“YES, DEAR—YOU LOOK LOVELY!”

Try as you may, you can hardly blame Mortimer for being inattentive at a time like this. Mortimer, you see, is deep in the heart of the 1942 Iowa Radio Audience Survey. And he has just made two rather startling discoveries. To wit: The Iowa people who go to the movies most often are the ones who spend the most time listening to the radio; and, the more papers and magazines an Iowan reads, the more he also listens to the radio!

Yes—and these facts are new to you too, aren’t they? They’re just two examples of the Survey’s 80 pages of enlightening data about typical Mid-Western radio listeners. In fact, the Survey answers almost every question you can ask about the Iowa radio audience and its listening habits! As, for instance, “What radio station do Iowans listen to most?” Answer: WHO, named by 60.4% of the nighttime listeners (and 55.7% in the daytime!).

Like its four predecessors, the 1942 Summers-Whan Survey is based on nearly 10,000 personal interviews covering every county in Iowa. And its figures are broken down by sex, age-group, educational background, place of residence and income bracket. It is, in short, the most complete and revealing analysis of the Iowa radio audience ever compiled.

Send for your copy, now! It will be mailed you gratis, of course.
Intensive Coverage — in Northwest Indiana. This is the first in a series of advertisements to show WLS coverage by counties in Midwest America. The 17 counties pictured here comprise the first, second and third congressional districts of Indiana.

In This Area

THREE Out of FIVE Families Wrote Us!

From the section of Northwest Indiana pictured above, WLS last year received 132,620 letters. That's intensive coverage—definite proof of listening in 61% of the radio homes . . . better than three out of every five families! Note, too, that from several counties we received more letters than there are homes—irrefutable evidence of intensive and frequent listening!

Of course, this area is only a small part of the WLS Major Coverage Area, spread over four states: Illinois, Indiana, Wisconsin and Michigan. We've determined this great WLS "Area of Influence" through mail analysis. If you want to hear any more . . . about sales results or such . . . ask your John Blair man.

WLS
CHICAGO

REPRESENTED BY
John Blair & Company

Burridge D. Butler
President
Glenn Snyder
Manager

Represented by
John Blair & Company

890 Kilocycles
50,000 Watts
Blue Network
"Praise the Lord and PASS THE AMMUNITION"

I JUST GOT ONE OF THE DEVILS!" These words weren't spoken by the gunner. He was dead. But it was reported that a gutty little chaplain who rushed to the gunner's post spat them out as he bagged his first Zero. It wasn't his business to kill. But war sometimes changes business . . . typewriter companies begin making machine guns and optical manufacturers begin making bomb sights.

What happens to them after they stop passing the ammunition? Some praise the Lord and go back to selling civilian products . . . some just praise the Lord. To industries interested in staying in business long after the ammunition has been passed, we suggest keeping your brand name alive.

A program on WSM, for instance, can go into over 2,000,000 radio homes at a very low cost per home. Why not investigate? We've got 50,000 watts on a clear channel and one of radio's lowest frequencies. We're in the heart of a $3,000,000,000.00 agricultural market, and our industrial growth is the fastest in the nation. A post card will bring facts and figures.
Fan mail from Philly

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

Sales for you right here . . .

Philadelphia listeners show their “brotherly love” by writing in all the way to WWL in praise of our programs. Our mail constantly shows our long-range selling-POWER.

But it is much more important to you that we dominate completely the rich trade area around New Orleans—and deliver it to you for your sales and profit.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

Page 4 • November 9, 1942
"IT REALLY SELLS!" SAYS WMOB.

The shows prepared by the ASCAP Radio Program Service are planned and executed by writers of long experience and proven ability to sell. This service is provided, without charge, to any ASCAP-licensed station.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
30 Rockefeller Plaza, New York City

RADIO WMOB STATION
MOBILE, ALABAMA


Mr. Robert Murray,
Radio Program Service,
ASCAP,
30 Rockefeller Plaza,
New York, N. Y.

Dear Mr. Murray:

Congratulations on the top-notch job ASCAP's script writers are doing!

"Music as you like it" slipped into our Saturday noon slot several weeks ago and has been drawing dial twisters our way ever since. It really sells. Your scripts are the sort of material a program director likes to schedule, an announcer likes to handle, and the public likes to hear.

By the way, that "ten-minute show" idea sounds like a natural. Send along the first batch as soon as you can.

With best wishes for bigger and better things,
I remain

Yours very truly,

STATION WMOB,

Wallace Dunlap,
Program Director

WD/m

1 2 3 0 K I L O C Y C L E S
It was just an idea the first of August, 1942. One month later, the first of September, the biggest Sponsor — Star — Program — Network — Station — Radio Promotion ever to be conceived was in the works at every NBC affiliated station throughout the country...

**NBC's Fall Parade of Stars!**

A promotion of such proportions meant no fooling. As soon as the idea was okayed we wired our stations, "Parade of Stars coming up!" Our sponsors
rounded up their stars from all over the country, who, breathless from army camp tours, Victory Bond Drives, etc., began to "cut" records—records with all the umph, appeal and personality of their own "live shows."

While this was going on, running scripts were being ground out to go with these records; car and bus cards, billboard posters, lobby cards, match cases, milk bottle collars, announcements, news releases, advertising mats were being designed and printed—and a complete gallery of the stars' pictures was being assembled.

And smack went the whole works into a hefty portfolio—American Express delivered—and 125 NBC affiliated stations went to work.

Then things began to happen! To date—one month after our stations received the promotion...

21 top-flight NBC shows are on records—totaling 2063 "pressings."

125 NBC affiliated stations using these 2063 recordings, the prepared scripts and announcements, are telling in "preview" broadcasts every NBC listener in every town, city and hamlet in the United States that these stars are back for the biggest winter season ever!

125 NBC affiliated stations are plastering the country-side with posters—taking space in buses and cars for more attention—setting up posters in hotel and theatre lobbies—giving out news releases—placing advertisements ranging all the way up to full-page and double-truck rotogravure spreads—distributing match cases—and posting the stars' pictures in every likely nook and cranny!

And this is only the beginning—when the final returns are in, the figures will read like box car numbers!
Mr. James L. Free
President
Wright-Sonovox, Inc.
180 North Michigan Avenue
Chicago, Illinois

Dear Jim:

As you know, it was just six months ago that I started using SONOVOX to create my “singing guitar”. Now, as I return to the Astor Hotel in New York after an extensive trip around the country playing in theaters, I want to tell you what an important part SONOVOX is playing in my band.

You know, of course, that my theme song is built around the singing guitar—and I am now using SONOVOX effects on every broadcast and at every performance. The singing guitar, used in arrangements with the King Sisters and Bill Shallon, has been so effective that we have had to constantly increase the number of these arrangements to satisfy the requests for them. “Stringy”, my single string comedy character, has become such a personality that fans will many times ask for him for his autograph. Even the boys in the band talk about him as if he were one of the gang.

While this letter can only partially tell you how delighted I am with SONOVOX, I do want you to know that we consider it one of the major contributions toward the band’s recent success and that we certainly shall continue to use SONOVOX as long as we are in business.

Best regards,

Sincerely,

Alvino Rey

Sonovox can personalize and dramatize and sell your product just as easily and efficiently as it has done all these things for Alvino Rey’s Orchestra—for Lever Bros.’ Lifebuoy Soap—for Colgate’s Vel and Palmolive—for Fellman & Curme Shoes—for Bromo-Seltzer—for the Milwaukee Road—for Fould’s Macaroni, and for several others. How about letting our top-notch Production Department work up some ideas for you? There will be no obligation, of course. Address:

WRIGHT-SONOVOX, INC.
“Talking and Singing Sound”
CHICAGO . . . NEW YORK . . . HOLLYWOOD
FREE & PETERS, INC., Exclusive National Representatives
FCC Places Industry on Full War Basis

Decibel Reduction, New Standards Adopted

RADIO goes on full wartime basis as a result of FCC action announced last Saturday which enforces a horizontal reduction by one decibel of all transmitter radiated power, relaxation of the normal engineering standards and suspension of the Commission's regulation requiring stations to operate at least two-thirds of their authorized time during the broadcast day.

The order goes into effect Dec. 1.

For several months industry leaders and the FCC have recognized the need for the adoption of such a program, originally proposed by the War Production Board [Broadcasting, Aug. 17, Oct. 26] with a view to extending the life of existing equipment and making the most of reduced critical materials and manufacturing facilities.

No Noticeable Effect

At a special meeting last Friday the Commission, presided over by Chairman Fly, adopted Order No. 107 which makes the readjustment of broadcast transmitters mandatory to achieve maximum conservation of equipment. This readjustment call for a decrease by 1 db. of broadcast transmitter power but its effect will not be noticeable to the broadcast listener, it was emphasized, and the licensed power of stations remains unaffected. The 1 db. reduction, it was ordered, must be offset by transmitter adjustment.

With a view to war needs, the FCC last summer quietly conducted tests in reduction of db. on several stations. The time was selected, it was explained, because atmospheric or noise conditions are poorest at that time of the year. The stations involved operated on reduced db. for two alternate broadcast days, with no effect noticeable by listeners. In proof, it was pointed out that not a single letter of complaint was received.

In fact, several listeners even though aware of the test were unable to detect any difference at all, the FCC reported. Even at times when the reception was considered poor, it was concluded that such a reduction under the worst possible conditions made it extremely unlikely that any difference could be noticed at any other season of year.

With no discernible effect by the listener, the db. reduction takes on added import when it is realized that the extension of the life of components is as much as 20 to 50%.

To aid broadcast stations in adjusting equipment to obtain maximum life, the FCC has issued in conjunction with this reduction a "Manual on the Adjustment of Standard Broadcast Transmitter" prepared and approved by the Board of War Communications, establishing the procedure to be followed in readjusting equipment and making regular checks of such adjustments.

Voluntary reduction of broadcast time is now also possible under this wartime basis of operation. Section 3.71 of the Rules and Regulations which requires each standard broadcast station to operate at least two-thirds of its authorized time during the broadcast day has been suspended. In its place operation is now required only one-third of the broadcast day.

This permits a voluntary reduction in time of operation from 12 hours daily to 6 hours daily in the case of an unlimited time station.

No restriction has been placed on the maximum hours of operation except as established by present licenses and the Rules and Regulations of the Commission.

The original program conceived by the WPB called for a reduction of time, revision of FCC regulations to allow stations to share time, reduction of db., amendment of engineering standards to allow relaxation of distortion and performance standards, amendment of FCC regulations to permit suspension of service by stations for the duration without loss of license.

In effect, the adoption of the three-point program by the FCC is already the realization of more than half the originally proposed program. The three points adopted were the only ones considered by the Commission at its meeting last Friday and the remainder of the program will likely be considered within the next two weeks, it was indicated.

Obstacle to Suspension

At present the major obstacle to suspension of service for the duration without loss of license hinges on the legality of such a practice. FCC lawyers are studying the problem carefully and some pronouncement on this question is expected in the near future. Since some 200 stations operated at a loss last year, it is believed likely that the FCC will act to aid such operators, if legally possible. The remainder of the proposals, it was learned, have not been acted upon negatively but are yet to be considered by the Commission.

By allowing stations to operate one-third of their broadcast day, much is contributed to conservation of equipment. Since the actual time of service is not restricted, stations are then allowed to serve their listeners as they see fit, within the peculiarities of their listening areas. For example, a station may reduce its broadcast day without impairing service to workers who may be working at irregular hours.

With the aid of a reduced broadcast day a station hard pressed for technicians and other personnel

Federal Units Set Up System
To Handle Wage Level Freeze

Definite Action on Brynes Order Awaits Detailed Regulations to Be Issued Within Ten Days

For Other Wage Freeze Stories, pages 58-59

PLANS for administration of the wage freeze were outlined in Washington last Friday, when Chairman William H. Davis of the War Labor Board revealed that more than 100 offices of the Labor Dept. Wage & Hour Division would open Monday (Nov. 9) to give information to firms considering increases. Chairman Davis warned the WLB would be "pretty damn tough" in approving raises.

At the Bureau of Internal Revenue, meanwhile, A. D. Burford, assistant to the commissioner, charged with administration of the Treasury's part of the program, said regulations should be completed within ten days. As professional people, most broadcasting employees not covered by trade agreements will be under his jurisdiction.

Regional Rulings

The Treasury has already set up field offices in New York, Philadelphia, Chicago, Los Angeles and Seattle for supervision of the freeze, and Mr. Burford said other regional offices will be opened as the need arises.

Warning against the danger of misinterpreting provisions of the freeze, Mr. Burford urged employers to submit all questions about the Act to the field offices where veteran Internal Revenue employees will be prepared to give correct information about salary adjustments. Mr. Burford added that personnel of field offices will include experts in industries to be serviced and that broadcasting will probably be among those represented.

Internal Revenue officials were unwilling to predict the amount of overtime employers will be given in raising individual salaries without prior consent of a Treasury field office. However, John L. Sullivan, Assistant Secretary of the Treasury, has already pointed out that in six specific types of raises, un

(Continued on page 59)
Time Sales of $178,091,043 Shown in FCC Data for 1941
Estimated by 'Broadcasting' last February

See table on page 22

Commission Figures Compare With $176,280,000

The Commission accountants also reported that, among the 817 commercial stations, 14 operated at a loss during 1941. Their aggregate losses were $7,780,500, an average per station of $43,938. The Commission's 1940 figures showed 187 stations operated at a loss. Of the 817 stations reporting for 1941, 658 reported time sales of $25,000 or more each; 156 reported time sales of less than $25,000.

Scare Advertising Drive Is Lauded by Henderson

PRAISE came last week from Leon Henderson, Office of Price Administration chief, for the campaign against "scare" advertising currently being carried on by the National Assn. of Better Business Broadcasters in a letter sent to their war activities chairman, Kenneth Barnard.

In part the letter read: "Scare advertising is a cheap device used to swindle the public by creating false stimulation of purchasing. Such means, he wrote, and serve neither country nor themselves [such advertisers] as they too suffer in the end."

STANDARDS GROUP OF WPB TO MEET

STANDARDIZATION will occupy the attention of the War Production Board, replacement parts industry advisory committee at its next meeting, scheduled on or about Nov. 17.

Considerable progress has already been made by this group, according to Frank H. McIntosh, chief of the radio section and a vice-president, andmanufacture of new parts is being scheduled in the light of standardization already effected. To aid in the establishment of standard products, WPB is also cooperating with the American Standards Assn.

On the tube front, it was learned that a program for all transmitter tubes was being discussed with the WPB's over-all allocation committee. This is part of the new controlled materials plan which calls for programming of all production to conform to available raw materials. Its principles have governed manufacture of all radio equipment since last April.

