td>
<td>$360,147</td>
<td>0.0%</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>$360,147</td>
<td>$360,147</td>
<td>0.0%</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>$1,601,875</td>
<td>$1,601,875</td>
<td>0.0%</td>
</tr>
<tr>
<td>R. B. Semler Co.</td>
<td>$274,791</td>
<td>$274,791</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Riggio Musical

RIGGIO TOBACCO Corp., Brooklyn (Regent cigarettes), is sponsoring this weekly two-hour musical show by subscription on WGN, Chicago, which records the show from MBS every week from 10 to 10:15 p.m. Monday, Tuesday and Thursday. Agency is M. H. Hackett, New York.

"Pathfinder" or 85

FM STATION MONITORING IS EASY

with this G-E multi-purpose unit

Distortion is prevented by careful adjustments on a G-E wide-band oscilloscope.

Approved by the F.C.C.

With this new monitor, General Electric has removed one more hurdle from your path to FM. You will find this self-contained, multi-purpose instrument one of the most valuable units in your FM station. It provides:

- Direct reading of center-frequency deviation (with or without modulation)
- Direct reading of modulation percentage
- Instant calibration against a precision crystal standard
- Adjustable modulation-limit flasher
- High fidelity output for audio monitor

All tubes and crystal units can be reached easily through the top of the cabinet. Removing chassis assembly from cabinet allows complete access to all panels and wiring.

In FM, more precise measuring techniques are a necessity. This instrument is custom-built for your requirements. Order your monitor now through the nearest G.E. office, or direct from General Electric, Radio and Television Dept., Schenectady, New York.

†Provision has been made for remote console operation.

Some of the FM Pioneers Who Have Already Bought G-E Monitors

- Capitol Broadcasting Co., Inc., Schenectady, N.Y.
- Columbia Broadcasting System, New York, N.Y., and Chicago, Ill. (Five units; three of these for "S-T" service)
- Don Lee Broadcasting System, Los Angeles, Calif.
- General Electric Co., Schenectady, N.Y. (Three units; one of these for "S-T" service, and one for television sound)
- Gordon Gray, Winston-Salem, N.C.
- The Journal Co., Milwaukee, Wis.
- Johan Lagercrantz, Stockholm, Sweden
- Royal Miller, Sacramento, Calif.
- Midland Broadcasting Co., Kansas City, Mo.
- Moody Bible Institute, Chicago
- News Syndicate Co., New York
- Radio Engineering Laboratories, Long Island City, N.Y.
- San Diego City Schools, San Diego, Calif.
- Standard Broadcasting Co., Los Angeles, Calif. (Two units; one of these for "S-T" service)
- University of Illinois, Urbana, Ill.
- WGN, Inc., Chicago, Ill.
- Yankee Network, Pasteur, Mass., and Mt. Washington, N.H.

FOR ALL YOUR FM NEEDS

FM Broadcast Transmitters
250 to 50,000 Watts

Relay Transmitters

Recorders for Home and "S-T" Service

FM Police and Emergency Transmitters and Receivers

Tubes

GENERAL ELECTRIC
CONTINUING one of its most spectacular proceedings in years, the FCC last Wednesday resumed hearings on the application of WGST, Atlanta, for renewal of its license following a recess since last Dec. 5.

Bearing all the earmarks of a political scandal, the four-day session was marked by the appearance of Governor Eugene Talmadge, of Georgia, state witness, along with a host of legal, political and journalistic argument that finally saw the State of Georgia emerge with two sets of legal representation—State Attorney General Ellis Gibbs Armstrong, and a triumvirate of Special Attorneys General appointed to handle the WGST case by Gov. Talmadge: John E. McClure, Louis G. Caldwell and Reed T. Rollo, all Washington attorneys.

Talmadge Appears

High spot in the proceedings came with the appearance of Gov. Talmadge to insist on official representation by his specially appointed counsel. Allowing 30-minute formal arguments last Thursday by Attorney General Arnall and Counsel Caldwell, Rosel H. Hyde, FCC principal attorney present, it was reported to have received the consent of all parties that both groups of counsel would represent the State of Georgia, with equal rights and authority. The misunderstanding over just who would represent the State has been a sore spot in the proceedings since they started [BROADCASTING, Dec. 8].

FCC counsel at the hearings were Marcus Cohn and Russell Rowell. The broadband application involves FCC policy on station cases, the question of renewal revoking in-directly the existence of the station by Southern Broadcasting Stations Inc., headed by Clarance E. Caldwell, and Sam Pickard, the Federal Radio Commission and one-time CBS vice-president, who have operated WGST for the last 10 years under an agreement regarded as a management contract. Also involved is another lease offer, allegedly “more favorable”, from Arthur Lucas and William Jenkins, Georgia chain theatre operators.

WHOS WHO AT THE DCB

HERBERT EARLE GASTON

A FORMER newspaperman and author, and an authoritative fiscal adviser of the Treasury Department, Herbert E. Gaston, Assistant Secretary of the Treasury, only is a member and secretary of the Treasury, not only is a member and secretary of the Defense Communications Board, but also is a key figure in the recently authorized censorship organization under Byron Price, as a member of the Censorship Policy Board of the Office of the Director of Censorship.

Out of the sort of pioneer stock you read about—his father’s family was among the early settlers of western Illinois, and his mother’s father was a pioneer missionary preacher in Oregon—Mr. Gaston in recent years has become a lay expert in radio and communications. As Assistant Secretary of the Treasury his newspaper background is valuable in approaching these matters. Some of his background pertains directly to his functions on DCB—ultimately representing the Treasury’s interest in the station and serving as its Secretary.

Mr. Gaston married Ethel Bell, of Tacoma, Wash., on Oct. 16, 1937. They are the parents of two daughters, Carolyn Frances now Mrs. John M. Adams, and Mary Rainey. Their home is in Washington. He is a member of Sigma Chi fraternity, the National Press Club and Congressional Country Club.

LATEST stunt pulled by the NBC Red Truth or Consequences program, which several times already has amazed New Yorkers with the zany tasks required of its contest-ants, was July 25, when WNBC signed Jan. 3 at New York’s Town Hall where a staid audience awaited a concert. Malcolm Cowley, NBC announcer, who handles the serving chores for NBC’s opera broadcasts as well as for the Froster & Gamble Co.’s radio program, stepped forth on the platform to announce that “the noted violinist virtuoso Yffniff” is the program playing “The Flight of the Bumble Bee”. “Yffniff” turned out to be a startled but nonchalant Jersey housewife, who took the consequences bravely and sawed out a buggy piece to the amused audience.

ASILO LEYFNF

Houscwife Faces Town Hall—Audience as Penalty

BROADCASTING • Broadcast Advertising

Page 22 • January 12, 1942

WOSH Takes the Air, Becomes Blue Member

WOSH, Osb kohn, Wis., operating fulltime with 250 watts on 1490 kc. and owned by Howard H. Wilson, went on the air Jan. 1, and three days later became affiliated with the Blue. The station’s first program on the air was dedicated to the branches of service—Army, Navy, Marine Corps.

The staff is headed by general manager Ray Schwartz, formerly of WPGN, and the engineering and sales staffs are those of KFGE, Minneapolis, and previously with KFOR-FKAB, Lincoln; KOIL, Omaha, Neb., and before that with NBC affiliate. Other members of the staff are Bob Lee, program director, formerly of WTAD, Quincy, and KBUR, Burlington; Buck Ralston, announcer and farm editor, formerly of WTAQ, Green Bay, Wis. Chief engineer is Nathan Williams, formerly a consulting engi- neer in Wisconsin, assisted by Walter Ninnenman, former of WGN, Medford, Lorraine Kehn, office manager, is also the station’s women’s editor, and Miss Doris Ranson is receptionist. Stations are equipped and subscribes to full AP wire.

Two Minnesota Outlets Formally Join Networks

WMFG, Hibbing, and WHLB, Virginia, Minn., stations owned by the Head of Lakes Broadcasting Co., have officially become supplementary outlets to NBC’s Basic Blue service. Operation of the two stations effective April 9 will be $180. Advertisers wishing to purchase WECB only, on and after that date, may continue at the rate of $140 per evening hour. There will be no cut-in announcement charge for WMFG or WHLB.

WTIC Arranges Series Of Programs From Yale

CONCLUDING an agreement with Yale U., WTIC, Hartford, started a four-part series of programs based on the News Sunday, Jan. 11, 6:30 p.m. On each program a member of Yale’s faculty will interpret an important aspect of world affairs.

Originating on the Yale campus, the first program presented A. Whitney Griswold, assistant professor of history and international affairs and author of The Far Eastern Policy of the United States, outstanding book on American relations with China and Japan.

Bulova Renews on 212


Mission Dry Plans

MISSION DRY CORP., Los Angeles (Mission orange and other beverages), through McCarty Co., that city, has produced a series of 30 transcribed five-minute farm pieces titled Mission Trails, which will be placed on stations nation- ally through the coming year, with bottle tie-in. Featuring Hal Gib- ney, the series has written by Arnold Maguire, with NBC Hollywood Radio Recording division doing the cutting.
No self-respecting cartographer would pass our drawings of the USA. But the time buyer—more concerned with markets than geography—will read great merit into them. For these curves, fascinating in their own dull way, portray a concentration of signals where they count most—signals beamed on complete markets, rather than cities, counties and states taken en masse. Take WBZ, on the coast. WBZ reverses the signal which would normally float off over the Atlantic, thereby strengthening its beam over New England. Result: WBZ covers 95 percent of this wealthy market.

KYW—brilliantly and simply—executes a difficult Figure 8, and thereby wraps up all twenty counties of the Philadelphia trading area—the nation's third market, with a radio audience of ten million people. On the other hand, KDKA and WOWO travel in their own exclusive circles. Their logical markets are all around them. Big markets too—more than eight million listeners for KDKA, two million for WOWO. Thus Westinghouse Radio Stations Inc—by engineering coverage-shapes to correspond with market-shapes—offers you a sound plan for shaping sales for 1942.
Industry Supports Payroll Deductions To Promote Sale of Defense Securities

RADIO is going all-out for the Treasury Department's Payroll Defense Savings Plan, and progressive to become one of the first industries in the country to install the plan on a universal basis, the Treasury Department indicated this week.

Early returns indicate that 75% of all U.S. stations already have adopted the Payroll Defense Savings Plan, and in many cases station employees have signed up 100% to contribute part of each pay check for the purchase of Defense Bonds, according to department officials.

Sponsor Approval

In addition to individual stations, some 50 sponsors, all with the plan in effect at their plants and factories, have endorsed the Treasury campaign on 150 of their network programs or have scheduled announcements plugging the plan. Congratulatory messages from the Treasury Department have been read on many of their programs by popular announcers, as well as their own announcers or guest stars.

Radio news commentators also are giving heavy support to the campaign on their programs, among them Boake Carter, Elmer Davis, Don Goldard, Paul Sullivan, Merritt Ruddock, B. S. Bercovici, Gabriel Heatter, Cal Tinney, Raymond Gram Swing and Arthur Hale.

Among radio sponsors plugging the defense payroll plan are Chrysler Corp.; Prudential Insurance Co. of America; Sherwin-Williams Co.; Coca-Cola; Levar Bros.; Bell Telephone System; Colgate-Palmolive-Per; General Electric; Armour & Co.; Standard Oil of New Jersey; E. I. du Pont, New Jersey; Welch Grape Juice; Pillsbury Flour Mills; Bristol-Myers; Wheeling Steel Co.; Cudahy Packing Co.; Standard Brands; General Mills and will deduct a minimum of 2½ cents each pay day. Employees may authorize greater deductions."

RCA Deductions

THE 8,500 employees of the Canadian plants of RCA Mfg. Co. have pledged to buy U.S. defense bonds at the rate of monthly allotments of $1,000 annually through payroll allotments according to the RCA Victor Bond Committee. The sum pledged thus far represents 88% of the monthly quota of $180,000 established by the committee.