A new radio industry advisory committee is dealing with general policies of the military radio program was announced last week, with the group's deputy director of WPB's radio and radar branch, as chairman. Members of the committee are: George McHard, Bendix Radio Co.; J. S. Wells, Warner & Co.; E. E. Lewis, RCA Mfg. Co.; W. H. Hosford, Western Electric Co.; General Electric Corp.; Max F. Balcom, Sylvania Electric Products; Monte Cohen, F. W. Sickles Co.

War Distribution Marks ANA Agenda

Advertisers, Government To Discuss Problems In New York

DONALD M. NELSON, chairman of the War Production Board, and Donald M. Jeffers, director of WPB's rubber program, head the list of speakers at the wartime meeting of the Assn. of National Advertisers, to be held Nov. 11-12 at the Hotel Pennsylvania, New York.

Mr. Nelson will speak at the dinner meeting at the Hotel Commodore on Wednesday and Mr. Jeffers at the dinner meeting at the Pennsylvania on Thursday. Because of the importance of their addresses these sessions will be open to invited guests. Other sessions of the two-day meeting are closed.

Cowles, Dyke to Talk

Morning session on Wednesday will be devoted chiefly to the wartime relationships of business and Government and their effects on advertising. Speakers include Gardner Cowles Jr., director of domestic operations of the Office of War Information; Ken R. Dyke, chief of the OWI campaigns bureau; Chester J. La Roche, chairman of the board of Young & Rubicam and president of the Advertising Council; Arthur R. Burns, member of the WPB committee on concentration, who has recently returned from England where he studied the British system of concentration of industry; Howard Cooley, chairman of the board of the Walworth Co., who has been giving his full time to the Government as deputy director of the conservation division of WPB.

The annual business meeting, including the election of officers and reports on the outlook for advertising media and on the plans of national advertisers for 1945, will be held Wednesday afternoon.

The Thursday afternoon meetings will take up the problems facing national advertisers. T. Mills Shepard, vice-president of Daniel Starch Inc., will summarize an analysis of readership of wartime magazine advertising. Dr. Henry C. Link, vice-president of the Psychological Corp., will discuss the high spots of the nation-wide poll of the public attitude toward wartime advertising now being completed for the ANA.

H. E. Humphreys Jr., executive vice-president of the U. S. Rubber Co., will speak on advertising as seen by a company completely converted to war production. Paul G. Hoffman, president of Studebaker Corp., will discuss preparations that should be made now for the conditions which business will face when the war ends. The Thursday meetings will also include a panel discussion of wartime copy.

Describing the sessions as "not a convention but a two-day business meeting", and stating that the OWI will make a unique contribution, the ANA has collaborated with the ANA in arranging the program, Paul West, ANA president, said:

Need for Wartime Meeting

"We decided to call this two-day wartime meeting because of the great need at this time to bring Government and business close together and to bring about the needed understanding for effective cooperation. So far all the emphasis in Washington and in business has been on production. We are at the point where insight must be given to the distribution, marketing and advertising side, in other words, to the civilian requirements of the picture which is equally important to the military requirements."
"ELECTED!"
United Press Flashed It First

Reports from radio stations and newspapers all over the country show that at any given hour during election night and the next day United Press gave decisive returns on more election contests than any other news service.

THE WORLD’S BEST COVERAGE OF THE WORLD’S BIGGEST NEWS
New Manpower Inventory Is Adopted

Broadcasting Included In Method to Ease Labor Problem

TO EASE the withdrawal of key men on essential activities including broadcasting, Manpower Commission has embarked on a "manning table plan" for voluntary adoption by eligible industries.

Under the system evolved jointly by WMC and Selective Service, a "manning table is developed which lists jobs, not men." For example, it contains the different kinds of jobs in the organization; the number of employer's vacancies for each job; the essential characteristics needed by each worker for each job; and the length of time necessary to replace each worker.

'Complete Inventory'

"In practical use, it is a record for employers and for Selective Service to enable the release for military duty of all men who are eligible for service by reason of age, sex and physical condition, and their replacement by others not suitable for active service who can be trained to take their places. Regional offices of the WMC have been instructed to provide all interested business organizations and trade associations with complete information concerning the plan. Essentially the program is a "complete inventory of the plant or company using it," Mr. McNutt said. "It automatically emphasizes the need and opportunity for training and upgrading workers, points out ways in which women, older workers and handicapped workers may be used and provides data for gaining future labor needs," he added.

He explained that after a "manning table" has been prepared by an employer, it must be reviewed and approved by the regional director of the WMC, in collaboration with the State director of selective service. As a result, the acceptance of a plan by the employer, the War Manpower Commission, and by the State director of Selective Service. Local boards will, however, continue to give serious consideration to requests for deferment from plants which do not use the manning table as they have in the past.

WMC Regional Offices

REGIONAL offices of the War Manpower Commission where approved for forwarding workers were listed as follows by WMC:

Region 1—Maine, New Hampshire, Vermont, Connecticut, Rhode Island, Massa-chusetts; 106 E. 42d St., New York City.

Region 2—New York State; 9 W. 42d St., New York City.

Region 3—Pennsylvania, Delaware, New Jersey; 1624 Widerer Bldg., Philadelphia.

Region 4—Maryland, Virginia, West Virginia, District of Columbia; 501 16th St. N.W.; 405 Arlington Hotel Building, 1205 Vermont Ave., NW, Washington, D. C.

Region 5—Ohio, Kentucky, Michigan; 131 Union Commerce Bldg., Cleveland.

Region 6—Indiana, Illinois, Wisconsin; 600 Bankers Bldg., Chicago.

Region 7—Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee; Labor Bldg., Nashville.

Region 8 — Minnesota, Iowa, North Dakota, South Dakota, Nebraska; 2/60 John T. McCullon, Federal Office Bldg., Minneapolis.

Region 9—Missouri, Arkansas, Kansas, Oklahoma; 416 Dirick Bldg., Kansas City.

Region 10—Texas, Louisiana, New Mexico; Petroleum Tower Bldg., Dallas.


Quaker Names Agency

QUAKER OATS Co., Chicago, has appointed Sam McNutt & Marquette, Chicago, to handle the advertising for its cereal, Sparkies. Company has used past use spot as well as network radio for the product.

Impasse Develops In Detroit Debate; Petrillo Probe Lags

Stations Balk at Demand for Use of More Musicians

A DEADLOCK has developed in the Detroit debate over whether the Detroit Federation of Musicians, Local 5, and three Detroit stations — WXYZ, WWJ, WJR — after the dispute with the musicians was mediated by the WMC during the earlier part of last week before the Michigan State Mediation Board.

During these negotiations before R. A. Lomaney, State mediator, the stations ceded to the union their demands for wage increases, year-round employment, and two weeks' annual vacation with pay, but balked at union demands increasing the number of musicians employed.

The union is asking WXYZ to increase its staff by 3 men to 21, and stated that "we will strike only as a last resort. This thing has got to be decided one way or the other—maybe Monday or Tuesday." The State Mediation Board asked us to wait for a few days before taking any action but we have reached the stalling stage in negotiations.

"We have filed the five-day strike declaration with the State Mediation Board on Oct. 25, so that legally we can walk out anytime. However, we would talk first to the WJR Labor Board before going on strike, although we don't have to abide by their decision. Actually, I don't believe we are far from a settlement. A strike, if called, might conceivably assume nation-wide proportions but as BROADCASTING went to press, musicians were remaining on the job at the three stations.

Capitol Hill Quiet

The AFM transcription controversy remained at status quo on the Capitol Hill last week. The AFM board held a two-day session Thursday and Friday of the preceding week, Oct. 29-30, but no statement was made by President James C. Petrillo. The music czar will return to Chicago this Monday, Nov. 3.

Introduction of legislative business on Capitol Hill during election week left the Clark music (Continued on page 58)
It means so much to all the family...
as well as Clara, Uncle Bob and little Nancy.

Yes, the brook still turns all a lovely copper color when the sun sets, Joe.

Only the other evening Mother and I were looking at it from your favorite corner; you know, where the chair is with the horrible old pillow that Dad won at Coney Island? Well, we sat looking at the brook and Mother said how often you had done the same thing — sitting there as the brook got red and warm and the dark came up across the lawn to reach the house where the lights were. I sometimes wonder, Joe — are the sunsets so nice in the Pacific? Or can’t you tell me?

WOR is a great comfort to Mother. Now, more than ever, it means so much to all the family.

You’d love to see the way her face lit up the other morning at breakfast when WOR’s John Gambling told one of those silly old jokes of his. And, Joe — she’s still a rabid Bessie Beatty fan; hangs on the words of the woman! If Bessie only knew that she’s almost as faithful a listener to Martha Deane! Dad just couldn’t live without Stan Lomax and those wonderful WOR news broadcasts. And try and keep him away from the WOR variety shows and commentators. . . . My!

As for me . . . Well, you know your silly, romantic sister! Give me that wonderful music of WOR’s Morton Gould, and the Sinfonietta, and . . . But, listen, mister, I have my serious side, too! However, enough about me. We all think so very much about you and pray that . . .

\[\text{WOR}\]

—that power-full station at 1440 Broadway, in New York
Treasury Adopts Vinylite Saving Plan

Discs Reprocessed for Further Use Under New System

DETAILS of a plan to recover and reprocess old discs to save synthetic rubber distributed to stations throughout the country by the War Savings Staff of the Treasury Dept., with the cooperation of the Treasury Division of Vinylite and ensuring the continuance of the transcribed campaigns for War Bonds and Stamps, were disclosed last week by Vincent Callahan, chief of the Division of Broadcasting, Treasury Dept.

Method of getting the discs back from the stations to the record manufacturing plants, where they are reprocessed and made available for re-use in future programs, was worked out in a series of conferences between the War Savings Staff, the War Production Board's synthetic rubber division, which has the allocation of Vinylite for both military and civilian needs, and the record manufacturers.

Saving Shipping Costs

First step in the plan was to provide for the return of the records by stringent sale of the old labels, pointing out that formerly most stations did not return the used discs and those that did sent them back express collect, adding disproportionately to the cost of the record-ordered campaigns. Under the new plan, when the records are mailed out under Federal grants, the stations will also receive labels for use in mailing them back to the record company which made them.

Station also receives instruction sheets for packing and returning the discs in the same containers in which they were originally, merely repacking them and pasting the return label, direct the one done, pressed to the station. The primary reason for the plan, of course, is the conservation of this vital material.

This plan has several advantages, Mr. Opie explained. First, it enables the stations to return the records easily and without expense either to themselves or the Treasury. Second, it insures the return of all records to the companies which made them and not to the Treasury, which would otherwise have to reship them again, or to other companies while records might be made on a different formula. Receiving only its own discs, the recording company is able to rafabricate the discs for new pressing as needed.

Credited at 10 Cents

When the used discs are received by the recording company, they are credited to the Treasury Dept. at 10 cents a record and a monthly report of the total credit is made to the department. When these reports have been received from the five processing plants which are accredited to handle Government recording work—Al lied Phonograph & Record Co., Columbia Recording Corp., Musak Transcriptions, NBC-RCA, World Broadcasting System—the Treasury officials can then go to WPB and see that all of their Vinylite requirements for the coming month have this much on hand, so that their need for new Vinylite is appreciably lessened.

As no one knows exactly what the expenses of handling the returned records and keeping the detailed reports of returns by station and program the Treasury Dept. requires will amount to, the ten-cent credit figure has been established for three months only, Mr. Opie said, terminating July 15, 1943. At that time a permanent credit price will be set he said.

This system of reclaiming old records, which provide about 85% of salvageable material, will probably be used by all Government departments using transcriptions. Explaining that the plan has been evolved after months of consideration by Treasury Dept. and WPB officials, with the cooperation of the record manufacturing company executives, Mr. Callahan said his staff began studying the situation last spring when it first became apparent that the military requirements of Vinylite and of the machinery which produces both Vinylite and certain types of synthetic rubber would result in a shortage of Vinylite for all non-military uses.

Largest Disc User

When the WPB requested the Treasury to work out a plan for reprocessing the Vinylite used in its records, it was glad to accede. As the country's largest user of transcriptions, currently supplying three-quarter-hourly weekly of the

U. S. Shortwave Absorption To Include Most of Employees

FULL-SCALE operation of all but the technical phases of this country's international shortwave broadcasting stations began last month. While only 1 under lease deals whereby the private licensees give up virtually entire program control but retain and are reimbursed for the rental of their facilities (Broadcasting, Nov. 2), means absorption into Government agencies of a large share of their personnel. All licensees, it is foreseen and the hands of Vinylite, the War Savings Staff of the Treasury Dept., is demanding practice.

That no persons will be out of jobs as a result of the deals was the assurance forthcoming last week from officials of the Office of War Information, whose Overseas Operations Division will utilize the facilities two-thirds of the time while the Coordinator of Inter-American Affairs (Rockefeller Committee) uses the other one-third. Some delays in placements may be occasioned by Civil Service requirements, it is stated but all who want jobs with the Government will get them.

First of the top shortwave executives to give over to OWI was John R. Sheehan, program manager of GO vernment-operated WPB station WGED, Schenectady, who goes to New York OWI program headquarters as assistant to F. P. Sullivan, division head. Burk Harris, of GE's KGEI, San Francisco, will join the CIIA, and all other GE personnel are expected to be placed shortly with one or the other if it's Government agencies, according to Robert Pearse, GE manager of broadcasting.

Mr. Sheehan, in charge of the GE shortwave programs since 1939, will aid Mr. Nelson in operation of the OWI stations which now links most of the leased stations so that they can furnish multi-lingual programs virtually around the clock to one part of the world or another.

NBC and CBS shortwave stations, it was stated last week, may be largely retained by those networks because they will actually produce some content for the OWI under lease or from AA under a special arrangement.

Engineering personnel at the OWI transmitters largely remain on the payroll, as do private operators, but OWI is taking over all studio engineers for its New York control.

OWI Communications Facilities Bureau is the immediate operating contact with the private licensees.

OWI Chiefs and Salaries

The programming end of OWI in New York is headed by Joseph Barnes, former New York Herald Tribune foreign correspondent, and head of its Eastern Press & Radio Bureau, one of the divisions reporting to Robert Sherwood, administrative director for overseas operations. His salary is $7,500, and his staff members and their salaries, as listed in the recent House appropriations subcommittee's hearings, are: Edward F. Hislop, formerly with Newsweek, chief of overseas news division, $6,400; John Housman, former vice-president of David O. Selznick Productions, chief of program division, $6,500; Ed John son, former CBS newman, $5,600. Heading the Communications Facilities Bureau, also reporting to Mr. Sherwood, is Murry Brophy, formerly with CBS, whose salary is also $7,500. His division chiefs are Roy C. Corderman, noted radio amateur formerly with AT&T in Washington, George Broidy, formerly with Westinghouse's WBOS, Boston, and World Wide's WRU WBU, Boston, chief of planning division, $5,800; Leslie G. Hewitt, former chief engineer of Worcester Broadcasting Corp., (KFMB, San Diego), chief of the Pacific Network division, $8,800.