Lyon Expanding

LYON VAN & STORAGE Co., Los Angeles, through BBG & Hollywood, on Jan. 5 started participation six times weekly in the combined Art Baker's Notebook and Mirandy's Garden Patch on KFI, Los Angeles, and KXKX, Knob Manning's Late News on KNX. In addition 14 one-minute announcements per week are being used on other KBEV stations. Other stations will be added to the list, with firm continuing its policy of one special announcement to air twice weekly on KMPC, Beverly Hills, Cal.

Join KFRE Staff

J. J. NIELSEN Jr., formerly of KOME, Tulsa, Okla.; Peter On- nigan of KWIL, Albany, Ore., and Kenneth Hunsicker of West Cal, have joined KFRE, Fresno, Cal., as technician-announcers. New 250-watt station, operating on 1340 kc., went on the air Dec. 31 as an affiliate of Don Lee Broadcasting System, the West Coast affiliation of the combined Art Baker's Notebook and Mirandy's Garden Patch staff.

New Standard Frequency

A SECOND carrier frequency—has been added to the National Bureau of Standards frequency service. Heretofore only 5 mc. was used. The continuous service, with its standard musical pitch of 440 cycles, along with frequencies, is widely used.

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New OEM Discs

OFFICE of Emergency Management, Radio Section, has announced a new series of monthly transcriptions to replace Building for De- fense. U.S. for the present 124 trans-cribed programs in the latter se- ries have been distributed to more than 400 stations. The new series will be titled Work for Victory and will present authoritative reports on war production. The new tranSCRIPTIONS will consist of 42 five-minute programs a month.

Chorus Continues

BILL McCULLOUGH, announcer of WJB, Detroit, and the Don Langes, three choruses of WMBF, have re- corded one-minute spots for Stephens Bros., Philadelphia (Marvels cigarettes). The same combination is now in its third year with "Marvels," three 15-minute shows weekly for the same account. Actor was replaced at Atkin-Kynn, Philadelphia.

Don Lee and RCA Sign Video Pact

Patent Interchange Compact Negotiated by Companies

A TELEVISION patent interchange agreement between RCA and Don Lee Broadcasting System, Hollywood, was announced Jan. 7 by Thomas S. Lee, president of the latter concern. Negotiations leading to the agreement were started in spring of 1939 when it became apparent that no one organization in the country held all patent rights for present-day television.

Don Lee Broadcasting System patents cover inventions of Henry R. Lubcke, television director of that firm. They are concerned with numerous phases of television, including synchronization, scanning, cathode-ray tubes, and telecasting of motion pictures as well as live subjects.

A Forward Step

Patents cover methods and apparatus for both transmission and reception of television signals as far back as 1930 when Lubcke started pioneering in television de-velopment for the late Don Lee.

Agreement calls for a non-exclusive, non-transferable license to RCA from Don Lee Broadcasting System in return for a similar license for certain equipment of the latter organization with a monetary consideration. Included in Don Lee concern retains ownership of patents and is free to license others in the television field. The agreement was hailed as a forward step in modern business by Don Lee and RCA executives alike, making possible joint use of patent properties of pioneer organizations in the interest of the advancement of the electronics art.

Anacin Music

ANACIN Co., Jersey City (proprietor), extensive user of network radio, on Jan. 10 started a half-hour period of recorded music on Ray Band, m.c., on WJZ, New York. Contract is for 52 weeks. Agency is Blackett-Sample-Hum- mert, New York.

SALESMAN WANTED

One of the nation's most im- portant stations requires a very aggressive, average-sized good man with 2 or 4 years old, who has had 3 or 4 years successful experience on local sales with high-powered stations. Covers a large territory but plenty of chance of financial advances as man proves himself.

All replies held in strictest con- fidence. Our men know of this ad. Write giving full details with figures to box 13, BROAD- CASTING.
...for radio research!

Behind closed doors, the engineers at Bell Labs and Western Electric are developing new ideas in radio at an unheard of rate.

Right now, secrecy must surround these things. They're going into many kinds of equipment for war that we're rolling out by the trainload for Uncle Sam.

But there's a time coming when many of these developments can and will be adapted to equipment for better broadcasting. Here's looking forward to the day when we can share them with you!


Western Electric
MORE AND MORE PERSONAL

CHARLES WAYNE DAMERON

DOING THE REAL JOB OF PERSONAL SHOWS IN THE GREAT CINCINNATI FIFTY GRAND
TARS ON WCKY

AND POPULAR MARKET . . . . JERRY BELCHER

L.B. Wilson

N POWER.CBS
Are They Listening?

LISTENING is at an all-time peak. It will remain that way from now on. Radio's responsibility increases in like proportion.

Crossley and Hooper ratings have zoomed all down the line since the war began, and in those tense months that preceded the declaration. More radios are tuned in more hours during day and night. Last year 15,100,000 new sets were sold and some 24,530,000 sets were in use when the year began.

Here and there newspaper and magazine publishers and their space salesmen have been selling radio short as a sort of war waif. They have tried to influence Government officials to clamp restrictions on radio via the censorship route, and clumsily have attempted to divert radio advertisers. They have hammered away at news broadcasts, radio "blackouts" (which already have become a rarity) and other wishful and fantastic shortcomings.

But they're riding a golden horse. The radio "circulation" story was never better and it is self-evident. It's only necessary to ask anyone on the street-car, bus or subway, or perhaps listen to the radios in lobbies. Or look into any business office or city room and you'll find a radio nine times out of ten. A month of actual war has had far-reaching effect on the American way of life. It has struck with appalling impact, and radio is not excepted. It is contributing more of its time than ever to the war effort. And it isn't grumbling particularly about paid space bought for the same purpose in publications.

But before the going gets any rougher in the mild revival of the newspaper onslaught against radio, certain other facts should be appraised. Radio set production will be curtailed in 1942, but not eliminated. The drop may be as great as 50 to 75%. But there are 57,000,000 sets under the nation of 130,000,000. Sets don't wear out overnight. Tubes are, and presumably will be, available. A peak audience is assured even if new sets are not sold.

In the publication field, there is the paper rationing prospect. We wouldn't like to see that, any more than we relished the automobile ban, or the tire edict. Newspapers are essential. So are most magazines. But there's no blinking the fact that there is imminent danger of a paper shortage.

In the recent resurgence of anti-radio crusading there was that threadbare myth that radio is a preponderantly laxative-supported medium. The talk is too ridiculous to warrant answer, but if any is needed, the latest annual report of the Federal Trade Commission supplies it eloquently.

The Radio & Periodical Division of FTC during the last fiscal year examined a total of 871,909 commercial scripts, aggregating about 1,800,000 pages in its "truth in advertising" work. These covered network, individual station and transcribed program commercials. Of these only 2,304 or 2.7% were set aside for further scrutiny as containing "representations that might be false or misleading.

The Division examined a total of only 377,-764 advertisements in newspapers, magazines, farm and trade journals, for similar purposes. Of these, 2,022 or 6.6% were marked for "further study."

It's as distasteful to us to engage in a revival of the old feud as it is to the majority of publishers who do not condone the tactics of their over-zealous colleagues. Radio, till now, has made it the hard way. It will continue its affirmative job of service (with emphasis on the public) and sales.

War's That Way

ONLY SCANT attention was given the incident a few days ago when the Fourth Interceptor Command in Los Angeles ordered all stations to cease carrying testimonials or request numbers, or in fact any "communication from the public." Reason: The now familiar possibility of "aid and comfort to the enemy".

Radio took it, even to the point of eliminating from network programs reaching the Coast any material falling in the banned category. Since then, thanks to prompt intervention of the Office of the Director of Censorship and the Radio Branch of the Army, the confusion has been eliminated, and the preemption order relaxed, insofar as network clearances are concerned.

Certainly the summary command that radio shut off certain types of programs, and the threat that they would be silenced for failure to comply, constituted unjustifiable interference with freedom, which radio guards just as zealously as newspapers defend freedom of the press. But by use of logic, authorities were convinced that the snap-judgment ruling was in error.

Other mistakes will be made during this war—plenty of them. As a protective device, a set of regulations shortly will be forthcoming from this Office of Censorship, evolved in collaboration with the industry. Undue encroachments against radio's freedom of action, outside the bounds of war expediency and good sense, will be resisted by radio. A servile radio cannot serve public interest.

But in achieving the goal of maximum efficiency of operation and of all-out collaboration with the Government in the war effort, radio understands it cannot assume a belligerent, chip-on-its-shoulder attitude every time some official voices a restraint on operations. So far things have worked out. Good faith has been evident throughout, and a little patience, even in these swift-moving times, doesn't hurt.
ARThUR F. HARRE, manager of WJZ, New York, for six years (Jan. 10 joins WIND). Gary, Ind., as local sales manager, as announced by Ralph L. Athas, president. John J. Carey continues as station's general sales manager.

GORDON M. WIGGINS, former Westinghouse sales representative in Phoenix, and with the sales promotion department of WRB, Chicago, has been given the sales manager's job at Westinghouse stations WHZ-WHZC, Boston-Springfield.

STEPHEN WILLIAMS, account executive of WOR, New York, has set a time sales record at WOR, it was announced by Rufos C. Maddux, vice-president in charge of sales.

CHARLES SMITH has been appointed Hollywood manager of National Concert & Artists Corp., recently organized to take over business of NBC's concert and talent divisions, following their purchase by a group headed by Alfred H. Morton, formerly vice-president in charge of the network's talent department (Loc. Dec. 15). Alex Robb, formerly NRC's New York manager, continues his duties as WOR's West Coast manager, continues the network.

J. CLARENCE MYERS, in charge of publicity and sales promotion for KRA of San Francisco, has been appointed assistant radio and news editor of the San Francisco office of the San Francisco Chronicle.

JOHN WITTENHEIMER, account executive, formerly of eastern stations, has joined KYOS, Merced, Cal.

DICK DORRANCE, business manager of FM Broadcasters Inc., is the first, Sturges Dick Dorrance 3d, born New Year's Day at Flower Hospital, New York.

JOHN J. KAROL, market research consultant for WNYU, New York, has joined the teaching staff of New York University's Radio Workshop and on Feb. 5 will give a series of 15 evening lectures devoted to "The Business Side of Radio."

WILLIAM C. ALCORN, general manager of WWJ, Detroit, has been appointed chairman of one of the three divisions of the new Bronx County Broadcasting, recently established by the government.

ROBERT A. CATHEDRUM, general manager of WWRL, New York, has been named to the public relations committee of the Queens Office of Civilian Defense. WWRL is a weekly civilian defense talk in cooperation with the organization.

FRANK E. MASON, NBC vice-president on the air, has been named as assistant to the Secretary of the Navy, on Jan. 28 will speak on "The Radio and Public Relations" before members of the second annual short course on Public Relations conducted by the American Council of Public Relations at the Harvard Club, New York.

works with the War Department in an advisory capacity in radio relations and is the administrative officer of the 315th Infantry. Maj. Davies has made 16 Atlantic crossings, and has visited every station in the South. That little time remains after his business and hobbies are cared for is devoted to his spacious home in the Philadelphia suburbs.

EDWARD AARON DAVIES

C. M. Freeman Named WLS Sales Manager

APPOINTMENT of Charles M. (Chick) Freeman as sales manager of Chicago's WLS, succeeding Charles C. F. R. Cline who resigned on Jan. 1, has been announced by Glenn V. Snyder, vice-president and general manager. Formerly western manager of Forbes Magazine, he is the father of a girl born recently.

Mr. Freeman Named WLS Sales Manager

JOHNNY HUTCHINSON Jr., golf pro at Forest Hills country club, Rockford, Ill., has joined WIOK, Rockford, dividing his time between announcing and the sales department.

K. W. RICE, assistant manager and program director of WJS, Champaign, Ill., has resigned. Mrs. Marlene R. Rice has assumed his duties.

ASHLEY ROBINSON has been named assistant manager of WOP, Boston, and C. Wayland Kline has joined the sales department. THE JXNS, national sales manager of KSO-KRT, Des Moines, is the father of a girl born recently.

Dr. George W. Young, owner and general manager of WDBY, Minneapolis, has left for Florida where he will spend the remainder of the months at his Miami Beach residence.

Richard Cook, formerly with Cox's audio representatives, has joined the sales department of WHN, New York.

FIN HOLLINGER, formerly commercial manager of WLM, Madison, has returned to the sales department of WORT, Madison.

Edward Aaron Davies

RESULTS are the keynote of the successful radio career of Maj. Edward Aaron Davies, vice-president in charge of sales of WIP, Philadelphia. His life has been a succession of radio firsts and broken sales records.

Receivers with vacuum tubes were a rarity and crystal sets the rage back in 1921 when Maj. Davies first dabbed with radio. A year later he participated in WIP's first broadcast, and in 1923 became general manager of the station, succeeding Henry M. Neely, later destined for fame as "The Old Stager" of the networks. Apart from a five-year period, 1923-27, when he was general director of radio of the John Faulkner Arndt Agency, Philadelphia, Major Davies has been with WIP since 1922, doing everything from announcing to managing the station and superintending its sales.

Born in Philadelphia March 1, 1890, he attended Philadelphia's Central High School and studied business administration at night school at Pennsylvania U. Before breaking into radio, Major Davies was assistant personnel manager at the Gimbel Bros. Philadelphia store, which he left in 1917 to enter military service. Honorably discharged, with wounds, in 1919, he returned to Gimbel Bros. the following year and remained there until 1922, when he joined WIP. In the pioneer wireless days, Maj. Davies compiled a long list of "firsts." Under his direction WIP broadcast the first football game from Franklin Field, Philadelphia, on Thanksgiving Day in 1923—Pennsylvania and Cornell. The following summer he arranged the first undersea broadcast a half-hour off Atlantic City's Steel Pier.

In 1925, at the request of the Navy and Westinghouse, he checked the results of using a microphone, instead of the usual telephonc headset, in a diver's helmet. During this undertaking Westinghouse experimented with a powerful underwater searchlight. On the basis of results obtained during this test, the Navy adopted as standard equipment both a microphone for underwater work and the searchlight.

To WIP also went the distinction of broadcasting the first full performance of grand opera direct from the stage—Tannhauser, produced by the German Staats Opera Co. In 1925 the station conducted one of the first shortwave broadcasts from a plane, and also put the famous Philadelphia Orchestra on the air. The radio debuts of Nelson Eddy, Leopold Stokowski, and Conrad Thibault, were made on WIP within a short time later.

One of the unusual broadcast Major Davies ever directed on WIP came during the visit of the late Queen Marie of Roumania. Her majesty refused to broadcast—at least she had demanded a huge fee—but since he held exclusive broadcast rights for WIP, Major Davies concealed two microphones in the royal box in the auditorium at the Exposition. When the Queen responded in the course of events with her pre-arranged speech, the microphones were switched on and WIP listeners were given an exclusive treat.

In 1924 Maj. Davies was named to represent his district at the Hoover radio conference. He served on the committee two years. Three years later President Coolidge offered Major Davies appointment as a member of the first Federal Radio Commission, but the Major declined on grounds that he could best serve radio as an active station operator.

Joining the Arndt agency in 1922, Major Davies was induced to return to WIP in November, 1927, as sales director. On June 1, 1930, he was named vice-president in charge of sales by Benedict Gimbel Jr., WIP president. WIP ended 1939 with sales up 87.5%.

In 1922 Major Davies married Thelma Melrose, famous concert and operatic singer. His hobbies are music, his Army work and travel.

He is an accomplished musician, both as singer and pianist, and is a constant attendant at Philadelphia's musical events. Now in the inactive reserve of the Army, he worked with the War Department in an advisory capacity in radio relations and is the administrative officer of the 315th Infantry. Maj. Davies has made 16 Atlantic crossings, and has visited every station in the South. That little time remains after his business and hobbies are cared for is devoted to his spacious home in the Philadelphia suburbs.
WHAM, Rochester, N. Y.

"The Stromberg-Carlson Station"

1,422 CORNER DRUG STORES IN-WHAMland

WHAM ROCHESTER, N. Y.

WHAM MANAGERS

Do you have a bank, Loan Insurance Company or Bond Company that desires a unique radio program?

"NEWS FROM WASHINGTON" is the answer to your client. Sell him direct pick-up or transcriptions with the big names of the "WORLD CAPITAL".

Complete details on request.

Phone, wire or write

Robt. J. Coar
BROADCAST SERVICE STUDIOS
WASHINGTON, D. C.
1113-1115 Denrike Building
Republic 6160

WHAM, Rochester, N. Y.

WALTER KANER, publicity director of WWRL, New York, has been named assistant radio director of the Public Relations Committee of the Queens County Office of Civilian Defense.

EDWARD TOLMINSON, authority on South American affairs and inter-American adviser to NRC, has been assigned to cover the "Third Meeting of Consultation of the Ministers of Foreign Affairs of the American Republics" to start Jan. 15 at Rio de Janeiro. Mr. Tolminson will make daily reports on NBC-Blue during the ten-day meeting, during which he will analyze developments and interview prominent diplomats at the conference.

FRANK J. CUBEL, for several years associated with the importing firm of Dodge and Seymour in Batavia, Dutch East Indies, has been named Mutual correspondent in that place to handle the Sunday Far Eastern news round-up at 12:30 p.m. Mr. Cubel, a reporter in America, replaces Elizabeth Wayne as MBS representative in Batavia.

LEE BLAND, formerly announcer of WQYE, CBS affiliate in Cincinnati, and previously production manager of WKRO, Cincinnati, has joined the CBS New York staff as a production supervisor. During his four years in Cincinnati, Mr. Bland handled the production and announcing for the Cincinnati Symphony and Conservatory of Music.

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Meet the LADIES

MARJORIE OSPERNE

AT PRESENT sustaining traffic manager of WHK-WCLE, Cleveland, pretty Marjorie Osborne started her radio career with the old WJAY in 1933 as a member of the Tune Triplet trio. Taking to radio whole-heartedly she developed into a writer as well as actress and comedienne, working her way up in three years from the program director’s secretary to her present post. In steady demand for transcriptioned spot announcements, Miss Osborne is on the air frequently on one or the other of the stations. She claims her proudest moment came when she was named program director of W8XNT, the NBC short-wave station.

MARY BAKER, formerly assistant continuity editor of WGES, Chicago, has joined WAPI, Chicago, as continuity director. She is replacing Florence Keen who was married Dec. 12 to Joe Anthony, WGES announcer.

JACK SHARP, formerly program director of WCGS, Joliet, Ill., has joined the continuity staff of WBC, Chicago.

MARK LOVE, Chicago concert and radio singer, has joined the Chicago staff of WJHT, Hammond, Ind., as artistic director.

ROB CANNON, Hollywood producer of Al Fierce & His Gang when sponsored on CBS by R. J. Reynolds Tobacco Co. (Camel cigarettes), resigned from the show in early January to join the Coast Guard. His duties have been taken over by Bill Gay, Hollywood producer of Wm. Eddy & Co. agency servicing the account.

CROMWELL McSWAIN, home economics expert of WHC-WWZ, Boston-Springfield, on Jan. 7 gave her 2,000th broadcast. On Jan. 24 she will begin her 16th consecutive year on the air.

WILLIAM S. GILLMORE, author, lecturer and former Near East newspaper correspondent, has taken over the four-weekly news period on WTVY, FM station owned by WOR, New York, replacing Roger Shaw who is on indefinite leave because of illness.

JOHN LINDSAY, formerly of WGAC, Augusta, Ga., and Bill Shannon, formerly of WJAL, Tulahassee, Fla., have joined the announcing staff of WMAZ, Macon, Ga., they replace Tom Heath who has enlisted in the Marine Corps and Cloud Morgan who joined the Navy.

CHARLIE VAN CHAN, announcer of WWRL, New York, said to be the only Chinese announcer in American radio, has been appointed newscaster.
WHIP, Hammond, Ind., is completing construction of five new antenna towers located south of Chicago city limits, intended to give the station wider coverage of the Chicago area.

WIND, Gary, Ind., and WJJD, Chicago, have begun engineering staffs of 22 men as an educational group to train radio operators for defense work. Chicagoans will begin as soon as a State Authority is appointed, and work under the supervision of the engineering, science and management defense training division of the U. S. Office of Education.

WAAP, Chicago, on Dec. 30 started a series of 10-weeks programs. "1941 in Review," as a public service feature on which dramatic news events occurring last year are described by Kenneth Nelson.

WKZO, Kalamazoo, plans three-point coverage of Golden Gloves eliminations and other events in Kalamazoo and Battle Creek. Harry Caray, Paul Arnault and other members of the staff will give the blow-by-blow.

WTKA, Richmond, estimates that a recent appeal on its "First, America" program brought in the following goodies for soldiers at Camp Lee, Va., 64,000 cigarettes of cigarettes, 1,707 pounds of candy, 255 pounds of cookies, 180 pounds of fruit cake, 279 pounds of nuts, 87 cases and baskets of fruit. The food was distributed to about 2,500 soldiers at the camp.

WENY, Elmira, N. Y., reports that its Six-Spot, radio broadcasts, built Christmas a total of $7,400 was subscribed by listeners for the Arctic Relief Fund, to be used to buy food, gifts, toys and clothes for needy children. For 10 years the station has given twice each Sunday for a program featuring outstanding community talent, on behalf of the league fund.

WCHU, Columbus, Miss., has ordered a new 1,000-watt gasoline power unit to add to its local mobile transmitter and relay transmitter, now under construction.

WGES, Chicago, on Dec. 26 donated office space and equipment for the headquarters of District 28, headed by Franklin A. Hahn, in the local civil defense program.

WTVY, three announcers working for 10-station networks, residing under names of 3,850 contributors which used up 46 feet of adding machine tape and total donations to $6,000. GFW, Kearney, Neb., on Dec. 20 directed a drive that netted the Buffalo County Red Cross $6,000 for the war relief fund.

WXYZ, Detroit, is now carrying 50 new periods every day of its 24-hour operation. To averages the new periods are broken up into one-unit, three-minute, five-minute, ten-minute and quarter-hour segments.

WKRO, Kalamazoo, heat firemen to the scene of the Lincoln Hotel fire in that town on Dec. 22 when Paul Arnault, program director, in the middle of his newscast, saw the first puffs of smoke billow from the building a block away.

WLVA, Lynchburg, Va., held its annual Christmas Party, a continuous broadcast starting at 4 p.m. and signing off at 10:30. WLVA received telephone contributions totaling $4,500. The last half-hour was used to acknowledge late donations. Last year, WLVA used its Christmas period of time. This year's total was the equivalent of $1 per capita for Lynchburg.

WHB, Baltimore, recently aired a series of transmissions made by Johnny Carpenter, special events chairman, who made the trip on the maiden voyage of the "Star of Oregon". Last night, the cargo vessel, down the Columbia River and out into the Pacific. Transmissions covered the activities on board, including engine room sound effects.

WMMC, Marysville, Calif., cooperating with the Red Cross in its 50-million-dollar war fund appeal, carried a special 90-minute program featuring Bollin Banta and his orchestra and local talent. Expecting to net $1,000 or $500 in Yuba and Butte Counties, WMMC donated $5,000 and $7,000, respectively, the station itself finally collected a total of $3,100 as a direct result of appeals on the program.

In recognition of ten years' service at KFI-KECA, Los Angeles, Earle C. Anderson and operator, presented gold watches to H. M. Denton, George W. Barr, and Charles H. Alexander. K. D. Vils, F. W. Everett, technicians, and Miss Virginia West, assistant publicity director.

KFI, Los Angeles, has installed special automatic equipment to tap out the familiar three dots and a dash. The code, Allied victory symbol, every half hour on its "Round the Clock" schedule until the war is won.

MORE than 1,700 veteran employees of General Foods Corp., New York, with service records from 15 to 44 years, were honored by their fellow workers and the management Dec. 28 at a series of special banquets in the U. S. and Canada, climaxing a nationwide CBS broadcast with a special Christmas message by C. M. Chester, board chairman.

KFEI, Denver, celebrated its 19th birthday Jan. 4. The station, one of the oldest in the West, is managed by Gene O'Fallon, member of the board of directors of NAB for five consecutive terms.