The Pacific Bureau, which is largely under the direction of Mr. Brophy, is headed by Lois I. Burke, who with Mr. Brophy was with Columbia Management Corp. of California, and her salary is $5,600. Chief of the Pacific Bureau's radio programs division is Carl Green, notor for editor of English newspapers in China, $6,500.

Recriminations Over Boston

With the OWI under the 14 privately-licensed international shortwave stations already under lease, (Broadcasting, Nov. 2), Government representatives were in conferences last week-end to sign up the other three—WRUL, WRUS and WRUW—all of Boston and all licensed to World-Wide Broadcast-
Technical improvements in radio are frozen for the duration, but the "freeze" has come when KLZ's facilities are at the peak of perfection, in the pink of condition.

The quality and condition of transmission equipment is vitally important today, and will become more so.

The foresight with which KLZ adopted every technical advance, the care with which its facilities were maintained, and its judicious selection of able, experienced technicians now stand it in good stead. KLZ can be counted on to provide continuous, standout service to the Rocky Mountain area, both in signal quality and coverage.

THE FINEST RECORDING EQUIPMENT in the West has just been installed in KLZ's studios. By adopting every proven technical advance, KLZ today has the most complete and up-to-date transmitting equipment in the Rocky Mountain region.
ATTENDING NAB's Fifth District meeting in Atlanta last month were: Front row (seated, I to r): Mary Caldwell, Beth Barnes, Alwilda Lindsey, WSB; Madeline Chace, OCD, Atlanta; Les Averry, director, NAB Department of Broadcast Advertising; Neville Miller NAB president; Frank King, WMBR, director, Fifth District; Jim Woodruff Jr., WRBL, director-at-large, Fifth District; John M. Outler Jr., WB, Chairman, NAB Sales Managers Committee; Charles Smithgall, WGA; Green R. Adair, WGST.

Second row (I to r): Henry P. Johnson, WSGN; Jack Treacy, NBC Recording Division, New York; Elizabeth McCarthy, WGST; Leonard Rinsch, WSB; Hugh Martin, WAML; J. A. Davenport, WATL; Don Isotet, Tom McCullough, Joe Robkin WAGA; W. R. Ringston, WRDW; Bill Jones, WATL; W. R. Williams, WBLJ; R. W. Rosaville, WAGA; Bob Brown, International News Service; Loren L. Watson Jr., WBFC.

Radio Aid to War Industry Employment Gets Official Praise at NAB Session

PRaise for the broadcasting industry for its part in the resuscitation of men from non-essential to war industries was voiced by A. V. Harris, manager of the Tulsa branch of the U. S. Employment Service speaking in Tulsa, Nov. 2 before the 12th NAB District meeting. "In my estimation," he said, "the major credit for the success of this effort belongs to the radio stations. Broadcasting stations in the district have given unstintingly of their time and facilities to carry USES appeals," he added.

The 12th District meeting was called to order in the Hotel Tulsa by William B. Way, manager of KVOO and district director. Among speakers were Neville Miller, NAB president; Herb Hollitzer, KANS, Wichita, director-at-large; Carl Huverlin, Office of War Information; Eugene Carr, Office of Censorship; and Lewis H. Averry, director of the NAB Department of Broadcast Advertising. The district unanimously endorsed the NAB's stand on the music recording situation.

Sales managers of the district met Nov. 3 with Clark A. Luther, of KFH, Wichita, sales manager, chairman for the section, presiding. The Retail Promotion Plan was unanimously approved. Several pledges were signed and more were promised.

12th District Meets

A two-day meeting of the 13th District was held Nov. 4-5 in the Baker Hotel, Dallas, with Martin B. Campbell, of WFFA-WBAP-KGKD, Dallas-Fort Worth, acting as chairman in the absence of District Director Kerr Tips, of KPRC, Houston.

Military and censorship problems were discussed in detail.

Cislers Joins Marines

S. A. (Steve) Cisler, general manager of WGRC, Louisville, has been commissioned a first lieutenant in Marine Corps aviation, and reports that he expects to begin training at Quantico, Va., shortly after Jan. 1 presented by any broadcaster, according to Mr. Morency. In all, 59 pledges had been received late last week.

The 14th District meeting scheduled for Nov. 9-10 was transferred from Ogden to the Albany Hotel, Denver, due to the training situation. Ed Youem, district director, predicted the largest meeting in the district's history.

Attending Nashville Meeting

Burt Adams, NBC; E. A. Alberty, WB, Lewis H. Averry, NBC; Claude Barres, NBC; J. W. Bridwell, WB; H. W. Brown, KVOO; Eugene Carr, Office of Censorship; Madeline Chace, OCD; Capt. C. L. Steen, Signal Corps; Lt. H. B. Decherd, Jr., public relations officer, Third Army, Southern Defense Command;Capt. R. E. Decherd, Air Corps; and Lt. Harold Banks, Eighth Naval District; Lt. Lester W. Lindow, public relations officer, Camp Wooters, Tex.; Larry L. Sink, OWI regional consultant; Robert Wear, OWI Fort Worth manager; Paul White, OWI Dallas manager; Maurice Gardner, OWI Houston manager; R. H. McGuire Jr., OWI New Orleans manager; Marvin McAlester, OWI Kansas City manager; Harrington Wimbry, OWI Oklahoma City manager; and Mr. Carr.

The customary OWI and AFM resolutions were unanimously passed.

OWI and S. S. Plans

Hoyt B. Wooten, WRE, Memphis, district director, presided at the 6th District meeting held Oct. 30-31 in Nashville, with 51 present.

The OWI Industry Cooperation Plan was considered, along with occupational problems arising under Selective Service and war industries requirements. The AFM resolution was unanimously passed.

Wartime radio advertising was taken up at the Oct. 31 session, presided over by Joe Eggleston, WMC, Memphis, sales manager chairman of the district.

At six NAB district meetings held thus far intense interest has been shown in the retail promotion project, according to Paul Morency, of WTV, Hartford, chairman of the retail promotion committee. Mr. Averry has been questioned at length on the subject at all meetings, but no serious objection has yet been
WXYZ

WILL DELIVER LION'S SHARE OF DETROIT AT LOWEST COST

GUARANTEE

WITH ANY WXYZ CHAMPION SHOW
Sales Lessons Learned From Year of War

OUR FIRST YEAR of wartime selling is almost over and it has taught broadcasters' sales staffs a few important things in the following fields:

1—Programming to increase radio audiences.
2—Selling this increased circulation to advertisers.
3—Finding new business "where it ain't."

The first bomb to hit Pearl Harbor also jolted broadcast schedules. That bomb changed listeners' desires, making them more interested in news from the attack in Hawaii than in the New York Giants - Brooklyn Dodgers football classic, both of which were broadcast Dec. 7. Fortunately, research men quickly spotted subtle shifts in listeners' tastes and program builders provided what listeners wanted. As a result the number of radio listeners increased and salesmen had record-breaking audiences to offer to prospects.

A Year's Transition

What has been added to radio schedules to make more people tune in—and the programs more salable? To find out, we compared this week's schedules with those of last November. Take as typical the program schedules of WABC, WEF, WJZ and WOR, New York stations of the four coast-to-coast networks, during the 8 a.m. to midnight periods. Some significant changes the year of war has brought follow:

NEWS—Boosters of news programs for years, these stations have increased the number of news and news commentary broadcasts by 36%. Last year the number scheduled during the 8 a.m. midnight period alone was 231 per week; this year it is 311. Furthermore, as the number of broadcast hours increased the number of listeners to individual news broadcasts rose, too...as much as an average of 30% of evening broadcast, Crossley reports.

WOMEN'S PROGRAMS—Daytime. Talks to women about themselves, their homes and their world have increased in number by 17% and have upped their listeners by 50%. One New York station which had 46 such programs a week last year has 62 a week now. Broadcasts about food are demanded especially by women who want to give their families nutritious meals. The Alfred W. McCann Pure Food Hour in 1942 attained the highest audience rating of its 18-year career.

COMEDY—As the strain of war grew, so did the call for radio to provide at least temporary relief from it. These four New York stations last year presented 36 nighttime comedy shows a week, but they now offer 44. The "old" shows' audiences are as large as ever and the new comedies are doing well. For the first time in radio history, a humorous production, Can You Top This?, now is being broadcast "live" (not a transcription) twice each week—Tuesday on WOR and Saturday on WEAF—and its audience has mounted steadily since Pearl Harbor.

Many news, women's and comedy programs have been bought because this year advertisers ask for talent and time which practically is certain to pay "dividends" quickly. The newscaster who has a better-than-average rating in 1942 is preferred to the newscaster who'll be "the hit of 1943".

Benson & Hedges, noting the effective use of 20 new strips a week already on a station, could be convinced that a 21st news strip—broadcast by popular Paul Schubert at a time when he would be heard by a multitude of B & H prospects—would sell Virginia Rounds Cigarettes, but they showed relatively little interest in untested programs.

This does not mean that advertisers are buying by audience ratings alone. The Food Forum with Dr. Walter H. Eddy had ten sponsors before its firstbroadcast on WOR, because these ten believed that public interest in nutrition is so high that Dr. Eddy's audience would be large and responsive right from the start.

Price Problems

Programs for almost any sized budget have evolved from war conditions. The manufacturer, whose plans have been upset by shortage of materials, or other war factors, and therefore has decided to reduce his advertising appropriation, has found radio stations especially resourceful in helping him to keep his name and message before the public while staying within the limited budget. This has been one reason for the growth in participation programs, which give the advertiser frequency of mention at low cost. One of New York's $50,000-watters now provides six-day-a-week programs for as little as $36 a week.

Sales staffs also have benefited by refusing to say "good-bye" to those advertisers who cancelled radio campaigns soon after the war began. Many of these Pearl Harbor casualties have been revived by salesmen who kept faith with them, and whose faithful attention to the wartime activities of such advertisers and who did some original thinking about how those ex-sponsors could use radio in 1942.

Ford and General Motors already have returned to the air. The Atlantic Refining Co., after originally indicating that war conditions would keep it from sponsoring college football games, at almost the last hour decided to sponsor the games again this year. Many other advertisers, after canceling radio campaigns in their peacetime work ended or declined, have been shown how radio can help them do their war work—and have returned to the air.

Some sales have been facilitated.

(Continued on page 45)

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PROGRAMMING, Sales Changes Occur; Means of Getting New Accounts

By EUGENE S. THOMAS
Sales Manager, WOR, New York

ON THE OFFENSIVE during the last two months, salesmen of WOR, New York, signed 92 contracts, 20 of them with firms that never used the station before. Principals in WOR's 60-day "New Business Front" were, front row (l-r): Herman Maxwell, president; R. C. Maddux, vice-president in charge of sales; Joseph. Creamer, promotion director and originator of the campaign; Eugene S. Thomas, sales manager; Otis F. Williams. Top row: John Nell, Victor Bennett, Malcolm Stuart, George Schmidt.

WOR's 60-Day "New Business Front" Brings in 92 Contracts, 20 "Firsts"

MOST successful 60-day sales period in its history was reported Oct. 20 when WOR, New York, closed its "New Business Front" campaign which had been running since Sept. 1. During the drive, 92 new business contracts were signed, 20 of them representing advertisers who had never used WOR before [see story above].


All Departments Cooperate

Under the "New Business Front" campaign, all members of the WOR staff cooperated with sales tips and suggestions. Prizes were offered for members of the sales staff and other departments who contributed most heavily to the campaign. Otis Williams, WOR account executive, won four awards: for largest dollar volume in relation to individual quota, greatest number of sales in the eight weeks, largest single sale in October, first to sell an evening program. He was responsible for bringing in 14% accounts—one shared with another salesman—the largest being L. E. Waterman's sponsorship of Arthur Hale's Confidentially Yours. Mr. Williams won a radio for being one of the first to sell an evening program, The Battle of the Boroughtas to Nuxema.

Bob Wood shared honors in selling the first evening program, winning a radio for his sale of Stan Lomax, sportscaster, to Beaumont 4-Way Cold Tablets. Mr. Wood also had the largest sale in September—to Purity Bakery.

Salesmen Tied

Five salesmen tied for bringing in the largest number of new accounts, each with three: Otis Williams, John Nell, Victor Bennett, George Schmidt, Malcolm Stuart.

Prizes for cooperative effort of personnel outside the sales staff went to J. MacKenzie Reid, engineering field supervisor; Lillian Otis, Miss Williams; Frieda Schindell, of accounting. Honorable mention went to Jean Schaefer, program department; Edythe Meserand, war services and news; Charles Oppenheim, publicity.

Broadcast Advertising

BROADCASTING • Broadcast Advertising
NOW—IN ITS THIRD YEAR!

"This is Mr. Fortune Dialing for Dollars"

SAME TIME!
SAME SPONSOR!
BALTIMORE'S NUMBER ONE DAYTIME PROGRAM!

As soon as the alarm clock wakes up the housewives of Baltimore and vicinity on weekday mornings, they tune their radio to 1400 "for the duration" of the morning. What's the cause of this mass WCBM hysteria? One paramount reason... it's Food Fair's "Dialing for Dollars," still making and breaking local records in its third year, and "Dialing for Dollars" versatile emcee, Mr. Fortune, their favorite daytime airwave personality. Get all the details of this WCBM morning mastery of Baltimore.

An independently-conducted, impartial survey shows "Dialing for Dollars" to have a listening audience of 74.6% of all radios tuned on at the time.
Combined 1941 Broadcast Service Income Statement
Covering 3 Major Networks, 5 Regional Networks and 817 Standard Broadcast Stations
(Released Nov. 3, 1942 by the FCC Accounting Division)

A. REVENUE FROM THE SALE OF TIME
(1) Revenue from the sale of station time
   a. Networks
      Sale of station time to networks and stations
      Sale of station time to major networks
      Sale of station time to regional networks
      Sale of station time to other networks and stations
      Total sale of station network time
   b. Non network (before commissions)—
      Sale of station time to advertisers or sponsors (including their agencies)
      Sale of station time to national and regional advertisers or sponsors
      Sale of station time to local advertisers or sponsors
      Total sale of station non network time
      Total sale of station time

(2) Revenue from the sale of network time:
   a. Major networks
      Sale of major network time to advertisers
      Sale of other major network time
      Total sale of major network time
   b. Regional networks
      Sale of regional network time to advertisers
      Sale of other regional network time
      Total sale of regional network time
      Total sale of network time

(3) Deduct—
   a. Portion of sales of time paid to networks and stations
   b. Commissions to regularly established agencies, representatives, brokers and others
   Balance, before commissions
   Balance, amount retained from sale of network and station time

B. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES (after deduction for commissions):
   Talent:
      Commission, fees, and profits from obtaining or placing talent
      Total revenue from incidental broadcast activities
      Total broadcast revenues

C. TOTAL BROADCAST EXPENSES OF NETWORKS AND STATIONS:
   a. Sales-related expenses
   b. General expenses

D. BROADCAST SERVICE INCOME

1. Stations licensed to major and regional networks, and those licensed to others but managed by networks as to programs, time, or sales. Six stations less December 28, 1941.
2. Since stations with revenue of less than $25,000 for the year were not required to report details, this figure may include some amount for both major and non network business and does include $64.061 for network business only. However, the greater portion of the revenue for these stations is from time sold to local users.
3. This amount does not agree with the amount shown in column 5 as sales to major networks since, in addition to payments by regional networks to stations, it includes amounts paid by major networks to Canadian and other extraterritorial stations and to other networks.
4. Applicable to the total sale of network time, $82,373,607.
5. Excess of broadcast revenue over broadcast expenses; net income is not shown because many station licensees conduct more than one type of business and the inclusion of income or loss from another type of business would distort the relationship between broadcast service income and net income.