CXTB, St. Satherines, Ont., on Dec. 9 started operating with its new 1,000-watt RCA transmitter on 1590 kc.

Divided by War

The TWAIN shall meet, but probably not until the war is over. Two years ago Dr. Antonia Barbe, CBS correspondent in Berne, Switzerland. They fell in love, planned an early marriage, and Dr. Barbe volunteered to drive an ambulance in France, went abroad, later went to Berlin, then Rome and Berne. Meanwhile Dr. Perillo tried every way possible to get abroad. Her request for a passport was turned down by the State Department, she suggested a proxy marriage so she could get a visa as a married woman. No good! Next, she tried to go abroad as an ambulance driver. That too was turned down. Then she offered her services as a Red Cross worker. At last, with a heart full of courage, the couple boarded a train for Washington to get her credentials and permission. The day she left for the capital Japan declared war. So the pretty New York doctor is still in New York and still Dr. Perillo.
HIT THIS

Billion Dollar Jackpot

WITH WNA X

You play safe when you put your money on WNA X. It's the station that really pays off.

Here's why. The winning combination of favorable frequency, distance from other network stations, unusual soil conductivity plus proper programming make WNA X the big station of this five-state billion dollar market.

WNA X, THE BIG STATION is the favorite of the nearly four million people of its territory—people who spend their billion dollar cash farm income for advertised products. Sell yours to them with the sure thing medium—WNA X.

Write for facts that explain why WNA X has the largest commercial schedule of any station in this territory—with a consistent record for results.

It's Economical to Buy WNA X
the BIG Station!

Affiliated With CBS

A BILLION DOLLAR MARKET

WNAX

570 KC.

A COWLES STATION

Represented by the KATZ AGENCY

5000 WATTS
C. P. 5000 WATTS
NIGHT

SIoux CIty, Ia. * YANKTON, S. DAK.
L&T Promotes Brown

DR. LYNDON O. BROWN, in charge of the Lord & Thomas, Chicago, marketing and research department, has been appointed vice-president in charge of the marketing, media and research division of the agency in New York. Author of Market Research & Analysis and associate professor of marketing and research at Northwestern U., Dr. Brown will direct a newly-created staff that will coordinate these activities in all of the agency's offices.

Jack Runyon Resigns


Lauren C. Eckels

LAUREN CHANDLER ECKELS, 25, production manager of Eckels Adv. Agency, Los Angeles, died Jan. 5 at Hermosa-Manhattan community hospital from injuries received in an auto accident the day previous. He had enlisted in the Army Air Corps and was scheduled to report for duty on the day of his death. Surviving is his mother, Mrs. Lulu E. Eckels, head of the agency bearing her name.

IN '42 -reach the millions of able-to-buy workers in the defense-active Detroit area... with CKLW. This live-wire station has a primary coverage of over eight million people! 22 hours daily, the CKLW signal, at 800 kc., covers America's 3rd market, completely!
By HARRY H. HOESSLY
Sales and Promotion Manager
W. C. Columbus

RADIO AIDS DEPARTMENT STORE
Toyland Promotion Proves Successful as Result
Of Broadcasts by Columbus Retailer

REGIONAL FACILITY IS AWARDED WFTL
THE FIRST big station grant of 1942 was authorized last Tuesday by the FCC when it allotted to WFTL, Ft. Lauderdale, Fla., 10,000 watts on 710 kc. The transmitter will be some 28 miles, airborne, from the center of Miami.

The grant was to Ralph A. Horton, investment and real estate man and a resident of Ft. Lauderdale for the past 25 years. He acquired WFTL last July for $50,000 from Tom M. Bryan, local contractor, who had put the station on the air in December, 1939. Mr. Horton was formerly vice-president of the Fort Lauderdale Times, but relinquished his newspaper connection upon acquisition of the station.

WFTL now operates with 250 watts fulltime on 1400 kc. It became an MBS outlet Dec. 1. The application for assignment on 710 kc., a Class I-B channel, was filed last October. The FCC authorization was conditioned upon approval of the antenna site and design and proof of performance. John H. Hannon, consulting engineer, designed the pattern and is handling the engineering, with Andrew W. Bennett as the stations counsel.

Simultaneously, the FCC granted KIRO, Seattle, operating on 710 kc. with 50,000 watts, authority to make changes in its antenna system for nondirectional daytime operation.

Skiing Trouble
NOW that all reports on weather are tabo on radio stations per orders from the U. S. Weather Bureau, Bob Quivey is having trouble in conducting his Let's Go Skiing program Fridays on WHN, New York. Bill can't tell ski fans about conditions of the sky and the temperature, but he is permitted to mention the number of inches of snow in various neighboring ski resorts.

DURING 1940 AND 1941 repeated surveys have shown that when messages of national importance are broadcast over all Chicago stations-W-G-N had the largest audience. THIS large, alert audience—the W-G-N audience—means more sales for you.

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West
A Clear Channel Station—720 Kilocycles
MUTUAL BROADCASTING SYSTEM

Scouts Get ‘Cavalcade’
WBS TRANSCRIPTIONS of six Cavalcade of America broadcasts, NBC-Red program sponsored by E. I. DuPont de Nemours & Co., Wilmington, have been made available to the Girl Scouts for presentation on local stations after Feb. 1 by Girl Scout councils, totaling more than 650,000 members in 6,154 communities.

Cherniavsky to WEEI
JOSEPH CHERNIAVSKY, radio and motion picture conductor, has been named musical director of WEEI, Boston. The appointment is effective Jan. 5. Mr. Cherniavsky was formerly musical director of WOV, New York, and before that of WLA, Cincinnati.

RADIO AID PROMOTION
Toyland promotion.

SUCCESSFUL
employed
most
steady
for
radio
operation.

FOR THE FIRST TIME
a special broadcast from the North Pole had featured reading of letters as well as gnome dialogues obtained by speeding 33 1/3 transcriptions to 78 rpm. WRIK also covered the arrival.

Conclusion Statistics
Statistic seekers will be interested in the following figures as conclusive evidence of the success of the second year of this radio promotion. Santa was deluged with 9,293 pieces of mail, to which the Lazarus company responded with an amusing form card from Santa Claus. Since, in most cases, more than one child's name was affixed to an individual letter, and each

Younger was sent a personal invitation to Santa's "Chimney Express," 13,265 cards were mailed out. Santa talked with 25,048 boys and girls, and the grand total of children and parents carried to the toy department on the "Chimney Express" was 79,332.

As an institutional and good-will feature, the entire promotion proved highly successful, and as a direct medium to attract Mr. and Mrs. Columbus and their children to the toy department, and radio proved itself without parallel, blazing the trail again for a closer alliance between the retail stores and the advertising power of radio.

Thousands of families listened! Thousands of people responded! In fact, by actual count, although the "Chimney Express" was two city blocks away from the main entrance of the store, 79,332 people rode the "Chimney Express" to the fourth floor toy department between Nov. 20 and Dec. 25 at actual advertising cost each of only 9/10ths of a cent.

There were 25,048 children who personally talked to Santa Claus in his throne-room in the Lazarus store! And there were 9,293 letters received, and these containing 13,265 names of children were answered with a Santa Claus card.

Play your product to a FULL HOUSE
CLINIC ON RADIO
AT NRDGA JAN. 14

CLINIC based on broadcast advertising and the department store will be held on the morning of Jan. 4 during the New York convention, titled "Radio in a Wartime Market", had been announced by the NAB as an event last fall, but the date chosen for the event was later announced as Dec. 14.

Frank E. Pellegren, NAB director of broadcast advertising, will direct the program in cooperation with Brooks Shumaker, manager of the Filene's store in Worcester, Mass., and general manager of WTAG, Worcester. Interviews and quiz techniques will be included in the two-hour presentation, with members of sales managers executive committee participating.

The story of Filene's Worcester campaign [BROADCASTING, Dec. 1] has aroused widespread industry interest concerning the presentation in New York on Wednesday.

Rise in Listening

LISTENING to evening commercials over the four major networks increased 4% during 1941 with the NBC-Red network alone seven points over 1940. According to a special analysis by the NBC research division of the 24 reports covering 1941 of the Co-operative Analysis of Broadcast ing. Aggregate CAB ratings earned by all networks for the year were 558 points, 4% over 1940, with NBC-Red accounting for 2,112 of these points. Red programs, the tabulation shows, averaged 17% higher ratings than their daytime ratings in the daytime than the average rating for all networks.

Tide Water Sports

TIDE WATER ASSOCIATED OIL Co., San Francisco, on Jan. 2 started sponsorship of college basketball games played in San Francisco, on KROW, Oakland, Cal. Other stations are being added to the list for basketball contests in the Pacific Coast and will be announced soon, Associated Press. Doug Montell will handle the accounts for KROW. Agencies are Lord & Thomas, San Francisco.

BMI Has 800 Stations

BMI is serving the New York area with a total of 800 stations as subscribers, a gain of 245 over the Dec. 31, 1940, total of 555 stations. Among the latest subscribers are WHN, New York; WINC, Winchester, Va.; WFVA, Fredericksburg, Va.; WRAL, Raleigh, N.C.; KZMH, Cairo, Egypt; Kwan, Vancouver, Wash.; and KLBM, LaGrande, Ore. BMI estimates that its tunes were carried on more than 50,000,000 records made during 1941 when the accent was on supplying music in ample quantities for broadcasting. This year the accent will be on music of lasting interest, BMI stated.

THE BUSINESS OF BROADCASTING

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TheseAdvertisersWantedResults...
so they used
KFYR during 1941

CHRISTIAN F. FEGENSPAN
BREWING CO. Newark (P.O.
beer & ale); on Jan. 6, concluded a
35-week cycle of RedBarber's
Reviewloid... every time weekly on
WOR New York, but will resume
the program April 9 with an expanded
schedule beginning March 11.

BROADCASTING

RF. B. DAVIES Co., Bobaken, N. J. (Cookson), on Jan. 12 starts participating five times per week in Chef Milano program on KMP. Beverly Hills, Calif. Contract is for 13 weeks, with placement through Murray Breese Assoc., New York. Other current participants in that program are Wilson Packing Co., Los Angeles (three times), through Bruschacher-Davis & Staff, that city; Dryden & Palmer, Long Island City (Gary daily newspaper) and Samuel C. Croot Agency. New York; United States Products, San Jose, Calif. (Signet Food), through Richard Jorgensen, that city.

SCHOLAR DIAMOND Co., New York (diamond oil and gold buying service), on Jan. 6 began a campaign of 2 announcements weekly on three New York stations, WHN, WINS and WMCA. Contracts are for an indeterminate period. Picot Agency. New York, handles the account.

PIERCE BROS., Los Angeles (mortuary), in a one-month local campaign which started Jan. 5, is using a total of 13 transcribed announcements each on KFIM, KWW, KFVP, KFPP, Phillips J. Meany Co., that city, has the account.

THIRTLY DRUG Co., Los Angeles (Southland all-night retail chain), on Jan. 1, renewed for 52 weeks the six-quarter-hourly program, Italy to the States with William Parker, on KFI, that city. Firm also sponsors a five-plex 1-minute newsbeat on KFCA, that city. Latter contract is for 52 weeks, having been renewed Dec. 28 by the agency, Hillman-Shane-Breyer, Los Angeles.

Old BEX COAL Corp., Chicago (green-marked stoker coal), is formulating tentative plans for five-minute transcribed programs to be placed on approximately 15 midwestern stations. J. R. Hamilton Adv. Agency, Chicago, handles the account.

ELIELENTRIC RADIO-TELEVISION
INSTITUTE, operating technical college at Glenmont, N. Y., has started announcements on several midwestern stations. Currently airing on KOHN, Portland, and KGFW, Kearney, Neb., and KFNE, Shnamund, Ill. Others will be added in the near future.

THOMAS J. LIPON Ltd., Toronto (outlet), on Jan. 1, started 5 weekly transcribed spot announcements on 46 Canadian stations. Account was placed by Vickers & Benson, Toronto.

GALLENKAMP'S STORES Co., San Francisco (Pacific coast shoe chain), has renewed half-hour Sunday afternoon Professor Pickwick on KFI, Los Angeles. New contract carries the show well into its sixth year under similar sponsorship. While not a quiz show, other features have been introduced. Agency is Long Adv. Serv.

SPOT BROADCASTING permits SPOT BUDGETING to fit each market's volume.
AGENCY APPOINTMENTS

RICHARD HUDDUT Co., N. Y. (cosmetics), to new agency with Benton & Bowles, New York, handling account until new agency is selected.

GENERAL DRUG Co., New York (Midol), to Joseph Jacob Jewish Market Org. as merchandising and advertising counsel for the Jewish market. To use five-weekly, quarter-hour program on WKBW, New York.


U. S. INDUSTRIAL Chemicals Inc. (Super-Pyro anti-freeze), to Tropp-Locke-Dawson, New York. Product is marketed direct to consumers by U.S. B. MEIER & SON, New York (food products), to Noff-Horn, N. Y., for radio only.


CHARLES MARCHAND Co., New York, to Joseph Katz Co., N. Y.


WGN’S BEST YEAR

IN A YEAR END business statement issued Dec. 31 by WGN, Chicago, Manager Frank P. Schreiber reported that the station has just completed the best business year in its history. December was the 24th consecutive month which shows a gain over the preceding month in local billings. The gross revenue, which in 1940 was 17.9% over 1938, will show an increase of approximately 2% for 1941 over 1940. Commercial time sold has risen from 32.1% of the station’s total air time in 1939 through 39.1% in 1940 to 49.7% in 1941. Report also pointed out that WGN’s station, W59C, has four regularly sponsored programs and a spot announcement account.


ACCIDENT & CASUALTY INSURANCE Co., Switzerland, to Harry A. Berk Inc., N. Y.

RUGBY GAME, possibly one of the first broadcasts in the United States, was aired recently by WBM, Macon, Ga. Game, between two teams of RAF cadets from Scotland Field, Ga, was played for the benefit of Bundles for Britain and the local Community Chest Campaign. Seated (1 to r), are Robert A. Feagin, WBM, manager; RAF Cadet Anderson, who handled the last half of the game; Carter Collins, executive officer of the Third Regiment at Camp Wheeler; and Jim Williams, WBM sports announcer who did the first half play-by-play.

GUESTS AT RADIO LUNCH

FIRST 1942 meeting of the Radio Executives Club of New York, was held last Wednesday in its new quarters at the Empire Room of Hotel Lexington. Among out-of-town members attending were: Milt Wiener and Howard Chamberlain, WLW; Frank Eschen, KDKA; Gilmer Nunn and Jimmy Collins, WCLM-WLAP-KFDA; John Carey, WIND; Ray Linton, KFBI, and Barney Lavin, WDAY. Margaret Scott, concert artist and London Stander, stage and screen star, entertained. Next week has been designated "NAB Day" with Neville Miller, president; Frank Pellegri, director of the department of broadcast advertising, and members of the Sales Managers and Executive Committee scheduled to speak.

Heads ‘Dimes’ Drive

FOR THE THIRD consecutive year Edie ‘Dimes’ radio, stage and screen star, will serve as chairman of the ‘March of Dimes of the Air’ in the Intermountain Pacific area, which officially opens Jan. 12. Assisting her as vice-chairmen will be Arch Oliver and Vick Knight, noted radio writers and directors.

FIRE BOMB FILM

Has Premiere in New York—Over WNBTV Videos

FIRST OFFICIAL training film approved by the Office of Civilian Defense, Fighting the Fire Bomb, had its premiere Jan. 5 by tele- vision from WNBTV, New York, and in other special showings in 81 schools, before air raid wardens being trained by New York’s Police Department.

Filmed under the technical supervision of the Chemical Warfare Service of the Army and the National Fire Protection Assn., the 15-minute production contains all vital information on methods and equipment to be employed in fighting fire bombs and preventing new waves of fire. Prints of the film are being released to state and local civilian defense training organizations as well as to private groups and industries that may be subject to air attack and is accompanied by a special instructor’s manual prepared by Safety Research Institute, 420 Lexington Ave., New York City.

Author - director - producer was Sherman Price, president of Trans- film Inc., 9 Rockefeller Plaza, New York City, and narration was by James Lehmann.

New York State Local Names Staff Members

STAFF of the new WALL, under construction in Middletown, N. Y., has been announced by Martin Karig Jr., recently named station manager and chief of the new local. Mr. Karig is the son of Elsie and Martin Karig Sr., majority stockholders of the permittee, as well as having a minority interest of his own.

Commercial manager is to be James Abel while Robert E. Lee, another minority stockholder in WALL, and Fred Germain will head the programming department, with Beville Krammer handling station promotion. Headquarters are located at 15 King St.

WALL was authorized Dec. 20 by the FCC [Broadcasting, Dec. 20] after it previously had been proposed by the Commission to be granted in a decision announced a month prior.

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Broadcast Advertising
BROADCASTING

FOR STRANGERS in town, WCCO, Minneapolis, has placed boards like the one above in leading hotels in Minneapolis and St. Paul to familiarize newcomers with news programs. Attractive guest of Hotel Curtis, Minneapolis, looks over unique display.

Admission by Stamps
DEFENSE STAMPS, in lieu of admission tickets, will be sold by the Kokomo Voiture of the 40 & 8 when Peter Grant, commentator of WLW, Cincinnati, fills a speaking engagement Jan. 19 before the veterans' organization in Kokomo, Ind. Stamps will later be pasted in books and converted into bonds. Grant's regular 11 p.m. broadcast of the world's news will be given from the Kokomo auditorium.

Yankton Map
WITHIN 48 hours after the war news flashes on Sunday, Dec. 7, WNAX, Yankton, had ordered production on a war map to be distributed free to any listener desiring it. Announcements of the offer were made during newscasts but had to be cancelled at the end of five days.

Maps in Demand
WOR, New York, has received over 75,000 requests to date for the special "WOR International News Map," which it offered to listeners via announcements from Dec. 25-29. In fact, the station is still receiving so many requests that a second printing was ordered.

BROCHURES
KYH, Wichita — Multi-paged plastic bound brochure including innovations in equipment, day and night maps, area covered, audience type, etc.

SERVICE
CJOR's policy of service to listeners has built a loyalty that will pay advertisers real dividends.

March 1

CLAYHOLE (Ky.)
AIN'T THE PLACE TO DIG SALES!

Despite the general boom in Kentucky, there's a dull little business to be dug from Clayhole, Cutshin and such-like "towns" scattered over the State. They haven't the population or the dough to buy very much of what you sell! Louisville, on the other hand, has plenty of both: In its trading area are 1,331,000 people, whose effective buying income is 33% greater than the rest of Kentucky combined! This is the market WAVE covers without waste, and at lower cost than any other medium! How about us doing your spade-work?
Child and Blitz

CHILD GUIDANCE, as affected by life under the shadow of a possible blitz, is the theme of a new program designed to safeguard children in wartime started on NBC-Blue Jan. 5 11:11:15 a.m. Series, titled Childen in Wartime will be produced by NBC in cooperation with the Children's Bureau of the Department of Labor under the direction of Katherine Lenroot, of that bureau. Interviews with leaders in child care and round-table discussions with prominent civilian defense workers will be featured.

At Low Cost

ADVERTISERS with the smallest budgets can do radio advertising on Classified on Parade, on WWRL, New York. Comparable to the classified ads in a newspaper, the program which records music and shopping hints as where the best buys are available, is a participating show with the various sponsors purchasing mentions.

Here is proof that PEOPLE ARE YOUR MARKET at WDZ

Here you see part of the crowd of 18,000 viewing a Sunday afternoon WDZ broadcast from Patterson Springs, Ill. WDZ promotions like this, coupled with sincere local service, are constantly creating new friends, invaluable good will, greater audiences and SALES RESULTS for WDZ ADVERTISERS.

Yes WDZ FOLKS ARE THE Salt of the Earth

THEY WORK WITH THEIR AND BUY WITH WDZ

HOWARD H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS

KIN

"The Friendly Voice of the Capital"

All the dough in Alaska last seconded for Sis is mighty sweet. 100,000 Alaskans spend $150,000,000
8000 a year on their share. Tell'em about your self through KIN.

Executive Office:

1000 watts - 5000 watts under
Juneau - Alaska

JOSEPH HERSHEY McGILLIVRA
NATIONAL REPRESENTATIVE

Minut of Prayer

STARTING Jan. 1, WWVA, Wheeling, is carrying a nightly 6 a.m. the second feature, America's Minute of Prayer. Local clergymen record a 6-minute prayer for the daily program. The broadcast opens with actual church chimes tolling 6 o'clock.

Wildlife Items

COOPERATING with the U. S. Department of the Interior and the American Wildlife Institute, KLZ, Denver, is presenting a 15-minute series, Life for Wildlife, deal with problems in conservation of the nation's wildlife.

Menu Exchange

NEWS, RECIPES, style hints, suggested menus, items of interest to women, all presented with a novel twist, are featured in Be- cous We Girls of WGN, Chicago. Each week she receives copies of all material on request. Program is conducted by Flo Thomson.

Phases of Defense

DEFENSE ACTIVITIES now under way to protect America are dramatized weekly on the series Sunday half-hour programs titled It's Prepared, broadcast on WNYC, New York's Municipal station, under the direction of Mitchell Grayson. Each program is devoted to one facet of civilian and armed defense. Members of the studio audience are invited to ask about any part of the work they don't understand.

Press Conferences

PRESIDENT ROOSEVELT'S answers to reporters' questions a few minutes after the Chief Executive's press conference are given by Ful- ton Lewis jr. on President's Press Conference which started as an MBS sustaining Jan. 6. Programs are five-minute periods Tuesdays at 5 p.m. and Fridays 11:30 a.m.

Late at Night

GEARED to reach late shift air- crafts and shift working workers, WDZ, Hollywood, broadcasts an after 1 a.m. quarter-hour newscast seven times per week, titled Swing Shift News. Hanlon, an- nouncer, gives wire services and CBS listening post coverage.

Choice for Women

ARTISTIC abilities of women in the Metropolitan area will be mar- shed for defense through a new series, Design for Defense, on WQXR, New York. To function as a clearing house on ideas and in- formation for women with creative ability who desire to use it in their communities or in businesses, the programs each week will stress one particular field of design in which women are needed to re- quire for military service, or to fill an increasing de- mand for certain products. A well-known guest will appear.

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NEW STATION GRANTS
(Continued from page 11)

VIRGINIA


WASHINGTON


KTRN, Tacoma—CP issued to Michael J. Mineo, former newspaper editor and executive. Granted May 7: 1,000 watts on 1490 kc.

*KTRY, Tacoma—Licensed to Tacoma Broadcasters Inc.; C. C. Cavanaugh, lumberman, president. 22.5% stockholder: J. T. Lyle, banker, vice-president. 22.5%: Harold Woodworth, construction company manager, treasurer. 18.5%: William McConville, lumberman. 3.5%: C. S. Chapman, lumberman, secretary. 1%.: James Dwyer, lumbermen, secretary. May 4: 250 watts on 1490 kc.

WISCONSIN

*WSHK, Plumbing—Licensed to Howard H. Wilson, Chicago station representative. Granted Aug. 3: 250 watts on 1450 kc.

PUERTO RICO

*WIAJ, San Juan—Licensed to Enrique Abarca Sanfeliz, sugar refining machinery manufacturer. Granted April 25: 5,000 watts on 550 kc.

Note: CP issued Feb. 18 to Hawaiian Broadcasting System Ltd. for KHON, Honolulu, 250 watts on 1340 kc. recall pending further hearing.

NO SIGNS IN QUEBEC

Broadcasting stations with outdoor electric signs in the province of Quebec were affected when the provincial government’s Civilian Protection Committee directed the use of electric outdoor signs at night for the duration. This order may be explained by other civilian committees throughout Canada. The federal government from Ottawa prohibited the use of metal in all outdoor signs, whether illuminated or not, at the same time that it stopped supplies for the manufacture of all metal office and household furniture, and prohibits after April 30, 1942, the selling, exhibiting for sale or taking of orders for future delivery of a large line of consumer goods manufactured with a large metal content. The ban falls on all types of metal office furniture, and covers products such as toys, electric appliances and household goods advertised by radio.