Supply Problem Limits Chicioy Firm Campaign

HEINR. FRANCK SONS, Port Huron, Mich., grower and distributor of chicory, is sponsoring Zeke Manners three quarter-hours weekly on WNEW, New York, and three-weekly participations on Ruth Wells on WGAR, Cleveland. Product, a coffee condiment, is advertised in connection with the coffee shortage.

By adding chicory the strength of coffee is increased so that more cups per pound can be made, it is stated. Although further advertising has been planned for Pittsburgh, Philadelphia and Chicago, the company is not at present expanding into these markets because of difficulty in meeting present commitments, according to the Bullard Agency, Port Huron, Mich., which handles the account.

CBS last week announced that it has signed a five-year contract renewing its copyright license with Associated Music Publishers Inc.

Big Bank Campaign

CANADA'S ten chartered banks are expected to start a large-scale advertising campaign before the end of the year, and it is understood a radio campaign is included in the plans. This will mark the first nationwide bank use of radio as an advertising medium, the banks having about five years ago used radio in a regional campaign in western provinces. The present campaign is planned to use practically every Canadian station, using transcribed dramatizations of services rendered by banks.

Max Factor on Coast

SALES BUILDERS Inc., Los Angeles (Max Factor cosmetics), out of radio eight years, on Nov. 6 started weekly participation in Breakfast at Sara's on 13 BLUE Pacific Coast stations, Friday, 9:30-10 a.m. (PWT). Contract is for 13 weeks, with placement through Smith & Drum, Los Angeles. A. R. Pearson is account executive.

UNITED BUSINESS NOVEMBER FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U.S. and Canada as indicated in its surveys
Shopping for Shows?—Here's the Best in Recorded Broadcasting!

Here's a page-full of perfect shows—proven in popularity, tested as sales-producers. 5-minute, 15-minute, or half-hour recorded programs—with music or without, comment or comedy, drama or down-to-earth talks...every one of them timely and thrilling! Pick the programs suited to your station's needs.

NEW!

The Name You Will Remember

Theme: the world's No. 1 subject—people! Hard-hitting, intensely interesting personality sketches by William Lang about people in the news—ranging from Madame Chiang Kai-shek to Arturo Toscanini, from Marshal Simeon Timoshenko to J. Edgar Hoover.

Perfect title for tie-in with sponsor's name and business. Arranged for a 3-week broadcast in five-minute periods. All-inclusive merchandising and publicity plan, with complete material for sales program. Scoring spectacular success as local "live" show. The title alone should clinch the sale!

Audition THE NAME YOU WILL REMEMBER for your hard-to-sell prospects!

FAB AND BOB

The story of "ordinary folk who lead extra-ordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty", Carl Frank as "Bob" and Milton Cross announcing; against a rich setting of full orchestral theme music by Allen Roth. Complete promotion and publicity material.

390 quarter-hour episodes for 5-a-week broadcasts.
Minimum contract: 65 episodes

Get full details about these dollar-bringing shows today!

TIME OUT FOR FUN AND MUSIC

Series I—With Allen Prescott, M.C., Felix Knight, and Ted Steele's Novatones (26)
Series II—With Ted Steele and Grace Albert (26)

Sprightly quarter-hours filled with amusing banter and bright, gay music. Both series—26 programs each—feature an original theme and a build-up by the artists for the commercials by local announcer. Successfully used by a wide variety of sponsors. For one or two broadcasts weekly.

LET'S TAKE A LOOK IN YOUR MIRROR

A vital, spontaneous, timely series aimed at the busy, wide-awake woman of today. Helpful suggestions on gaining and keeping charm and poise under trying conditions, with particular emphasis on woman's job in wartime, how she can make the most of her present wardrobe, how to get along happily without many household products not now available, and similar subjects. Doing a fine job for advertisers selling varied products to women in today's market.

156 Five-Minute Programs—3-a-week for 52 weeks

FLYING FOR FREEDOM

A vivid saga of daring and courage of United Nations' fighting men—told through the lives of an American, a Canadian, an Englishman, and an Australian in training to become flying officers, and during their combat operations—flying bombers, raids over enemy territory, and supporting ground troops in theatres of war. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production.

66 Half-Hour Dramas
Getchell Agency to Liquidate As War Cuts Billings Sharply

J. STIRLING GETCHELL Inc., one of the nation’s largest advertising agencies with offices in New York, Chicago, Detroit, Kansas City and Milwaukee, has formally filed a certificate of dissolution in Illinois, as announced last week by John V. Tarleton, president of the agency. The company plans to liquidate its business activities by Feb. 1, 1945.

Clients of the agency have been notified of the agency’s decision, it was stated, together with the announcement that Getchell will fulfill all its current contracts with clients by the above date. A skeleton staff will continue to operate the New York office to carry out all obligations.

Wartime conditions, including the cessation of motor car production and the rationing of tires and gasoline, have brought a sharp decrease in the agency’s billings, Mr. Tarleton’s announcement read, while “more than a score of the company’s employees are already in the armed forces, and others are preparing to enter the services.”

Founded in 1931 by Mr. Tarleton and the late J. Stirling Getchell, the agency grew from a two-room office in New York to one of the 10 biggest advertising agencies in the United States with offices in five cities.

It was responsible for the planning, creation and placement of more than $75,000,000 worth of advertising in the past decade for such accounts as the Plymouth and De Soto divisions of Chrysler Corp.; Socony-Vacuum Oil Co.; Kelly-Springfield Tire Co.; Allis-Chalmers Mfg. Co.; Schenley Distillers Corp.

Only current radio contract placed by J. Stirling Getchell is with Socony-Vacuum for the sponsorship of Raymond Gram Swing four times weekly on the BLUE and some spot announcements in selected markets. It is probable that another agency will be named in the near future to take over the Socony account.

C. A. Snyder, radio director of Getchell, will remain with the agency, at least several weeks. It was stated, while Carolyn Moser, assistant radio director, resigned last week.

Second Planning Group Of Meets Nov. 18

SECOND group of members of the BLUE’s planning and advisory committee, who were elected last week by BLUE affiliates to represent the network in the seven regions into which the United States is divided for broadcasting purposes, will meet for the first time Nov. 18 in the board room of the BLUE’s New York offices, it has been announced by Mr. Wood, president of the BLUE.

New members of the committee according to the regions they represent follow: Bill Fay, WHAM, Rochester, N. Y., Region 1; Allen Campbell, WXYZ, Detroit, Region 2; Earl May, KMA, Shenandoah, La., Region 3; Henry Johnston, WSGN, Birmingham, Region 4; Harold Hough, KGKO, Ft. Worth, Region 5; Duncan Pyle, KVOD, Denver, Region 6; Bud Stuht, KJR, Seattle, Region 7.

Mentholatum News

MENTHOLATUM Co., Wilmington, Del. (proprietary), since mid-October has been conducting a campaign of three-weekly quarter-hour newscasts by Porter Randall on the 16 stations of the Texas State Network. Agency is J. Walter Thompson Co., N. Y.

ROGER FORSTER, announcer of WNEW, New York, is narrator on the quarter-hour series Soldiers of The Press, produced by United Press for some 400 stations using its news service. The re-creations of the adventures of UP correspondents on the war front.

Magazine’s Spots

East Texas, North Louisiana and South Arkansas is rightfully called the hub of the world’s richest oil and gas producing area. Here 30,000 producing wells are pouring black gold into the wide-open wallets of more than 300,000 radio families.* Here, too, is more than 300 million dollars of war construction...a fast-growing livestock and agricultural market. Buy KWKH for dominant coverage of one of the South’s richest markets...a market that has gushed new wealth for scores of KWKH advertisers.

*CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000
Member South-Central Quality Network
Ask Branham Company for details
What's Wrong With Radio Rhetoric?

Syntax Student Says
Common Usage Main Factor
By OWEN PATRICK FLAHERTY
WOAI, San Antonio

ONE OF Radio's most popular features in many sections of the country, is Reading The Funny Papers With Uncle Joe, but as a mother put it on the telephone one Sunday morning, "Your idea of reading the funny papers on the air for the children is fine and desirable, but not the least help to parents who would otherwise read them for the children.

"But your Uncle Joe is such a 'muderer' of the King's English that I, for one, am going to take over my old job of reading the funny papers for my youngsters in order to protect their teacher's and my work in school and their use of correct grammar and correct pronunciations of the English language."

What people hear on the radio is looked upon as authoritative. It has a ring of sincerity which perhaps in itself can be described with the familiar saying, "It must be so, the salesman said so."

Legitimate Complaint

Therein we find the legitimate complaint of this mother. It seems that Uncle Joe was given to ad-lib comments about this and that comic strip and its characters but was rather careless in choice of words as well as sentence construction.

In the present-day picture of American language and grammar, "common usage" is fast becoming the governing form. Instead of grammatical form, Radio contributes to this trend and, although it may be unintentional, radio is guilty of lowering its high standard—the high standard which has set for itself in various other departments.

There are many people on the radio today who, expert though they may be in their particular lines of commentary, reporting, lectures, etc., have absolutely no license or authority to set new grammatical standards. However, these people are allowed to go on committing sentence and word errors, as well as mispronunciations, which when heard by the listener, are fraught with incorrectness.

How About 'Otheren'?

How often have you heard some one say "otheren" in the script of a radio program? A kindred word—an incorrect cousin—used frequently, is "pleasanter". To emphasize the incorrectness of this two examples just employ their otheren form, "otheren" and "pleasanter".

Needless to say, common usage does have its place in the American or English language, but it should not be used so recklessly and with such utter abandon of respect for rules of composition and rhetoric. An example of this may be found in common usage of a form of the adjective "choice"—a case where it has taken over to such an extent that most everyone is guilty of incorrect in referring to something as being the "choices". However, as you drop from the superlative back to the comparative, you have the "best choice" which sounds a bit absurd.

Liberties are taken in the composition of advertising slogans just as ordinary listener are apt to, in their hands in the composition of lyrics. There seems to be an unwritten law which permits them to take these liberties. These are sometimes mimicked by news, newsthing, however, and thereby create new, so-called authorized changes in composition and rhetoric. As a matter of fact, many will point to the well-known phrase, "the choicest product of the brewers' art". Such usage does not make something correct any more than the fact that a radio commercial which goes something like "don't the moon look pretty, etc." or "I ain't got nobody."

If this incorrect usage was con-

A RECORD for American pronunciation of foreign names and places in the news was made recently by Virgil S. Smith, news editor of KGW-KEX, Portland, and numerous in a letter pub-lished by Bill Moyes, radio col-umnist for the Portland Oregon-ian.

C o m p l a i n i n g that it was almost impossible for newscasters to find proper pro-nunciation of many foreign words, Mr. Smith declared the practice of KGW-KEX would be, "If it is new and difficult, to Amer-icanize it by following the spelling as closely as possible. The pur-pose of newscasting is to convey informa- tion...it helps to convey that information by Americanizing the word, we'll do it."

Praise Received

The statement of policy was warmly complimented by Arden S. Pangborn, director of KGW-KEX, and numerous by a letter pub-lished since the letter was published. According to the Moyes column, Word with a foreign accent has been received from listeners since the letter was published.

According to the Moyes column, Word with an foreign accent has been received from listeners since the letter was published.

"It made him wince every time he read a letter or heard a telefoned does a bit also in foreign names, the Mexican didn't know the language."

"Who should we bring foreign words intact into our language? It's American to Americanize foreign words."

"The radio, if the scholars and students of foreign tongues will just let us alone, will do just that—and Americanize these foreign tongues and such the language of the United States."

Here is one voice in defense of Americanization of proper pro-nunciations of foreign words, he wrote. "It's

sensible, patriotic and practical."

"In one newscast there may be words from eight languages. There are no master keys to foreign pro-nunciations. From experience, I know it takes up to 90 minutes to determine the correct pronuncia-tions of all the foreign words in a 15-minute newscast. Neither edi-tors nor newscasters have that much time for this task."

Mr. Smith then explained that even when pronunciations are de-termined there are essential con- ference between accent and pro-nunciation. "A good announcer, after much effort, has a Russian word in a standard reference work, can't pronounce it as the Russians would."

"If the foreigners themselves can't agree on what's correct, and we can't roll our tongues and lips the right way, why make the ef-fort? Scholars tell us how to pro-nounce a foreign city name; we do it our own way."

"But we're not in the business of "Pollyanna" but at least in correcting flagrant violations of rhetoric and composition which are really the products of lazy minds. Radio is a medium of advertisement, and advertising should be the truth about an item or product, attractively presented. Proper rhetoric in making advertisement make for such attractiveness.

Willkie 48.7 on CAB

WENDELL L. WILLKIE, attained a listening rating of 48.7 for his report via the four major networks, on his trip to Russia, China and the Near East, according to meas-urements completed by The Cooperative Analysis of Broadcasting. C. E. Hooper rating for the talk, "Russia, China, Near East" was 48 [BROAD-Casting, Nov. 2].

WSAP Defers Debut

WSAP, Portsmouth, Va., scheduled to go on the air Nov. 1 at a time being a Mutual affiliate, has postponed its starting date to Dec. 1, due to construction difficulties.
...for the boy who is after our job

Sure, fellow, there’s a great future in Radio. Here is the mightiest of all salesmen… a moving force to answer the world’s need for better understanding… the voice that can help hold a hard-earned peace. No wonder you’ve dreamed of the time when you may direct this mighty power.

The WJR Radio Scholarship is our recognition of your coming day. That is why it prescribes four years of intensive study for you, son. You will delve into economic problems, be schooled in drama and radio production. You will learn advertising, selling, business administration. You will explore the mechanics of microphones and the mysteries of television.

Those of us on the job today created this thing called Radio. Built it from our experience on the city desk, the stage, at the little transmitter in the attic. Some measure of success has been ours, and we hope to carry on still further. But, at the same time, we want to pave the way a bit for those who are to follow. That is why the WJR Radio Scholarship has been established... for the boy who is after our job.
Eight Experimental Stations On Air; Equipment Shortage

REPORTING on its questionnaire survey of FM broadcasting station operation, FM Broadcasters Inc. on Nov. 3 stated there are now 37 commercial FM outlets and eight experimental FM transmitters on the air. Those theoretically under construction total 17, but only a fraction of them are actually being built because of lack of equipment and manpower, the association states.

As a result of replies from about 80%, not including the West- inghouse stations in Boston and Pittsburgh and General Electric's W85A in Schenectady, the report summarizes "the more interesting facts we discovered" as follows:

1. The average length of the FM program day is 105 hours, ranging from 24-hour service in some areas to the FCC six-hour minimum in others.

Special Programs

2. The average FM program schedule is 73.2% non-duplicated in contrast with AM service offered to the same area. In other words, 73.2% of the programs are planned for FM and heard only over FM stations. Percentages range from a minimum of 10% (on one East Coast FM outlet that ought to be ashamed of itself after loudly and publicly proclaiming such undying faith in FM just one year ago) to a full 100% non-duplication over eight others.

3. At least 28 of the commercial stations maintain full or partial staffs, aside from any personnel that also works for an affiliated AM outlet but does not operate FM. Incidentally, six FM outlets have no connection with any AM interests and are operated as independent ventures.

4. Here, however, is the principal discovery that makes us clap our lily-white hands in delight. Not a single one of the operating stations which returned our questionnaire requests information curtailing its operating schedule. Three of them admit maybe it might be necessary at some later date if no provision could be made to replace transmitting tubes when they wear out. Not that they want to curtail, you understand, but rather than go off the air entirely they'd prefer to cut down on daily schedules and thus prolong the life of the tubes. And we'd call it wisdom, too.

5. We also found that—of those replying nine FM broadcasters are unable to serve their entire designated area. (We suspect that maybe the same is true with another four or five who didn't answer us.) Today they're serving somewhat less than 60% of the territory they...

Women in Demand as Radio Operators In Nine Branches of the War Service

WOMEN who can pass the amateur radio operator's examination are in demand for radio jobs in nine branches of the war service, according to George W. Bailey, chairman of the radio section, Office of Scientific Research & Development, Washington. Manpower problems are causing an increased demand for trained women, and they will be paid salaries of $1,400 up to $3,200, according to their qualifications and experience, Mr. Bailey stated.

Jobs are offered in the following departments:

The Civil Aeronautics Administration offers a six-month course at $1,440 per year, with an advance to $1,620 upon completion of the course and advancement with experience. The position is called "trainee junior aircraft communicator" and is handled by Civil Service.

Air Forces Opening

The Army Air Forces want women student instructors and will pay $1,620. Experienced women get $2,000. Four schools use women instructors at WATTS—Sioux Falls, S. D.; Madison, Wis. Applications are made through the local Civil Service.

Signal Corps General Development Laboratory, Fort Monmouth, N. J., gives women from 16 to 50 years of age a six month course and $120 a month, with an increase to $135 a month after completion of the training. Lt. John T. Freeman, assistant personnel officer, General Development Laboratory, Signal Corps, Fort Monmouth, Red Bank, N. J., is receiving applications.

Women are also needed by the radio section, Bureau of Ships, Navy Dept., Washington, D.C. Positions, for which salaries are offered, will eventually be filled in the departments of radio transmission and wattage transmitters becomes possible. Only one of them expects this to happen before the war's end; another says "maybe".

Shortage of Parts

The greatest current problems in connection with continued operation are said to be the lack of transmitting tubes and replacement parts. A close second was the personnel problem, with 11 stations admitting "they're scratching their heads over the shortage of available technicians and program people." Four complained that, with the FM listening audience virtually saturated, they find themselves unable to secure sponsors and hence can count upon no revenue to lighten the cost of continued operation.

The Signal Corps, says "equipment is not redundant," and the report adds, "we have no choice but to point out that all this indicates there's still plenty of vigor in the realm of frequency modulation."

WATTS IN ACTION—three of the six WATTS (Women's Auxiliary Television Technicians) handling production and engineering at WBBK, Chicago, Bagsham & Katz television station—are (1 to r) Jean Schricker, Frank Harris and Rachel Stewart. Men who formerly held the jobs were inducted into the Navy as instructors in Radar.

The Naval Ordnance Laboratory, Washington, has a number of positions available for trainee junior radio operators, with salaries starting at $1,620. Applications are handled by Ralph Caultry, and are under Civil Service.

Radar opportunities in the Naval Research Laboratory, Anacosta, D. C., start at $1,440 and are on either a contract or Civil Service basis. Fred A. Pierce is in charge.

A few openings for qualified women are available at the Radiation Laboratory, Massachusetts Institute of Technology, Cambridge. Salaries start at $1,500 and appointments are by contract.

Armed Forces

Enlisted women may obtain radio assignments in the WAVES by applying through the local Naval Procurement Office. The WAACS are also receiving applications from radio women who have a high school education including physics, and who are mechanically inclined and can pass the Signal Corps aptitude test. The successful applicants will be trained at a civilian school in Kansas City, Mo., starting as early as Nov. 30, 1942. Other groups will be accepted Dec. 28, 1942, Jan. 25, 1943 and March 1, 1943. The women Civil Service examiners will be assigned positions replacing AAF enlisted men.

As a suggestion to women who plan to obtain an amateur radio license to qualify for one of the job opportunities, Mr. Bailey has proposed one of two courses: Individual study at home of radio theory from books such as License Manual; Learning the Code; How to Become a Radio Amateur Operator; The Radio Amateur's Handbook, all published by the American Radio Relay League, 38 La Salle Road, West Hartford, Conn.

In connection with home study, code practice must be obtained, preferably with a licensed operator, since it is necessary to know the code in order to take the examination for an amateur radio license. Women are not employed as code operators, however, because code is used only in the field where women are not used.

A second method of getting an amateur radio license is by attendance at a commercial or Government sponsored radio school, or by a correspondence course from a commercial school.

Examinations for license are given by the FCC in selected cities throughout the United States. The License Manual contains information as to time and place of these examinations.

Canada to Train Women for Jobs

Canadian stations have been asked by the Canadian National Selective Service Board to do everything in their power to train women for every position they can possibly handle, Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, states in his latest "President's Letter" to CAB stations. He reports: "While no commitment has been made to date concerning the manpower problem of female broadcasters, it is being formulated, based upon our association's recommendations. It is hoped that in the near future the policy will be finalized." Canadian stations were notified July 27 that the broadcasting industry would be considered as essential to the prosecution of the war on the same basis as the newspapers of Canada (Broadcasting 9-2-42).

The CAB recently surveyed the manpower situation among the 100 member stations and then presented a brief to Elliott M. Little, Director of National Selective Service, Ottawa, in which the problems of Canada's broadcasters were outlined.

POWERED BY GIRLS is KGY, Olympia, Wash., with Eileen Johan sen (l), holder of a first class radio telegraph license, as regular shift operation announcer, while Mrs. Tom Olsen, wife of station manager, handles all bookkeeping, auditing and other office details.
How WLAC’S 50,000 watts power is being promoted

WLAC’s “Opening Program” brought cards and letters from 171 counties in the States of Tennessee, Kentucky, Alabama and Mississippi. Here’s proof of WLAC’s new and extended coverage.

WARD, OWNER -- F. C. SOWELL, MANAGER

40-inch ads were placed in 26 county newspapers in towns throughout the station’s principle coverage area.

These newspapers were invited to send prominent local citizens to WLAC to tell listeners about the advantages of their respective communities.

A 100-inch advertisement was run in both Nashville newspapers.

Large 2-color announcement posters were placed in the windows of 350 Esso Service stations within a 100 mile radius of Nashville.

RADIO GATEWAY TO THE
INDUSTRIALLY RICH TENNESSEE VALLEY

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Mr. K. W. Amplstat, continuing his crusade against cliches in radio, is on hand to censure the radio descriptions of football contests.

Q. You describe football games?
A. I am here to give you a vivid word picture of this afternoon's fray on the chalk-lined gridiron.

Q. What is your vantage point?
A. I am in the radio booth, perched high above the field, waiting for the shrill blast of the whistle.

Q. Is there a considerable crowd?
A. The oval is packed and what a picture it makes. The waving pennants, the colorful hats of the ladies, the various uniforms.

Q. What do they blend into?
A. They blend into a . . .

Q. The weather is suitable?
A. It's a perfect football day. Cold and crisp. The ground is firm and hard.

Q. Is it time to begin?
A. They're lining up for the kickoff.

Q. Is the crowd aware of it?
A. The crowd is tense—everybody is watching the players. There's a sudden hush over the stadium.

Q. And?
A. There's the whistle! Mike Merkoff lays his toe to the leather and boots a beauty!

Q. Where does it go?
A. The spheroid soars down the field and into the waiting arms of Bochalski who's off like a scared rabbit.

Q. Is Mr. Bochalski a competent running back?
A. He's tiny, fast and tricky. He's working like pistons, churning the ground. He's lifting that oval, flashing across the stripes.

Q. Are there attempts made to thwart his progress?
A. No. 36 tries to trip him but the swivel-hipped Bochalski pirouettes past him.

Q. Then we may assume that a touchdown is in the offing.
A. No TD this trip. He's dumped on the 42.

Q. Regrettable.
A. The boys are in conference now—they spread back and it looks to me like a pass coming up.

Q. Yes?
A. It is a pass! Eichel hurls the pigskin in a long arc and it's headed for Walknall, the sticky-fingered end.

Q. It is received?
A. Walknall plucks it out of the ozone and is carrying the mail.

Q. Is he advancing?
A. He roars down the field like an express.

Q. It is fortunate that the field is hard and firm. Suppose it was wet and soggy?
A. He would be slushing through the ooze. He's a good mudder.

Q. What is the result of this run?
A. He flashes across the pay stripe and chalks one up for Gronnus U.

Q. And the crowd?
A. Pandemonium reigns in the stands. Everybody's on their feet!

Q. You mean, on his feet?
A. Whose?

Q. A grammatical correction. However what follows?
A. The marker after.

Q. How is this described?
A. Spollack's educated toe gets the bid and again the stands are hushed.

Q. Will Spollack make the point after touchdown?
A. The oval sails over the crossbar and splits the uprights. There's the clincher.

Q. Gratifying. It argues well for Gronnus U. As the game progresses, will there be similar exciting moments?
A. Undoubtedly there'll be a sensational run by Michilik, the will o' the wisp halfback.

Q. Yes?
A. We can expect Fullback Cernecki to hit that line.
Other minds chart the course, other voices bark the commands, other hands release the bombs ... but you are there, too.

You are there as surely as though you sighted the target yourself.

No matter if you are on the other side of the sea ... if your job is talking into a mike or spraying a fuselage or patrolling an air-raid sector or harvesting wheat in a Kansas field. There are countless war-ways to accompany that heroic crew on its mighty mission to Berchtesgaden.

You're flying with them. They'll never get there without you.

Let's go! We're on our way to Berchtesgaden!
SPORTS, OLSON FEATURE RADIO EXECUTIVES CLUB

ENTERTAINMENT, entering on sports and the "show business", was the highlight of the Nov. 4 luncheon meeting of the Radio Executives Club of New York. Ole Olson, co-owner with Chic Johnson, of "Sons of Fun" Broadway show, was the joke-telling m.c. for a session on baseball and other sports as discussed by sportswriters Tom Meany and Tom Reilly of PM, New York daily newspaper, and Lester Bromberg, New York World Telegram.

Out-of-town guests were George Laske, WORL, Boston; Joseph Keven, WJBO, Baton Rouge, and Alex Sherwood, Staniland Radio, Chicago.

MAINTAINING a custom which has marked most important elections, the last minute election returns of WFIL, Philadelphia, were brought to its audience on Tuesday night by Samuel R. Rosenberg, president of the station. The election returns were sponsored by Spudola Wines.

THE STORY OF the success of "Little Joyce with the peculiar voice", a Sonovox radio personality developed by Velle-Ryan Soft Drink Distributors of Rochester, Minn., is graphically told in a ten-page, two-color brochure prepared by the Sonovox Division of Free & Peters.

Altogether, 100 daytime announcements were used during an one-month period last summer on KROC, Rochester, Minn., advertising Nesbitt's Orange Drink. Half of the spots were straight one-minute transcribed announcements selling the orange drink, and the other half were 30 seconds of Little Joyce and 30 seconds of a local announcer giving details of a Little Joyce contest.

As a checking and merchandising feature of the spots a contest with cash prizes for the best imitation of the "peculiar voice of Little Joyce" was held. The finals were judged on a Saturday morning at a local theater before an audience of 1,000 youngsters who were admitted to the theater with five Nesbitt bottle crowns each. Thus, 8,000 proofs of purchase were represented by the youngsters who judged the contest.

According to Richard Ryan partner of the soft drink distributors, during the one-month campaign, sales increased 31% over the previous year and the advertising costs were nearly 50% less than promotional expenditures during a corresponding period of a previous year.

LITTLE JOYCE'S BIG BOOST
'Sonovox' Personality With Deep Bass Voice
Proves Popular Sales Assistant on KROC

23 SPONSORS BEAM NBC NET PROGRAMS

NBC is now shortcircuiting 23 commercial programs to United States armed forces stationed abroad. All but three of the total are rebroadcast by transcription: Three-Ring Round Up, P. Ballantine & Son; Esso Reporter, Standard Oil Co. of N. J.; Roundup, R. J. Reynolds Tobacco Co.


Lucken King Is Named To Top New Media Body

FORMATION of the Assn. of Agency Media Men and the election of temporary officers for the organization was announced last week following a preliminary meeting in New York Oct. 29. Purpose and aims of the association have not yet been announced, pending a second meeting Nov. 18 at the Hotel Sheraton, New York, during which tentative by-laws will be submitted by selected committees.

Temporary officers elected were Lucien King, Arthur Kudner Inc., chairman; Joseph Burland, Kelly, Mason Inc., vice-president; Robert R. White, Wyn Esty & Co., secretary, and Mary Seixas, White, Lowell & Owen, treasurer.

Discs in Library

FREDERICK W. ZIV Inc., Cincinnati agency, reports that the nine discs of the new transcribed show Eye Witness News, now carried by 72 stations, will be on file in the Library of Congress as part of the permanent record of World War II. Produced by John L. Sinn, vice-president in charge of the New York office, the show dramatizes eyewitness accounts of the United Nations at war. Press Association Inc. is donor.

CBI Board Meets Nov. 30

FIRST MEETING of the board of governors of the Canadian Broadcasting Corp. under the new general management of J. S. Thomson, is scheduled for Nov. 30 at Ottawa. Dr. Thomson took over his duties on Nov. 2, when Glenn Murray, former general manager, became director-general of broadcasting on that date, with headquarters at Toronto.
WKZO KICKS GOAL IN GRAND RAPIDS!

New studios in Western Michigan's greatest department store, Herpolsheimer's in Grand Rapids; an increase in nighttime power, pouring the equivalent of 25,000 watts in the direction of Grand Rapids; and more than fifty headline CBS shows per week—that's our record for 1942.