GEOFFREY HEYMOUTH, vice-chairman of Lever Brothers and subsidiary, Ltd., London, has been named chairman of the company.

ARMCHAIR tickets to the Georgia-TCU football game Jan. 1 was presented by E. K. Cargill (left), manager of WMAZ, Macon, Ga., to Dr. R. L. Carroll, prominent Georgia alumnus. The tickets were pin-mounted on Florida oranges and placed in clubs and prominent places around the town. Many were mailed to Georgia alumni.

NAVY IS GIVEN CONTROL OVER ALL SHIP RADIOS

ISSUING its “Order No. 1”, the Defense Communications Board on Dec. 26 prescribed that all ship radio stations and facilities shall be subject to use, control, supervision, inspection, or closure by the Navy Department. The order was the first promulgated under authority given DCB by the Dec. 10 Executive Order under which President Roosevelt delegated to that agency all the wartime powers over communications services accruing to the Chief Executive in Section 606 of the Communications Act.

In announcing the order, DCB stated that the Secretary of Navy will issue regulations to carry out such authority as he may deem necessary for the national security and defense and the successful conduct of the war. It also pointed out that the FCC’s rules and regulations covering ship radio service will continue in effect except in cases where such rules may be in conflict with the regulations prescribed by the Secretary of Navy.

CBS FIRST AID

CBS EMPLOYEES since Jan. 8 have been receiving a standard American Red Cross course in first aid in conjunction with the CBS Air Raid Precaution System, the latter directed by G. S. McAllister, director of building operations, CBS; Chief Warden William Kohler and Chief Alternate Warden John Carey. Instructing the first aid classes is Jan Schimek, head of the music clearance and copyright department of CBS, with supervision of work by Charles Benzinger, Red Cross Instructor of First Aid and a member of the CBS publicity department.

INSURANCE ADVISORY Bureau, Philadelphia (insurers) announced Jan. 10 started sponsorship of Joe Dillon’s Irish Hour, each Saturday at 7:30 p.m., for a half-hour on WIPX, Philadelphia.

Missed by Plane

LIEUT. ERNEST G. UNDERWOOD of the Navy communications division, formerly chief engineer of KPAC, San Francisco, underwent a hair-raising experience during the Japanese bombing of Honolulu. In a censored letter received by Mrs. Underwood in San Francisco, he stated that he and several other officers were speeding to the Navy yard after the attack alarm when a Jap plane swooped down upon their taxicab and peppered it with machine-gun fire. No one was hit however.

Royal to Rio

TO INSURE perfect coverage by NBC of the Pan-American conference to take place in Rio de Janeiro Jan. 15, John F. Royal, NBC vice-president in charge of international relations, with a group of members of the network’s international division, left by plane for Rio on Jan. 10. The NBC contingent will arrange for eye-witness accounts of the proceedings by Eli B. Canel, chief of NBC’s Spanish section, and others, as well as immediate reports of all resolutions for broadcast all over the world. While in Brazil, Mr. Royal plans to further consolidate and enlarge NBC’s Pan-American Network, which now numbers more than 100 stations.

When you buy WCAE you get...

A COMPLETE, PRACTICAL MERCHANDISING SERVICE

RETAIL STORE DISPLAY

Permanent stands in 1,500 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from one a day survey to a full week of intensive merchandising among retailers and wholesalers.

STABLE NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed.

The KATZ Agency • National Representatives
New York Chicago Detroit Atlantic Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA.
5000 Watts • 1250 K.C.

MUTUAL BROADCASTING SYSTEM
NOT CASH and carry but pay-off on the weekly half-hour audience participation NBC Whodunit, is explained by Lew Lansworth, writer of the mystery drama (seated), as sponsor, network, talent, and agency representatives give attention. They are (1 to r.), Jim Fonda, Lord & Thomas Hollywood producer; Don Manchester, Lord & Thomas San Francisco account executive; C. L. Kovaloof, Southern California sales manager of Albers Milling Co. (flapjack flour, Friskies), firm sponsoring the program; Sydney Dixon, NBC Western division Red network sales manager; Gale Gordon, who portrays Inspector Case, star of the show; Ben Alexander, narrator-announcer.

**Hero’s Letter**

HIGHLY PRIZED now is the letter received last July by KIRO, Seattle, from the late hero of the Far Eastern War, Capt. Colin P. Kelly Jr., whose daring in single-handedly sinking the Japanese battleship Haruna earned him the distinction of being the first American hero of the present conflict. Letter was written at Hickam Field, T. H. July 20 in appreciation of the KIRO July 15 Concert Hour broadcast which honored Stuart McPherson, and requested information on the time of the program honoring the Air Corps as well as the wish that the show be opened and closed with the "Army Air Corps' song.

**ABTU SIGNS PACTS AT FOUR STATIONS**

NEGOTIATIONS were recently completed between the ABTU of IBEW and four stations. Contract with WQXR, New York, according to Fred L. Jesse, business manager of Local 1416, includes a salary increase up to as much as 25% and three weeks' vacation with full pay for technicians employed for a year or more.

At WEVD, New York, seven engineers were covered in a contract which allowed for an approximate 30% increase in wages with an immediate $6 raise plus periodic raises every three months to reach $12.50 at the end of the year. Organization of electrical employees of WMBD, Peoria, Ill., into Radio Broadcast Technician's Local Union 1292 of the IBEW was announced last week by Freeman L. Hurd, IBEW international representative in Chicago.

Paul Kalbfeisch is president and Vernon L. Fulton is secretary of the new local, affiliated with the ABTU unit of IBEW. Standard ABTU agreement was made with WMBD. Negotiations for an agreement at WDZ, Tuscola, Ill., have been concluded. Mr. Hurd announced. Both WMBD and WDZ are owned by Edgar L. Bill.

- more than 400 broadcasting stations employ C. R. E. I. men

**Reed Joins OPM**

PHILIP D. REED, chairman of the board of General Electric Co., on Jan. 2 was named special assistant in charge of industrial branches in the Office of Production Management. Formerly deputy director of the OPM Materials Division, Mr. Reed will receive direct reports from all industrial branches in the Division of Civilian Supply and the Division of Purchases, and will clear these reports to OPM Director General Knudsen and Assistant Director General Hillman.

MHS stations outside of New York and W2TNX, FM station owned by WOL, New York, are giving exclusive coverage this season to all intercollegiate tennis matches played at Madison Square Garden, New York, through March 4. Stan Lomax will handle the play-by-play action.
In the public discussion field, he said, NBC during 1941 carried 21 radio speeches by President Roosevelt, 106 by Vice-President Wallace and cabinet members, and 215 by Congressmen. During 1940 the network also made available 1,220 program hours, or 9.6% of all its sustaining program time, for broadcasts by 352 organized groups, representing business, charity, education, government, labor, etc. Dr. Stanton estimated that NBC's public service programs account for about 35% of the total NBC program day.

Culliner attention to complications following the FCC's network monopoly order, Mr. Mullen declared that between May 2, 1941, and Oct. 30, 1941, "not less than 48 affiliated stations having effective contracts of affiliation with NBC containing one or more provisions of the types described in the Commissioner's order, served notice upon NBC of cancellation of such contracts or of refusal to abide by the existing terms thereof." Included with his affidavit were copies of 15 letters from such affiliated stations.

Mr. Hensssey in another affidavit, held that the network-monopoly proceedings were legislative in character rather than judicial and that "the public record of the proceedings" (affidavit), 1:30-1:45 P.M., is open for scrutiny. Therefore, he contended, the court may consider any evidence of the economic effect of the regulations promulgated by the Commission on May 2, 1941, as amended thereafter.

P & G Expands Serials

PROCTER & GAMBLE Co., Cincinnati, on Jan. 7 added a group of CBS Florida stations to four of its Midwestern stations for Friday daytime serials. Six stations were added to Woman in White (Oxydol), 1:15-2:15 P.M., making a total of 37 stations through Blackett-Sample-Humbert, New York, and a like number for The Gold Key (Duz), for rebroadcast now through Blackett-Sample-Humbert, New York, for Thursday's episodes. Six stations through Blackett-Sample-Humbert, New York, for Thursday's episodes. Six stations through Blackett-Sample-Humbert, New York, for Thursday's episodes. Six stations through Blackett-Sample-Humbert, New York, for Thursday's episodes. Six stations through Blackett-Sample-Humbert, New York, for Thursday's episodes.

Benefit Clearance

TO AVOID confusion on question of free talent appearances on benefit shows, the newly organized Hollywood Coordinating Committee for Stage, Screen & Radio has set up a clearance source for all such revenue. Fred W. Feldman, president of Motion Picture Producers Assn., has been appointed chairman, with Charles F. Petersen, Feldman's executive of Feldman-Blum Corp., artists service, serving as talent director. All branches of the entertainment industry, including producers, writers, directors, actors, networks and theatre authorities, have voted full approval of the committee's function of investigating free talent calls whether to individuals, groups or film studios. As a result of the committee's work, the committee will now be able to inventory talent needs and make WCP a powerful selling force in the Boston Market.
WHO'S WHO ON THE NEW BLUE

Keith Kiggins, vice-president in charge of stations, is a Westerner who was running his little radio while attending college when World War I took him overseas. On his return, he finished college and entered the investment banking business.

Kiggins, Norton

When that dwindled in 1929, he made a worldwide survey of the commercial aspects of radio which so interested NBC executives that he was invited to join the station relations department, serving first as assistant and later as manager. In 1939, Mr. Kiggins was named director of the Blue Network and in 1940 Blue sales manager.

Station relations manager under Mr. Kiggins is John H. Norton Jr., who has been assistant to the vice-president in charge of stations and manager of the Blue network division of the NBC stations departments.

Before joining NBC, he was associated with Gulf Refining Co. and the financial section of Republic of Texas, H. C. Noyes & Co. Otto Brandt, who joined NBC in 1933 as a page and who has latterly served as assistant to Mr. Norton, will become a Blue station contact representative.

Feltis, Merryman

Hugh M. Feltis, also a station contact representative, left KOMO-KJF, Seattle, where he was commercial manager, to join the Blue. Engineering consultant to the stations department will be Philip I. Merryman. In 1927 he joined NBC as operations supervisor, handling the engineering end of network operations for NBC's Washington affiliates until 1937 when he was transferred to the New York station relations department beginning the work that led to his present post.

Carlin, Borroff, Stirton

Phillips Carlin, vice-president in charge of programs, entered New York U with an athletic and debating scholarship and came out with a Phi Beta Kappa key; tried an experiment at WEAF which landed him a job as announcer. Since then he has been studio director, station manager, sustaining program director, Red Network program manager, and now vice-president in charge of programs for the Blue Network.

Mr. Borroff, central division manager of the Blue Network, started in radio in 1923 with KYW, then in Chicago. He became sales manager of WENR in 1928. Two years ago he was named Blue Network sales manager in the central division. Program Manager of central division is James Stirton, who, although only 29 has had more than a decade of programming, artists' manager, and the Chicago NBC Artists Service, he was subsequently moved to Chicago as Artists Service manager.

Thrower, Benson, Moore

Fred M. Thrower Jr., general sales manager in the Blue Network, has spent his entire business career with NBC, which he joined in 1929. After four years at various jobs, he was transferred to the sales department as junior and then as full salesman.

Eastern sales manager, George M. Benson, left the Harvard Graduate School of Business Administration in 1931 to join McGraw-Hill in sales and sales promotion, moving to NBC sales staff in 1934. When a separate sales staff for the Blue Network was organized, he was transferred there.

Tracy Moore, western sales manager, graduated from Oregon State as a city and town editor, a profession that after four years led to the engineering and technical advertising business. Mr. Moore organized Western Catalog Service and in 1936 switched to radio as sales manager of KEX, Portland, Ore. In 1934 he joined the NBC sales staff, subsequently becoming western sales manager for the Blue Network of NBC.

Munn, McNeil

Murray B. Grabborn, national spot sales manager for Blue Network stations WJZ, WENR, KGO and WMAL, entered radio as salesman for the Don Lee Broadcasting System, later becoming sales manager of KKH and KFRC.