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WKZO

The strongest selling force in the KALAMAZOO-GRAND RAPIDS AREA and the great Western Michigan market.

John E. Fetzer,
President & General Manager
Ads like these
mean more listeners
or your WBAL programs

2 FULL PAGES IN 1942

in the

Baltimore News-Post

(Largest Evening Circulation in the South)

Pounding away, week after week, month after month, all through 1942, WBAL has been winning more listeners for YOUR programs with these powerful, full page ads in the Baltimore News-Post.

It's one of the great radio station promotion campaigns of all time!
Wage Puzzle

IF THE INDUSTRY is confused by the new salary and wage freeze, and if it wonders what to do when a prize announcer is tempted away by an offer of $5 more from the 50,000-watter in Bigtown, it has a lot of company in the business world. As the situation stands today, it is hard to find anyone—well-informed officials included—who will hazard an estimate of how much autonomy in adjusting pay scales the individual radio station executive retains to prevent pirating of his staff.

John L. Sullivan, Assistant Secretary of the Treasury, said employers paying stenographers $30 a week cannot pay $40 merely because others offer that money. Yet, asked if the Treasury contemplates freezing persons in their jobs to prevent shifting of salaried people, Mr. Sullivan replied, “This is not the function of the Treasury.”

Radio station people face this problem every day. Eventually Paul V. McNutt, Judge Byrnes, the Treasury, or someone somewhere is going to discover, as businessmen know, that the salary freeze is unworkable unless freezing wages and freezing jobs are treated as one problem.

Best hope for immediate relief is to be found at the field offices the Treasury is now establishing in major cities to administer the freeze. There veteran employees of the Bureau of Internal Revenue will interpret the eligibility for salary increases of individual white collar workers, executives and professional workers. Other employees, covered by wage contracts, are under jurisdiction of the War Labor Board.

For his health’s sake, and for safe information, the confused station executive should not look to Washington but should get to his nearest field office and put his problem in the Treasury’s lap.

Manpower Must

SEVERAL months ago, Maj. Gen. Hershey advised the nation’s industries to take an inventory of their essential employees and plan replacement programs to care for vacancies created by the draft. Some broadcasters have already decided upon their “essential men”, and others are in the process of completing their lists.

Inquiries have come to Broadcasting from station operators anxious to know the best way to protect key personnel. Selective Serv-

They Say... AND STILL THEY COME

WHEN this war started, almost a year ago we frankly figured that FM was in for a long spell of hibernation along with all the other finer but non-essential things that were beginning to take their places in the pattern of American living. Some of our worst expectations were realized. The WPB clamped down on the manufacture of further FM receivers, and much of the material used in constructing new stations was frozen tighter than a skat- ring rink. Today there’s a shortage of skilled manpower to run the gadgets and ginkglets behind FM control panels, and the replacement of vacuum tubes in FM transmitters is little more than a fluffy daydream.

And yet—in spite of those limitations—FM stations keep going on the air. Maybe not so big or so powerful as original plans called for—but they still get on the air. Usually it’s by virtue of material already on hand, or equipment partially completed when the war started. (No black market in FM transmitters, if that’s what you're thinking.) To us, this is clear evidence of the tremendous momentum FM broadcasting had built up in prior months—a momentum that carries over into wartime and will probably keep FM quietly idling in the daytime while the time arrives to open up the throttle again.—From The Bulletin of FM Broadasters Inc.

The Coons Study

SELF-INTEREST ALONE should dictate strong industry support for the NAB retail promotion committee’s projected study of retailers, particularly those stores, as a potentially larger and more effective user of radio time. If the tiniest idea should evolve therefrom to give any station, large or small, an additional sales approach to hesitant retail establishments, it should be well worth the cost.

The retailers, too, are facing enormous per-plexities in the light of war demands, and the Sheldon Coons study [Broadcasting, Nov. 2] is calculated to help broadcasting by helping retailers solve their own problems. Vast changes are obviously coming in the consumer economy, changes which the commercial departments of broadcasting stations may be able to help their clients meet.

The business forecasters seem agreed that 1942 Christmas business will be the highest on record for dollar sales volume of most merchandise concerns, except for certain stores operating in non-defense areas and companies dependent upon hard goods. Inventories are still large, and people in most communities have more money to spend than ever before. But the end of the rush days may come soon after irreparable inventories are depleted.

As one of the best of the business writers put it, most civilian businesses are now feeling the war in only minor preliminary ways. He calls the present period a “hangover” from peacetime. He reckons that the great wave of changes to come will take about six months. Radio and its clients must prepare for those changes. An objective, analytical study of re-
tail trends should help build bulwarks against the inevitable tides that might easily engulf the unwary.

THE RADIO SERIAL

THE RADIO serial is basically a modernization of one of the most ancient entertainment forms. Since the beginning of time, men and women have written and told stories not for the sake of escape, but simply to give pleasure. Ancient epics like ‘Beowulf’, recited installment fashion for weeks on end, illustrate this art of continuous narration. And I believe this should be the function of radio story-telling today.

There is plenty of room in radio for writers with new and interesting viewpoints and tech-niques, and told, one at a time through stories, not for the sake of escape, but simply to give pleasure. Ancient epics like ‘Beowulf’, recited installment fashion for weeks on end, illustrate this art of continuous narration. And I believe this should be the function of radio story-telling today.

In radio we don’t have the physical limitations of the stage and films. On the air any desired setting can be created easily. And radio parts leave a room for individual development and interpretation by the actor or actress—which is a good thing. Given a fair chance, I think radio performers do far and away the best acting of the day.

The time isn’t far off when radio will boast its own Eugene O’Neill and G. B. Shaw— they probably exist already, just waiting for a fuller chance to develop and exhibit their tal-ents. Give them just a little more time. After all, radio is still an infant art form compared to mediums like the theatre. But a mighty precocious infant if you ask me!—Sandra Michael, author of NBC serial ‘Against the Storm’, Peabody prize winner.
OLIVER GRAMLING

One word better than any other perhaps describes Oliver Gramling, 38-year-old assistant general manager of Press Association Inc.—energy. Almost as long as the time as a youngster that he thought he would take up sign painting as a career, Gramling has been telescoping two working days into the space of one. As witness the publication this week of his second book, Free Men Are Fighting, which he had to write in the spare moments he could squeeze from his myriad duties with PA, which distributes Associated Press news to radio stations and engages in many other activities in the radio field.

His book Free Men Are Fighting, is the story of World War II and covers the period from Aug. 28, 1939 to July 4, 1942. Co-authors with Gramling are AP correspondents around the world. The volume is dedicated to newsmen everywhere. And the publisher's advance reports are that it will be a best seller.

That sign painting career of Gramling's was very short lived. Once the decision was made, he equipped himself with brushes and paints and set about to drum up business. That was in Tallahassee, Fla., where he was born Aug. 30, 1904. His first customer was the owner of the only shoe repair shop in town. He was to paint six signs reading, "Hurry to W. Giles Shoe Shop to Get Your Shoes Repaired." For this, he was to get $9. He painted and posted the signs along the highway outside of town, then went to collect. Mr. Giles said he'd have to see the signs first. He went out a couple of days later, by which time road crews had torn down the signs. Mr. Giles said that, under the circumstances, he couldn't pay cash, but made Gramling a pair of shoes instead. Gramling decided sign painting was not the right career.

It was about this time that Gramling got his first taste of radio. The local Elks club purchased a crystal set and a pair of earphones. Every night, people would line up for blocks for the opportunity to listen, for a moment or two, to the magical music coming as from nowhere. Many a night Gramling stood in that line. It wasn't long before he had the attic of his home cluttered with coils, pieces of bakelite, wires and more wires. He never got a set that would work then, but in the years that followed, as radio grew and as Gramling worked on newspapers and then with the Associated Press, he never lost his interest in radio.

After a brief tour as doorkeeper of the Florida State Senate during which he drew $6 a day while the lawmakers got $7, Gambling turned to newspaper work at the age of 15. His first job was on the Tallahassee Daily Democrat—no salary. He was attending high school at the time. But even that wasn't enough to consume his seemingly unlimited energy. So he and an itinerant newswoman on the paper took a brief fling at running a matrimonial bureau on the side—chiefly with the idea of finding a bride for the itinerant newswoman. This failing, the bureau was closed.

From high school, Gramling went to Oglethorpe U on a football scholarship. Once again his energy led him into a side field—the college's semi-professional stock company. He wrote a play entitled, of all things, "Back From Africa." It's still used as a model. After two years at Oglethorpe, Gramling went to work for the AP at Atlanta and then to Columbia U, where he received his degree. Following graduation, he went to work on the New York Times and then rejoined AP. That was the start of the trail which led him to radio. After service as a reporter, editor and executive in the news division, Gramling became executive assistant to General Manager Kent Cooper. His (Continued on page 88)

ROBERT S. COLLINS, former Chicago sales manager of Newspaper Groups Inc., has joined the Chicago sales staff of Free & Peters, station representatives. Mr. Collins, whose work has been concentrated during the past 15 years on the Chicago newspaper supplement field, has previously been with Lord & Thomas and Conover-McCown, Chicago agencies.

EDWARD P. SHURICK, recently national advertising manager of the Ogden Star-Examiner, has rejoined KLO, Ogden, as advertising manager. Frank Keull has resigned as general sales manager of KLO to work at the Ogden Quartersdepartent. Harold S. Yoe, for 15 years with newspapers in Minneapolis, has joined the station as account executive.

WALTER BEADELL, sales and promotion manager of WAPI, Chicago, formerly with WISN, Milwaukee, and WPTQ, Fort Wayne, and WNIB, Indianapolis, has joined the Chicago sales staff of Joseph Hershby McGilvra, station representative.

LAWRENCE G. NEWMAN, former general manager of CBS News, has now a major in the Army, temporarily on the West Coast.

RAY L. MOORE, formerly in sales department of WJFF, Harrisburg, Pa., has joined the sales department of WMC, Memphis.

KATHERINE MacEwen, formerly with Bridgeport Times Star and the Patterson Morning Call, has joined the advertising department of WSBH, Stamford, Conn.

BENEDICT GIMBEL, Jr., president of WIP, Philadelphia, last week celebrated his twelfth year in radio. In 1931, he became the youngest traffic director in the United States.

DON S. ELIAS, vice-president of the Asheville (N. C.) Citizen-Times, in charge of the operation of WYNG, has resigned to open a new career with WABC, New York, president, and D. H. Ramsey, general manager, at a recent district meeting of the American Legion held to award the newspaper a special citation for news coverage of the Legion's 1941-42 program.

J. C. ALDIGE, formerly in advertising work in Los Angeles, has joined the commercial department of KGEX, Portland, Ore. He fills the vacancy of Chester L. Blousins, who was a first lieutenant in the Army Air Forces.

THEODORE GRANIK, attorney and member of the executive board of the American Forum of the Air, on Nov. 1 was named spokesman and national general counsel for the American Business Progress, a country-wide organization of little businessmen.

JOEL H. SCHIEF, former insurancer, has joined the staff of WMPI, Plattsburg, N. Y., as commercial manager.

S. A. CISLER, general manager of WGRC, Louisville, recently became manager of WISH, Indianapolis.

FRANK RADCLIFFE has been appointed manager of CFOS, Owen Sound, Ont., succeeding Ralph Snelgrove, who has joined the Royal Canadian Navy.

EARL MCCOLLUM, since 1926 first vice-president and assistant general manager of the Kansas City Star, has been elected president and general manager, succeeding the late George B. Longan. Mr. Longan, as executive managing editor, fills Mr. Longan's vacancy on the boat. His brother, Roy A. Longan, has been named first vice-president, and Roy A. Roberts, managing editor, becomes second vice-president.

VERNON C. MITCHELL, formerly associated with Eli Lilly & Co., Indianapolis, has been appointed general manager of White Labs, Newark, sponsor of Double or Nothing through the Metropolitan Opera Guild in New York.

EDGAR KOBAK, executive vice-president of BLUE, last week returned from a tour of Rochester, Buffalo, Cincinnati, Nashville and Atlanta, where he conferred with managers of BLUE affiliates, advertisers and agencies. While in Nashville, KOBAK looked in on the NAIB district meeting, and visited his son Edgar II, an aviation cadet at the Army Air Forces classification center.

LARRY J. GUBB, chairman of the board of Philco Corp., has been elected general manager of the Cornell U Alumni Club. Mr. Gubb graduated from Cornell in 1916.

EDWIN MOSS WILLIAMS, vice-president and general manager of United News, has joined the Army Air Force as a private.

DAVID H. HARRIS, recently traffic manager of WXYZ, Detroit, has been named promotion manager of WTAG, WORester, replacing William A. S. Nicks, who has been with the Trendle Broadcasting Corp. for the last nine years, the last three years as a broadcaster in the Michigan Radio Network where his duties include supervision of programming.

CARL I. WHEAT, former FCC assistant inspector, has formed a law partnership with Robert E. May, to be known as Wheat & May, with offices in the 20th Century Building, Washing, and the Mills Towers, San Francisco.

EDWARD R. GRIMES, operator of Associated Radio Markets, Minneapolis special representative firm, recently left his post of cbm., and has closed down his concern.

JULES ALBERTI, BLUE director-producer, has joined the Treasury's savings staff in charge of station relations.

W. R. GARDNER has been appointed manager of CKO, Vancouver, B. C., succeeding Roy Wright, who has joined CFAR, Flin Flon, Man., as manager.

CHARLES J. LAKE has joined the staff of WMSB, Uniontown, Pa., as commercial manager, and Dolores Martha Martin, WMSB, Miss. Mr. Bur- well replaces Michael Slagel.

ROY HOFF, former salesman of WJOX, Knoxville, has been appointed commercial manager of the station. Bill Aldrich has joined the CKWS sales staff, coming from CKGB, Timmins, Ont.

O. L. SMITH, account executive of WNOX, Knoxville, has been appointed circulation manager of Gov. Prentice Cooper, of Tennessee.

PHIL CARLIN, vice-president in charge of programming of BLUE, was present this week at a meeting of the Metropolitan Opera Guild in New York.

TOM COLTON, manager of WWSR, St. Albans, Vt., is father of a baby girl, born Oct. 1.

BROADCASTING • Broadcast Advertising

November 9, 1942 • Page 37
Today the news is strictly personal

It was yesterday that the people listened to news reports objectively.

Today the news is strictly personal—your son in Australia—his nephew in Britain—her husband in Egypt. They’re all part of today’s news.

The radio station which does the best job of reporting the news is doing the best job for the radio industry and the public.

WGN is doing that kind of a job in Chicago.

WGN reports the news frequently and regularly.

WGN supplements these regular news broadcasts with informal and authoritative interviews with people who have first-hand knowledge concerning the latest news events.