After a year back East as manager of the New York office of John Blair & Co., Mr. Grabborn joined Hearst Radio, organizing International Radio Sales. He next was national sales manager of WFIL, Philadelphia. Next step was to Transamericana Broadcasting & Television Corp., as New York manager of WLW.

John H. McNeil, recently of the Blue Network sales staff, has been appointed to the newly-created post of regional manager of WJZ, New York, key station of the Blue.

Four years of advertising agency work in Detroit and New York led to a promotion job and then to shows position with Liberty Magazine, from which in 1936 he joined NBC's sales staff.
Charles E. Rynd, sales service manager, left MIT as an engineer, but soon got sidetracked into sales work. Joining NBC in 1935, he was appointed assistant to the sales traffic manager, holding that post until the formation of a separate Blue Network sales organization when he was placed in charge of the Blue Network sales service section.

E. P. H. James, in charge of the Blue Network's publicity, advertising, sales promotion, and research, was born in London where he got his education both at the U of London and from his father, president of the P. & F. James Adv. Agency. Coming to America in 1926, Mr. James worked as a salesman and agency copy man for a few months before joining NBC in 1927 to start its sales promotion department. He has been promoting sales ever since and in the meantime has become an American citizen.

Hausser, Mullin

Bert J. Hauser, sales promotion manager of the Blue, began his business career as a publicity man but soon joined American Thermo-Ware Co, as sales promotion manager. After a tour with Robbin-Kale, Inc., E. Ramsay Organization, agency specializing in sales promotion, he joined NBC where he has handled a wide variety of promotional activities.

For several years he was NBC's manager of station promotion, supervising the advertising of the spot division and the M&O stations. More recently he has concentrated on Blue network promotion.

Earl Mullin, manager of the publicity department, began a journalistic career covering police for the Chicago City News Bureau while attending Northwestern. He joined NBC in 1929 as a staff writer, served in the president's office and has since been assistant manager of the NBC press department.

Milne, Kemble

Chief Engineer George Milne started in radio as an amateur and when the broadcasting division of AT&T was organized, his ham activities led to his transfer from Western Electric where he had been employed. Mr. Milne joined NBC at its inception as operations supervisor and engineer advisor to network stations, subsequently advancing to eastern division engineer.

Dorothy Kemble becomes continuity acceptance editor for the Blue after four years service as assistant to Janet MacRorie, head of NBC's continuity acceptance department.

Edward F. Evans, research manager, has been a member of NBC's research division since 1934 and for the past three years has supervised all surveys and sales research projects for that department.

D. B. Van Houten joined NBC in 1930 as assistant purchasing agent and later was shifted to the general service department. After supervising installation of office systems in New York and other NBC offices, he became manager of the office services division, which led to his election as office manager for the Blue Network.

NAB Goes All-Out For War Planning

WITH ALL-OUT for war the keynote, the NAB board of directors met in Washington last Thursday and Friday, approving a series of projects directly related to the war emergency. Proposals for new censorship regulations (see page 8) was approved as the major action.

The Board discussed at length proposed appointment of a liaison officer for the industry, to contact war agencies. Such an appointment had been suggested by the Radio Coordinating Committee of five, formed by George B. Storer, Post Industry president, and the name of Walter J. Damm, WTMJ general manager, had been mentioned, with qualified acceptance indicated.

Industry Appointment

In view of the ambiguity surrounding this proposed appointment, the Board concluded it would cooperate with anyone named by FCC Chairman Fly. Mr. Fly, however, has said he would not name anyone, but the appointment should be made by the industry. Further exploration will be undertaken.

The Board approved a plan presented by A. J. Fletcher, WRAL, Raleigh, for training of operators, not only to keep up an ample supply of technicians available for the industry, but also to meet the exhaustive needs, running up to some 200,000, of the armed services. Engineers at stations will train such student technicians to the limit, in collaboration with the U. S. Office of Education, which has included radio technicians among essential defense training pursuits.

The Board voted to pursue a plan for non-strike arrangements in the industry for the duration, in conformity with President Roosevelt's suggestions.

It reiterated its approval of universal, rather than piecemeal daily light-saving time as a war measure.

Insurer Using 60

WESTMINSTER LIFE Insurance Co., Chicago (family group life insurance), on Jan. 12 starts weekly live talent barn dances ranging from quarter to half-hour in length and daily one-minute spot announcements on 60 stations. Agency is United Adv. Cos., Chicago.

Twenty-three of NAB's 26-man board were present.

Absentees were Clarence Wheeler, WHC; Harrison Holliway, KFI-KKEA, and George W. Norton Jr., WAVE.

Mr. Norton was elected at the session to succeed Charles W. Myers, KOIN-KALE, Portland, former NAB president, as a director at large for medium stations who had resigned because of pressure of other activities, after having served as an NAB officer or director for more than a dozen years.

Mr. Bill, code committee chairman last year, was elected to succeed William H. West Jr., former general manager of WTMV.
Chambers to Navy

JOSEPH A. CHAMBERS, partner in the Washington consulting engineer firm, McNary & Chambers, last Friday entered active duty with the Bureau of Engineering of the Navy Department. He was given the rank of Lieutenant Commander. James C. McNary, senior partner, will continue operation of the firm, under his own name. Lieut. Comdr. Chambers was chief engineer of WLM, Cincinnati, before joining the firm six years ago.

LABOR IS INVITED TO JOIN DCB WORK

ENHANCING the position of labor and industry in Defense Communications, FCC Chairman James Lawrence Fly last Friday announced that representatives of labor would be invited to participate in the work of seven DBC communications committees.

He indicated also that joint meetings of the Industry and Labor Advisory Committees will be "held as needed in order to assure complete industry solidarity in the tasks ahead". The move is part of a plan developed by DBC, after a meeting with its Labor Advisory Committee.

The board authorized Chairman Fly to invite the AFL, CIO and National Federation of Telephone Workers to certify nominees for members and alternates on seven DBC committees—aviation, cable, domestic broadcasting, international broadcasting, radio communications, telegraph, telephone. Actual appointments are to be made by DBC itself, with the three labor organizations submitting nominations.

The board last Wednesday also invited the Labor Advisory Committee to name one of its members to Committee XII, the Communication Liaison Committee. The Civilian Defense, Chairman Fly revealed. In making the announcement, Chairman Fly praised labor's and industry's cooperation with DBC.

WITAY, Fargo, N. D., gave employees a New Year's bonus in accordance with their years service at the station. Persons with more than ten years' service got two weeks salary; five years a week and a half, and those less than five years, a week. Fifty persons received the bonus.

WPTF, Paterson, N. J., celebrating its first Christmas on the air, paid out bonuses of one week's salary.

WPTF BONUSES

FOllowing a Christmas bonus of a week's salary to employees, last week in WPTF, Raleigh, there was a notice of an Emergency Bonus for all receiving $55 weekly or less. Instituted by J. O. Weatherpoon, president, and Richard H. Mason, general manager, the plan calls for a 5% bonus in the $55 weekly or less category. This bonus is to be continued for the duration and is designed to help meet the rising cost of living.

FDR Congress Message Near to Daytime Record

SECOND LARGEST daytime audience or 52% of the country's radio set-owners interviewed at home by the Cooperative Analysis of Broadcasting, heard President Roosevelt, deliver to Congress Jan. 6 his annual address to the state of the Union, which was broadcast 12:30-1:10 p.m. on all major networks. On Dec. 8 the President's appeal to Congress for a war against Japan attained a rating of 65.7%, his highest evening audience, and the next evening Dec. 9 his broadcast on the war broke all nighttime listening levels with a rating of 85% of set-owners in view of the networks.

IBEW Loses RCA Vote

HOURLY production workers of the Hollywood plant of RCA Mfg. Co. have voted against making Los Angeles Local 40 of the International Brotherhood of Electrical Workers, their bargaining agency, it was disclosed Jan. 7 when ballots were tabulated in Los Angeles ordered by the National Labor Relations Board. Although 208 employees were eligible to vote, only 159 east ballots, with 84 voting against IBEW. Although no other organization appeared on the ballot, it was understood that the United Radio Electrical & Machine Workers Union, CIO, claims to represent the majority. IBEW has petitioned NLRC to be declared bargaining agent.

ROBERT E. LUXAND, CBS Latin American news editor, has been sent to Rio de Janeiro to cover the Confer- ence of Foreign Ministers of the American republics this week, to broadcast reports of the proceedings in English via CBS shortwave stations WCRQ and WCHX, which will send the programs to any of the 74 CBS stations in Latin America wishing to carry them. Eric Svedahl, CBS Washington correspondent, will report the conference for the CBS domestic work.
Flash Signals
A SPECIAL SYSTEM of signals to warn technicians at every affiliated station that special news will follow has been designed by Hugh A. Cowham, CBS commercial engineer in charge of traffic. Five minutes before a regularly scheduled broadcast goes off the air, an unobtrusive tone signal is added to the sounds of the program, just a little less loud than the level of the program which is on the air. Three short dashes indicate that special bulletins will follow the end of the current show while five short dashes mean the news to be heard is more than usually important. One long tone advises technicians that an urgent announcement will be made, not in five minutes, but at once. Ten seconds after that dash of tone is heard, whatever is being broadcast is interrupted for the flash.

Ilka Chase Sustaining
ILKA CHASE, whose Penthouse Party program on NBC-Blue, Wednesdays, 9:30-10 p.m., was dropped by R. J. Reynolds Tobacco Co., (Curent) on Dec. 31 (Broadcasting, Dec. 22), will continue on NBC as a Red sustainer, Saturdays, 12:30-1 p.m. Title of her show will be changed to La Jolita Cane With Ilka Chase and a new cast will include Brad Raynolds, Paul Laval’s Orchestra and three guests. First of the new series will be aired Jan. 10. Program will continue to be produced by the William Morris Agency with Jack Meakin, of the NBC staff doing the directing.

High-Power Probe Conducted by FCC
WHAT WAS to have been a hearing on operation of W8XO, high-power experimental subsidiary of WLW, which operates with 500,000 watts during the early morning hours, developed into a “no contest” proceeding before the FCC last Thursday. WOR, New York, operating on the adjacent frequency of 710 kc., however, placed in the record testimony of witnesses regarding interference that would be caused by the high-power operation, particularly in the light of war-defense activity of the station.

At the outset William J. Dempsey, Crosley counsel, placed in the record a statement waiving the right to present any evidence and admitting the allegations of WOR as to interference conditions. WOR, through Frank D. Scott, counsel, offered testimony of experts on possible interference.

High-Power Probe Conducted by FCC

Ilka Chase Sustaining

High-Power Probe Conducted by FCC

High-Power Probe Conducted by FCC

High-Power Probe Conducted by FCC
Applications . . .

JANUARY 8

KFUD, Anchorage, Alaska—Modification hearings continue.

NEW, Green Mountain Broadcasting Co., Inc., Brattleboro, Vt.—CP station 1490 250 w unlimited.

WCBM, Baltimore—CP change 820 increase 5 kw new transmitter directional D & N.


WDSU, New Orleans—CP reinstatement issue 5 kw new transmitter directional D & N.

KWW, St. Louis, Fort Worth, Texas—CP station 1490 250 w unlimited.

WSML, Decatur, Ala.—Acquisition control by Mutual Savings Life Insurance Co., to purchase 49.5% common stock from C. C. Calhoun Jr.

NEW, Nashville Broadcasting Co., Nashville, Tenn.—Amend. apply. CP net new transmitting station.

KOSA, Oklahoma City, Okla.—Amend. CP request for amendment to common stock and equipment.

KWB, Bellingham, Wash.—Special service authorization 790 250 watts to 1,041.

KFMB, San Diego, Calif.—CP change 1170 increase 5 kw.

JANUARY 9

WGKY, Charleston, W. Va.—CP equipment changes increase 250 w.

OKCA, Federal, Okla.—Authority transfer to Roy G. Terry thru transfer 50 share common stock.

NEW, Fred Jones Broadcasting Co., Tulsa, Okla.—CP 1000 increase 5 kw contingent on KOB release request 25 kw D & N.