WGN—Mutual present competent commentators whose expert analyses clarify the sometimes confusing succession of events—men like Boake Carter, Gabriel Heatter, Raymond Clapper, John B. Hughes and Stanley Johnston.

WGN broadcasts two of the foremost public discussion forums—the Northwestern Reviewing Stand and the American Forum of the Air.

Because WGN does such an excellent job of news reporting, more people listen to WGN’s news broadcasts than to those of any other Chicago station.

A Clear Channel Station WGN

50,000 Watts • 720 Kilacycles

MUTUAL BROADCASTING SYSTEM

OLIVER GRAMLING

Specific duties were as head of the membership department, which in radio parlance is “station relations.”

It was while on this time-consuming job that he found time to write his first book, a best-seller, AP—The Story of News. Then, late in 1940 came his chance to jump into radio with both feet. The AP had decided to organize a subsidiary to prepare and distribute AP news to radio. William J. McCambridge, who had risen through the ranks of the traffic department to become assistant general manager of AP, was to head up the subsidiary, Press Association Inc. Gramling was offered the post of assistant general manager. He saw here a chance to get into a field that had been beckoning for many years.

He and McCambridge are of direct repositories in background and interests, but a hand-and-glove combination in business, as many people in radio have remarked.

While McCambridge handled the minute-and-one technical details, Gramling busied himself setting up news, sales and business staffs. In setting up the news staff with Tom O’Neill as editor, Gramling’s office became a laboratory where the news staff wrote, rewrote, experimented and went into all angles of presenting news for radio. Determined to create the ideal news report tailored for the ear, and not just the past for the eye, top radio newsmen were invited to help. So that they could criticize, a radio news wire “to nowhere” was set up across a small room. News was filed at one end of the room and taken off at the other end. Then it went to the battery of editors for their suggestions, whichever reached the writers again by microphone. From this unheralded beginning, came the PA leased wire circuit that now reaches into every corner of the nation.

As assistant general manager of PA, Gramling keeps in close check with the news report, handles personnel matters and supervises promotion and sales. Many of his promotion ideas have drawn high praise from the industry. One of the brochures he designed when PA was launched still is in wide demand.

Besides all of these duties, Gramling only recently was appointed secretary to the special committee named by the AP board of directors in connection with the Government’s anti-trust suit against the world’s largest news gathering agency.

Olive Gramling (Continued from page 37)

Canada Shifts Personnel To Fill Key Positions

REALIGNMENTS throughout the CBC have been completed, following a change in the personnel of the Overseas Unit. Rooney Pelletier, recently in charge of the Overseas Unit, has returned to direct North American programs on loan to BBC. His place in London will be filled by John Kannawn, CBC Prairie regional representative in Winnipeg.

New Winnipeg representative is H. G. Walker, manager of CBL and CBY, Toronto, while Dick Claringbull, CBC Ontario regional representative, will add management of these two stations to his duties. Walter C. Anderson, manager of CBO, Ottawa, will be night manager of the stations, and Charles Wright, senior CBC producer at Winnipeg, will be manager of CBO.

Comedians Plan Tour

WITH PLANS for an entertainment itinerary which will carry them to several war fronts where American troops are fighting or in training for action, Bud Abbott and Lou Costello, comedians featured on the weekly NBC show, sponsored by R. J. Reynolds Tobacco Co. (Camels) expect to leave Hollywood following completion of their current motion picture assignment.
CAPT. BRICE DISQUE, Jr., former assistant manager, NBC script division, is now assigned to active duty as staff officer with the 32nd Troop Carrier Wing at Pope Field, Fort Bragg, N. C. A new branch of the Army Air Forces, the troop carrier command transports units and airborne troops to battle areas by means of planes and gliders.

IAN ROSS, MacFarlane, of the Merchant Marine, inaugurates a series of five-weekly commentaries on MBS Nov. 9.

MARY ZOSTANT, secretary to Edward Evans, head of research of the BLUE, is engaged to Joseph Salem, of Albany, now in the U. S. Navy.

HERB DUBROW, announcer of WBBK, Atlantic City, leaves next week to join the Army.

RUBEN GAINES, announcer of KHL, Hollywood, was severely injured when struck by an automobile Oct. 31. He will be confined to his bed four months or more, it was said.

CATHERINE DALCH, former writer and announcer of WDWS, Champaign, Ill., has joined the continuity staff of WHBF, Rock Island.

RAY ANDERSON, assistant in the news department of CBS Hollywood, reports Nov. 10 for Army induction.

MILCENT POLLEY, formerly of the continuity staff of WHBF, Rock Island, Ill., has been transferred to the sales department.

LEE LAWLEY has joined the announcing staff of KLO, Ogden, Utah.

CHARLES SCHON, formerly of WORC, Worcester, Mass., has joined the announcing staff of WTRY, Troy, N. Y.


DEN WILLS, former announcer of WQVC, Allentown, Pa., has joined the staff of WBIR, Columbus, Ga.

JACK MOHLER has resigned from the promotion department of WOR, New York, and is in a military service.

DOUGLAS HUTTON, former editor of KMTR, Hollywood, has joined the Army.

MRS. ANN RUDOLPH, new to radio, has joined the sales staff of WPDQ, Jacksonville, replacing Kay Weyr, who resigned to accept an announcing position in the Midwest.

LESTER VAIL, NBC production director, returns to his network duties Nov. 10, after a two-month leave of absence to direct the Theatre Guild play, "Mr. Sycamore," scheduled to open in New York Nov. 13.

CHARLES DAVID, formerly announcer of WLIP, Brooklyn, and previously with WPAT, Paterson, N. J., has joined WOV, New York, in a similar capacity.

CHARLES SEBASTIAN, formerly of KGSC, Sioux City, Ia., and WDAN, Des Moines, Ia., has joined the announcing staff of WHBF, Rock Island, Ill.

ELBERT J. HALING, merchandising director of WBAP-KGKO, Ft. Worth, is now in the Army Air Forces at Tarrant Field, Tex. Harry Flowers, his former assistant, is stationed at the same place.

ROGER BAKER, director of public relations for WLW, WSAI and WLVO, Cincinnati, addressed students of Henry W. Grady School of Journalism, U. of Georgia, on Nov. 4. He also spoke before the Athens Rotary Club, and during the afternoon conferred with members of the class in radio at the Grady School.

DAVE VAILE, formerly production manager of KGW, San Francisco, has joined CBS Hollywood, as announcer. He replaces Bob LeMond, who joined the Army Air Forces. Harry Mitchell, formerly Honolulu announcer, has also joined the CBS staff.

VINCENT ELLIOT, formerly continuity editor of KXGM, San Bernardino, Cal., has joined KFI-KECO, Los Angeles, as announcer. George Druck, KFI-KECO announcer, has joined the Army Air Forces and is assigned to bombardier training.

VERN BUCK, former Chicago orchestra leader, has joined NBC Hollywood.

BOB TYROL, announcer of WTIC, Hartford, who has been M.C. of the show Coast Guard on Parade, enlisted in the Coast Guard on Nov. 2 and has been assigned to the New London Coast Guard Academy.

CHARLES F. PENDLETON, formerly announcer and in charge of merchandising promotion of KIEM, Eureka, Calif., has joined the announcing staff of KSFO, San Francisco.

HERB KENNEDY, formerly announcer and newscaster of KIX, Oakland, has joined the announcing staff of KSFO, San Francisco.

JOHN BAUMGARTNER, continuity writer of WFDF, Flint, Mich., has been accepted by the Army for officers' training in the communications branch.

CHARLES L. ANDREWS has joined the announcing staff of WLAC, Nashville, as promotion manager.

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COVERING A MARKET THAT'S WAITING TO BUY

THERE'S so much cash money pouring into the Nashville market right now that people are literally waiting in line to buy the things they want. If there ever was a seller's market, this is it.

You can cover this market adequately and successfully through one tested medium—WSIX.

Ample power (5,000 watts day and night) . . . PLUS a good spot on the dial (980 kc) . . . PLUS proven listener preference, make an established audience ready to hear what you have to say.

SPOT SALES, INC.
NATIONAL REPRESENTATIVES

ARNOLD STINSON, announcer of CKLW, Washington, has returned to duty after recovering from an operation for appendicitis.

NELLE MARIE PETERSON, formerly of KIHI, Okmulgee, Okla., has joined the continuity staff of KVOO, Tulsa, and Ben Henneman is a new part-time announcer. Paul Miner, KVOO sports announcer has joined the Navy as yeoman 3d class.

LARRY CHATTERTON, former supervisor of announcers for CBS Hollywood, is now announcing and producing for KIRO, Seattle.

JOHNNY GROVES, Portland radio and stage actor, has joined the announcing staff of KGW-KEX, that city, replacing Ed. Watson who recently resigned to enter the Merchant Marine.

FRANK SWEENEY, announcer of WGN, Chicago, has resigned to join the Navy Aviation Corps.

JOHN DUNHAM, announcer of WGC, Chicago, has joined the Army Air Forces and has been succeeded by Tom Bulitta. Ira Hirsch, freelance announcer, has joined WGC.

BOB GARDNER, announcer of KYSM, Mankato, Minn., has enlisted in the Army Air Forces.
STANLEY BADINGTON, former radio director of the Ralph Hubbard Agency, Cleveland, has joined WGRC, Lebanon, as news editor and newscaster. Mrs. Gertrude Hardeman, formerly of Zimmer Agency, Louisville, has joined the WGRC continuity staff.

JACK TIERNEY has joined the staff of WMFF, Plattsburg, N. Y., as program director, succeeding Earl Sharland, who has enlisted in the Army Signal Corps. Norman Grap, formerly of Plattsburg, is a new addition to the WMFF announcing staff.

NED LEFEE, announcer-actor of NBC Chicago, has resigned to enlist in the Coast Guard.

LOU HUSTON, production manager of the Beverly Hills, Calif., has joined the Army in early November. Jack Stafford, sports editor, has joined the Army Air Force and is awaiting call.

MRS. SHIRLEY HORTON, until recently publicity director of Don Lee Broadcasting System, Hollywood, is the mother of a boy, born Oct. 30.

DOUGLAS COULTER, program director of CBS New York, has returned to his desk after Hollywood conferences.

RICHARD BIDDLE, formerly of WRAW, Reading, Pa., has joined the announcing staff of WAFM-AM, Philadelphia.

ALEX BIDDLE, formerly assistant in the news department of KYW, Philadelphia, has been placed in charge of the station's transcription library.

STUART WAYNE, formerly of WHTH, Hartford, has joined the announcing staff of KYW, Philadelphia.

HAROLD DAVIS, program director of WDAB, Philadelphia, whose station with the station dates back to the early days of radio, leaves to join the Army Nov. 19.

JACK RIAITI, recently with KYOS, Bellingham, Wash., has returned to KLO, Ogden, Utah, as production manager of the station's Salt Lake City studios.

FRANK F. FIRNSCHILD, formerly program director of WSOO, Sault Ste. Marie, Mich., has joined the staff of WPDH, Flint, Mich., as an announcer-writer.

JERRY DEANE, of the announcing staff of WEBC, Duluth, has been appointed assistant program director. He succeeds Don McCull, who resigned to enter the Army Air Forces as a radio specialist. Herbert Snellenberg is the new promotion manager at WEBC. For the last 16 years he had been the copy desk of Stewart & Taylor, advertising agency.

ART BAKER, Hollywood announcer and m.c., has been assigned in the former capacity to the three-weekly quarter-hour CBS serial, “Today at the Duncans”, sponsored by California Fruit Growers Exchange (Sunskit).

LEON (Bill) DORAIS, of the production staff of KNX, Hollywood, has been transferred to the publicity department of CBS, that city.

WALT DENNIS, sales promotion manager of KYOQ, Tulsa, has received an award of merit for editorial excellence from the Southwestern Ass’n of Industrial Editors.

KNOX MANNING, formerly newscaster of CBS, Hollywood, and now captain in the Army Air Forces, has been assigned to the First Motion Picture Unit of the Army Morale Division, and is stationed in that city.

ERNIE COURTNEY has been promoted to program director of CFCH, North Bay, Ont.

HARRISON FLINT has been appointed program director of CKGB, Timmins, Ont. Cliff Winrove has joined the sales staff.

TOD WILLIAMS, formerly of WTCN, Minneapolis, has been named program director of WSPD, Toledo, in addition to supervising studio production, he will direct weatherizing and handle advertising. Glenn Jackson, formerly chief announcer of WSPD, has been named production manager, and Bill Howard has been added to the staff as continuity writer and announcer.

TOM WYATT, public relations director of WCKY, Cincinnati, has enlisted in the Marine Corps and is in recruit training at San Diego, Cal. Jerry Belcher, public events director of the station, is chairman of a committee collecting relic cannon and field pieces for scrap and salvage.

CHARLES F. PENDLETON, formerly announcer and promotion manager of KIEM, Eureka, Cal., has joined KSFO, San Francisco.

MARION BASSEL, formerly on the announcing staffs of WEVD, New York, and WPTL, Lake Charles, La., is currently a commentator at Radio City Music Hall, New York.

AUDREY CALDER, known on the air as Yvonne Dale, has been appointed war program manager of KJUB, Watseville, Cal., in addition to her duties as pianist to William Murphy, program manager, a new-arriving call to active duty in the Navy.

RUSSELL J. CAMPBELL, salesman of WHHP, Rock Island, Ill., has joined the Army.

ROBERT FASSON, news commentator of KPO, San Francisco, recently became a grandfather when a boy was born to his daughter in Winchester, England.

NORMAN BROWN has joined the sales staff of CHKP, Peterborough, Ont.

ALLAN RICE, of the talent staff of WLS, Chicago, has joined the Army.

CYRIL KING and Fred Darling have joined the announcing staff of CKGB, Timmins, Ont., formerly coming from CJKL, Kirkland Lake, Ont. Warren Robinson, new to radio, has joined the announcing staff of CFCH, North Bay Ont.

WALTER WINDSOR, chief announcer of KLO, Ogden, Utah, has left for New York to be inducted into the Army.

DOUGLAS FLEMMING, formerly with NBC Chicago, has joined the news staff of WCPO, Cincinnati. He became the father of a baby girl on Oct. 27.

RAY WALTON, announcer of WEST, Easton, Pa., is the father of a baby boy.

JANE BUTLER

JANE BUTLER has been recommending personnel advice and household needs for the women in the Greater Miami area for the last 10 years on her Jane Recommends.

Mrs. Butler for a number of years was a professional companion, having worked with Margaret Speaks, Richard Maxwell, Fred Huffman and others. Before that, in Chautauqua, concert and vaudeville, she traveled the country.

Her musical background is not forgotten today, for her one outside activity is playing the organ in church. Otherwise her private life as the wife of Don Butler, continuity head of WIOD, is concerned with her home and small daughter.