NEW, Morfreesboro Broadcasting Co., Murfreesboro, Tenn.—CP station 1490 250 w unlimited.

NEW, Associated Broadcasters Inc., Independence Mo.—Inc. amended to 250 kw.

KWW, St. Louis, Missouri—Amend. apply. CP to re-route 25 kw 50 kw D with directional changes.
Radio Writers Are Told Of Wartime Opportunity

CONTRIBUTIONS radio drama writers can make toward a final victory in the war were outlined last week by Bernard Schoenfeld, chief of the radio division of the Office of Emergency Management. Speaking before more than 200 members and visitors at an open meeting of the Radio Writers’ Guild in New York, called to consider "how radio broadcasting may be made a more efficient weapon in the war for democracy," Mr. Schoenfeld told the group their talent can be used to give the people, in dramatic form, a vivid blueprint of victory.

To accomplish this end, writers should incorporate in their scripts information on what the Government is doing; interpretation of that information and exhortations for the people to rise to greater war efforts and united action. Mr. Schoenfeld pointed out.

Pepsi-Cola Renews
L’EPSI-COLA Co., Long Island City (beverage), during the first weeks in January is renewing for 1942 all contracts, and is resuming operations, after a temporary shutdown, due to impaired vision. References and audition forms available.

Schoenfeld pointed out.

Help Wanted

Salesman—Regional Midwest network station has good opportunity for man with some radio sales experience. $50.00 a week guarantee. Box 2, BROADCASTING.

Sports Announcer—Experienced in baseball announcing, preferably major league, to work with one of nation’s leading sports announcers in play-by-play of games in major market. Must be cooperative as well as able. Minimum salary $85. More if worth it. State experience and draft classification. Box 4, BROADCASTING.

First Class Operator—Draft deferred/exempt. N. Y. State, state qualifications fully. Box 5, BROADCASTING.

Chief Engineer—Local eastern station major network affiliation. Please reply fully giving age, draft status and ability desired. Address Box 6, BROADCASTING.

ENGINEER—Licensed, draft exempt engineer, Virginia born. Permanent job to sober, steady worker. Box 7, BROADCASTING.

Situations Wanted

Transmitter Engineer—Experienced control room, transmitter maintenance, radio operating. Hold first class Telephone License. Available immediately. Married, Draft exempt, dependable. Box 8, BROADCASTING.

Program Director—Studio Control Engineer. Sixteen years experience; Draft exempt. Box 9, BROADCASTING.

Radio Engineers Are Told Of Wartime Opportunity

Professional Directory

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT SAINT PAUL, MINNESOTA

CLIFFORD YEWDAHL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio Engineers

McNARY & CHAMBERS
Radio Engineers
National Press Bldg., Dir. 1205
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

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 Engineer
WASHINGTON, D. C.
Munsey Bldg. Republic 2347

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Consulting Engineers
Silver Spring, Md.

Main Office: 7714 Main St.
Kanien City, N. Y.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference

WIBW The Voice of Kansas in TOPEKA

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ADVERTISE in BROADCASTING for Results
Radio Rights in Lone Ranger Upheld in Drastic Court Ruling

Cox-Powell Use of Name Draws Harsh Opinion From Three-Judge Federal Appellate Body

IN A SWEEPING decision establishing new legal protection of radio program names, the U. S. Circuit Court of Appeals in Richmond last Monday (Jan. 5) upheld the rights of the Lone Ranger Inc. against O. C. Cox, doing business as Wallace Bros. Circus, and Lee Powell, an actor who played the part of the “Lone Ranger” in a motion picture produced in 1937.

Reversing the decision of the District Court of the United States at Greenville, S. C., Circuit Judges Parker and Dobie and District Judge Chestnut, in an unanimous opinion written by Judge Parker, accorded the owners of radio dramatic property full protection against unfair competition of “fiching” of scripts. personalites or characters.

Long Legal Battle

The action culminated a long fight by Lone Ranger Inc. and General W. T. Trendle, president of King-Trendle Broadcasting Corp., to protect the mythical cowboy hero, brain-child of Mr. Trendle.

The Lone Ranger, which originates at WXYZ, Detroit, is sponsored by the Pan American Tobacco Co. and Canada by General Mills, American Bakers, Western Bakers, Kilpatrick Bakers Co., both network and by transcription. Neki sponsors in Cuba.

Lee Powell, the actor, played the part of Allan King in the Lone Ranger in the 1937 motion picture. Since then Powell has been appearing in motion pictures, promoting and billed as “the original Lone Ranger,” riding masked on the well-known white horse and emitting the distinctive cry, “Hi-Lo Silver.” The effect of which, according to complaints, is addressed particularly to children (a Lone Ranger Safety Club, promoted in connection with the radio program, has attained a membership of between 3 and 4 million young people), was to create definitely the impression that the Lone Ranger—made famous by the nationally-heard radio programs—was showing in person.

High lights of the opinion handed down by Judges Parker, Dobie and Chestnut were:

“The Lone Ranger should be considered a trade name under which plaintiff’s radio programs are broadcast, and defendants infringed plaintiff’s rights therein when they advertised, performed, represented, or published in any manner, sound or form, which leads, or tends to lead, the public to believe that there is some connection or association with the radio program of the plaintiff, the name or the character of the program which have been identified to the general public.”

Commenting upon the decision, Raymond J. Meurer, general counsel for the Lone Ranger Inc., observed: “The decision is a masterpiece of logic and yet so clear that nothing is left to the imagination. It is truly a milestone in the legal protection of radio dramatic property, and particularly pleasing to us since it confirms theories advanced nine years ago when a foundation for the protection of the Lone Ranger was first begun.”

AGENCY OPTIMISM

DESPITE OEM BANS

RESTRICTIONS recently ordered by the Office of Emergency Management on sugar deliveries, use of ethyl and methyl alcohol and other “non-essential” products will have no immediate effect on the broadcast programs for radio advertising reported in Broadcasting’s outlook stories of Jan. 5, a check with agency account executives showed last week.

However, none woule venture to guess what the long-range effect might be, though most took an optimistic view, and felt the next 60 days would be marked by “watchful waiting” after which definite trends will begin to emerge.

Packaging Troubles

Agencies handling toilet soaps, mouth washes, hair and scalp preparations, shampoos, face and hand lotions, deodorants, perfumes, shaving cream, tooth preparations and perfume materials—products containing ethyl alcohol, consumption of which is to be cut 15% in January compared to January 1941, and 30% in next month—all stated that 1942 plans would proceed unabated. Curtailment deliveries of sugar, which have been restricted to the rate prevailing in the previous year based on the individual sugar buyer’s record of inventory purchases during that period, likewise will have no immediate effect on radio advertising. Among the beverage distributors—Coca-Cola, Pepsi-Cola, Dry and Pepsi-Cola—large users of sugar—are continuing as planned, and, here, too, it was indicated that new sources of sugar, particularly in Cuba, would be tapped to unfreeze the situation while new looms.

However, on the other side of the ledger, coming on the heels of the Government edict curtailing all automobile manufacturing, is the announcement by Chrysler Corp. that on Jan. 22 Major Bowers’ Original Amateur Hour will be cut to a half-hour on 84 CBS stations. Thursdays, 9:30 p.m.

Franchise Impost In Tax Bill Seen

Prospect of Broadcast Levy On Net Income Studied

WITH EITHER some sort of franchise tax on broadcasting facilities or a Federal levy covering all advertising media considered entirely possible by the broadcasting industry, the latter probably faces the prospect of about $5,000,000 in additional taxes as part of the huge $9,000,000,000 Federal tax program now under study to be submitted to official and industry observers.

Some possibility even is seen for the enactment of both types of taxes, although presumably a franchise tax would be deductible from an advertising impost.

Hearings Soon

Although Congressional hearings on the new tax bill, asked by President Roosevelt in his budget message, will not be slated to start until about Jan. 15, reports have been current that the Treasury Department is disposed to entertain favorably a radio franchise tax plan. Also it is thought that the tax plan for the communications industry has gone by the boards, principally because it would not net the amount of revenue which it has been estimated to probably figure in the neighborhood of $5,000,000.

The proposition of levying a tax on advertising activities per se, or on media, came up recently, presumably following some of the footsteps of the abortive last session to impose a 5-15% Federal tax on radio’s net time sales and another tax on billboard space. However, it can be taken for granted that if the advertising tax gets any real consideration, the pitfalls of the time sales and billboard taxes will be avoided by the Treasury Department and Congress.

When these proposals were approved by the House last year, they met a united front attack by the advertising fraternity in general, on grounds of discrimination, and the Senate Finance Committee deleted the provisions from the tax bill. Presumably any new move in this direction would cover all media, to escape the discrimination charge, although it may provide as much revenue from radio as the previous proposal.

The franchise tax proposal, however, to some observers holds the upper hand. Certain advantages have been noted, as between a franchise and an advertising tax, principally that something definite in the way of a Federal franchise would be granted for payment of the taxes. However, it also has been pointed out that Federal franchises for operations such as radio stations may lay the entire industry open to additional State and local tax levies.
BUY WAY is WLW's twice monthly radio merchandising newspaper.

BUY WAY's circulation is more than 11,000 among wholesalers, retailers and salesmen in the grocery, drug and tobacco field.

BUY WAY is not a "throwaway"; only those who personally ask to be placed on the list receive it.

BUY WAY's tabloid size pages are packed with selling news about WLW advertised products. Its sole purpose is to inform dealers about WLW campaigns designed to sell consumer goods merchandise.

WLW sent a questionnaire to 6,666 grocery, drug and tobacco wholesalers and retailers who get BUY WAY regularly.

**Here is what we found out about BUY WAY readership:**

97% of the dealers who answered the questionnaire informed us that they read BUY WAY regularly;

— 85.2% told us that others in their places of business read BUY WAY — 1.8 readers per copy were indicated;

— 92.5% said that they found BUY WAY helpful in their merchandising.

In the comments that accompanied their replies, wholesalers said they read BUY WAY "to anticipate demand". Many retailers said "this information is an aid to our stocking" and "BUY WAY guides me in making special displays of goods advertised over WLW".

BUY WAY's high reader interest is significant because it is purely a WLW merchandising newspaper. This interest reflects, on the part of dealers, a keen enthusiasm for WLW as a merchandise-moving influence — it shows how firmly the success legend of WLW has become implanted in their minds, and indicates how completely cooperation with WLW advertised products has become a part of the daily business routine of the men who move your merchandise.
USE THESE RCA TRANSMITTING TUBE INSTRUCTION SHEETS AS YOUR GUIDE

INSURE LONGER LIFE
FOR TUBES THAT MAY BE DIFFICULT TO REPLACE!

FOR LONGER TUBE LIFE—
For types using pure tungsten filaments, a reduction in filament voltage greatly lengthens tube life.

For types using thoriated-tungsten filaments, maintaining filament at rated voltage results in longer life. Operation either under or over normal voltage may result in shorter life.

For types using oxide-coated cathodes, maintain filaments at rated voltage.

For all types, reduce dissipation in grids and plates to a minimum to avoid overloading and to obtain materially longer life.

ANY new Transmitting Tubes for commercial and civilian uses may become even harder to obtain because of the tremendous War-purpose demand. It is, therefore, not only a patriotic duty, but sound business policy as well, for tube users to conserve tube life by observing special care and operating practices which may add thousands of hours of life to tubes now in operation.

It is an old story that RCA Transmitting Tubes are built to withstand plenty of abuse—so much so that abnormal operating conditions are frequently accepted as "normal." Even though tube life has been entirely satisfactory under such conditions, it is by no means as long as might be obtained, simply by careful, conservative use of the tubes as outlined in the Instruction Booklet packed with each one.

In short, these are days when it is essential to give tubes all the care you can give them. Maximum life now becomes far more important than optimum performance. RCA welcomes the opportunity to cooperate in helping RCA Transmitting Tube users extend tube life to its fullest!

If you do not have Instruction Booklets on the RCA Tube types in your transmitter, write Commercial Engineering Section, RCA Mfg. Co., Inc., Harrison, N. J. for free copies. Be sure to mention type number.