Mrs. Butler is a graduate of Denison U in Ohio. She taught English in high school at Constantine, Mich., and public speaking at Tarkio College in Missouri. Her only previous radio affiliation was at WHKC, Columbus, where she conducted a woman’s program, was studio announcest, and took part in a domestic sketch with her husband.

ROBERT M. HENDRICKS, manager, ticket distribution section of NBC’s guest relations in New York, has been appointed head of NBC guest relations in Hollywood, his home town, replacing Bill Andrews, who has entered the army.
Special Technique
Needed in Appeals
To Latin America

United Fruit Co. Tells How Radio Can Be Effective

CRITERION for sponsors contemplating entry into the field of radio advertising in Central and South America has been formulated by United Fruit Co., probably the oldest and largest of American firms doing business both in the Rio Grande, United Fruit has long fostered a good neighbor policy between the United States and the Latin republics.

“Radio used with intelligence,” suggests the company, “is our most important method of communicating goodwill. Used carefully, it can turn upon its handler.

Regions Differ

“Broadcasters in Central America have unearthed regional peculiarities which must be taken into account, and they have learned that broadcasting to Central America cannot simply follow an overall technique. Although the common language, for instance, of Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama is Spanish, in each of these countries accents and idioms differ.”

For this reason, among others, United Fruit suggests the use of local announcers and facilities wherever possible, even where a shortwave broadcast is picked up and rebroadcast. Economically, the North American agency or advertiser will accomplish a good purpose by practical demonstration of desire to invest or assist in the economy of Central America, it is stated.

The trend in Central and South America is emphatically toward short commercials. The highest form of good advertising, where no specific product is endorsed, is simply to name the sponsor at beginning and end of the program, and include a courteous reference to the people and Government of the country where it takes place; the most acceptable plug for a specific product follows this line, according to United Fruit:

“Our (product) will be found on sale at the main office and branches of the well-known concern of (firm), one of (name of country’s) outstanding establishments.”

Use Local Talent

The company further advises that local agents in each country should be consulted in preparing texts, rather than attempt a standard text. In this way broadcasts may be given a local touch, and the “foreign flavor” will be dispelled. “The Central American listener should be made to feel that the advertiser or agency, although North American, is attempting to become a part of the economy and language of the country,” says UF.

“In considering the kind of pro-

UP Appoints Emich

HOWARD EMICH, formerly in the Chicago bureau of United Press and previously with WMAM, Marinette, Wis., and WHBF, Rock Island, Ill., has been appointed radio editor of the UP Indianapolis bureau. UP announced that KMBC, Kansas City, and WJBC, Bloomington, Ill., had contracted for the full radio news and feature service of UP, while contract renewals have been signed with KIT, Yakima, Wash., KMO, Tacoma; KFXD, Nampa, Ida. To increase its volume of sectional news from the Puget Sound area, UP has created a new radio news bureau in Tacoma.

program . . . good music is always acceptable . . . and classical music will be appreciated, no matter what its national origin.”

One criticism offered concerning North American sponsors is their practice, in their zeal to show good neighborliness, of filling Latin-American ears with our night club versions of their own native tangos, rhumbas and sambas. One per program is acceptable, says UF, but the Central American listener does not have to tune in a North American program to hear his native music.

Don’t Be Patronizing

“Above all,” concludes the UF suggestion, “the North American advertiser or agency should remember that the people of Central and South America are intelligent, sympathetic, friendly and fair. In any case they do not, like anyone else, are impressed by sincerity, and they are unimpressed by artificial compliments whitewashed over a program which has shown no real thought for their interest.

“Intelligence, rather than patronage, is the keynote of effective Central American broadcasts.”

A COMPOSITE portrait of an average listener has been drawn by Paul Gibson, director of Housewives’ Protective League of WBBM, Chicago from a survey made of 6,000 radio listeners of Mr. Gibson’s participating programs, Sunrise Salute and Housewives’ Protective League.

According to the survey the average listening family consists of a mother, father and child. The typical housewife does her own laundry and is adept at canning, and strangely enough according to Gibson, 94% of the women do their own baking. Two out of three fathers drive cars. More than 50% of the wage earners represented work in offices, clerical positions or war production plants. Only one out of five is a laborer.

A WELCOME GUEST
IN GEOGRAPHY HOMES

Because...

WAGA is Programmed
For Their Interests.
Ask John Blair

ATLANTA, GEORGIA
“The Blue Ribbon Station of the South”

590 Kc. With
5,000 Watts

BROADCASTING • Broadcast Advertising November 9, 1942 • Page 41
HEAVY INDUSTRY'S GOODWILL
Sponsors Football Broadcasts, But Has No Product to
Offer on Commercial Market for Duration—

TYPICAL of the broad public spirit that develops as the country's all-out war effort grows is the sponsorship by one of Cincinnati's leading industries, Aluminum Industries Inc., of the U of Cincinnati's play-by-play football broadcasts on WKRC, with Dick Neebitt, former All-American and Chicago Bears star at the microphone.

Why should a manufacturer of aluminum and magnesium castings, aluminum paints, and automotive and aircraft parts, who is selling nothing direct to the consuming public at the present time sponsor a series of football game broadcasts?

In answering, Harry J. Hater, vice-president and general manager of Aluminum Industries, said: "We feel that every manufacturing company, aside from doing its part in war equipment production, has a public service to perform that is as definite as that of any citizen."

"It has the duty of maintaining and stimulating workers' morale by intensifying their natural pride in their achievements; it should contribute to unity of thought and effort by helping keep the community acquainted with the record its industrial workers are making in supporting our armed forces; it should use every logical means to promote the sale of War Bonds; to maintain public support of the scrap metal campaign and of the Red Cross.

Maintain Goodwill

"As a duty to its employees, the community and its stockholders, the company also has the responsibility (without interference with its war effort) of maintaining goodwill for its brand name, so that it may have a market for its products and employment for its workers after victory is won."

As the weekly broadcasts begin 15 minutes before each game, and there are the usual "time outs" during play, in addition to the between-halves period, there are many opportunities for Syd Cornell, m.c., to interpose the type of public service messages outlined by Mr. Hater, without interfering with the listeners' enjoyment of the play-by-play broadcast.

Various means are used to give these messages variety and interest.

An Aluminum Industries worker's family, including members of three generations, has been interviewed. Members of the personnel department and of the employees credit union have given brief messages of interest about the purpose of their departments. A woman member of the WKRC staff is scheduled to interview some of the women workers, to get a war production story from the woman's viewpoint.

The mayor is scheduled to appear on the program to tell something of Cincinnati's part in the war effort. Leaders of War Bond, Red Cross and Salvage Drives are given the opportunity to put over their messages.

All interviews with workers are broadcast by transcription to permit any necessary censoring.

640 Kc. Applicants

TWO AMENDED 50,000-watt applications involving 640 kc. were filed with the FCC last week—one by WCLE, Cleveland, and the other by WBIG, Greensboro, N. C. WCLE, previously seeking 50,000 watts fulltime on 610 kc. in lieu of its present part-time 500-watt operation on that frequency, changed its application to ask for 640 kc. WBIG, seeking a shift from 5,000 watts on 1470 kc. to 50,000 on 640 kc., amended its request to ask for changes in its licensed directional antenna for night use and omitted its proposal to move its transmitter site, build a new transmitter and increase the power.

On Award Committee

RADIO MEMBERS of the medal award committee, which selected Wendell L. Willkie as the recipient of the 1942 American Hebrew Medal for the promotion of better understanding between Christians and Jews, include A. J. McCosker, chairman of the board of MBS; Donald Flamm, part-owner of WPAT, Paterson, N. J.; David Sarnoff, president of RCA; Raymond Gram Swing and Lowell Thomas, BLUE commentators, and Eddie Cantor, radio star. The committee is made up of a group of 65 prominent Americans of all faiths.

RENSELAER Polytechnic Institute, Troy, N. Y., soon will have its own campus "gaspipe" radio station, thanks to the efforts of three enterprising freshmen. One of them is Harvie Schwartz Jr., staff transmitter engineer of WTRY, Troy, Call letters will be WRPI.
BROADCASTING

IN LIEU OF SALES CONVENTION this year, Libby, McNeill & Libby Chicago (canned food products), sponsored a special half-hour broadcast on 137 BLUE stations recently. Discussing the program, titled Napoleon Was Right, which combined a dramatization of current food problems and the forthcoming advertising campaign of Libby, are (l to r): E. B. Borroff, vice-president and general manager of the BLUE Central Division; Daniel W. Creeden, president, Libby, McNeill & Libby; Henry T. Stanton, vice-president and Western manager of J. Walter Thompson Co.; and John Battle, author and producer of the broadcast.

KFPY 20th Birthday

20TH ANNIVERSARY OF KFPY, Spokane, was celebrated Oct. 17 with KIRO, Seattle, broadcasting a half-hour salute. Highlights of the past were recalled during the program, which was aired simultaneously on KIRO and KFPY. Features included a greeting to Arthur L. Bright, vice-president of Symons Broadcasting Co., from H. J. Quilliam, KIRO general manager, and reminiscences by KIRO Announcers John Mallow and Frank Cooley, both formerly with the Spokane station.

NBC Honors Marines

IN HONOR of the 167th anniversary of the founding of the Marine Corps, celebrated Nov. 10, NBC broadcast a special program last Sunday titled "Hail to the Marines." No marines heard on the show, which presented pickups from various parts of the world with those who have been helped by the Marines or worked with them telling the gallant story of the Corps present and past deeds.

Studio Notes

BUILT AROUND Columbia's School of the Air of the Americas and preceded by a concentrated introductory campaign, the 1942-43 educational activities of KIRO, Seattle, are off to a good start. Hazel Kenyon is education director. Promotion began with broadcast of three special programs, arranged by the network, to reintroduce to parents and other adults the American School series. Because KIRO could not take the broadcasts when offered, they were transcribed. Discussion groups from various high schools have been scheduled for appearances during the Friday broadcasts. KIRO is also transcribing the series for KFAR, Fairbanks, Alaska.

EDWARD TOMLINSON, BLUE commentator and authority on inter-American affairs, who returned recently from a 17,000-mile tour of hemispheric defenses, last week began a two-week lecture tour in the Midwest. His Saturday and Sunday broadcasts on BLUE will be heard at irregular intervals during the tour, and upon resuming the commentaries on a regular basis Nov. 21, he will be heard at 8:15 p.m. instead of at 6:45 p.m.

NEWSCASTER John Thomas, of WIRE, Indianapolis, recently gave a regularly scheduled newscast by remote control from the stage of convention hall of Franklin College, Franklin, Ind., before several hundred delegates to the Indiana High School Press Assn. convention. Later in the same day Mr. Thomas addressed another convention audience, and answered questions of the young journalists.

TOM SLATER, m.c. and announcer, conducts a sports series on MBS, titled Fight Night. Inside gossip of the boxing world is combined with interviews with prominent ringside personalities on the program.

BOB ORTH, of the NBC page and guide staff, had just assumed direction of a weekly paper written for the staff, when he was transferred to the NBC news and special events division.

REPLACEMENT for the Prescott Presents program, heard four times weekly on the BLUE, will be titled The Three K’s, featuring Glenn Rigs, Joe Riner and Ray Knight. Allen Prescott, who formerly conducted the series, has joined the Navy as a lieutenant.

WWL, New Orleans, is publishing a new station bulletin titled Inside. The house organ editorializes on means of increasing efficiency in various departments, has many personal and general information about station activities.

THREE STATIONS to sign recently for the special AP radio version of Press Assn., AP radio subsidiary, are: KFWB, Los Angeles; WATT, Watson, N. Y.; KRCI, Enid, Okla.

NBC's guide and page staff has started a weekly mimeographed paper containing news of interest to the guest relations staff and titled G. R. News. Al O'Connor, a staff supervisor, is in charge of the bulletin.

AS PART of the local publicity for the Third Victory Loan, Canadian troops occupied CKWS, Kingston, Ont. They rushed the studios and broke in on an announcer in the middle of a newscast and assumed complete charge of the station.

Everyone's talking about this answer to "Plug Shrinkers"

Have you read it in PRINTERS' INK?

When Reader's Digest formed the "Plug Shrinkers" crusade against radio commercials, it stepped on the toes of admanagers Wolstencroft, Esterbrook Pen Co.

In his rage he wrote some simple truths that make the "Plug Shrinker" charter look silly. These PRINTERS' INK printed under the caption "In Re Plug Shrinkers."

Like many ideas that appear in PRINTERS' INK, this one became a conversation topic in advertising circles. Lewis Allen Weiss, Vice-President, Don Lee Network commented: "This article is as human and intelligent as radio broadcasting itself. It shuns away all the fantasy and sophomoric thinking that has characterized the discussion in the Reader's Digest."

Valuable for Radio Salesmen

"Our salesmen can use reprints of 'In Re Plug Shrinkers' in their daily contacts," said George Moskovics, Sales Promotion Manager, CBS, Pacific Network.

FREE REPRINTS

For Your Salesmen

Post your men on "In Re Plug Shrinkers." Radio executives say it is the sincerest answer to the Reader's Digest crusade against radio commercials. Get free reprints from the advertising department, PRINTERS' INK, 185 MADISON AVENUE, NEW YORK, N. Y. (There is a small charge for large quantity orders.) Write now!

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

185 MADISON AVENUE • NEW YORK, N. Y.
Purely PROGRAMS

News After Midnight

TO GIVE gravestrand and swing shift defense industry workers a complete news service similar to that offered during its daytime schedule, KJJ, Hollywood, on Nov. 2 started a five-week half-hour Victory Newsreel, Tuesday through Saturday, 1:30-2 a.m. (PWT). Patterned after five daytime presentations of the Don Lee Newsreel Theatre, the early morning news summary is first of its type to be featured on West Coast broadcasts designed especially for war workers, according to Van C. Newkirk, program director of Don Lee network.

Military Pattern

RE-DESIGNED especially to entertain men in the armed forces, format of the weekly CBS Hollywood Showcase now includes a jury of a dozen service men who act as judges of the competitive talent. Twelve jurymen, from a different camp each week, select the outstanding act and award a gift from the camp. In addition, votes of servicemen throughout the West are polled to determine the three best acts. Winning three are held over for a paid engagement the following week.

Radio School

A NEW feature initiated by WDR, Hartford, on its early morning Shopper's Special is called "Entrance to Etymological Edification," and clarifies the meaning of little-used words. The program, which is not more than a minute daily, is conducted by "Professor" Harvey Olson, chief announcer. The idea is to teach the audience one new word daily, and listeners are asked to send in word suggestions.

The Sage Way

WEEKLY educational program, *How Do You Pronounce It?*, conducted by George Smith, chairman of the speech department from the Russell Sage College campus, on WTRY, Troy, scrutinizes and corrects commonly mispronounced words sent in by listeners and grammar and high school students. Sixteen area schools are regular listeners.

Take Your Pick

CARSON FURNITURE Co., St. Louis, sponsors of The Gift Chest, half-hour nightly program on WIL of that city, invite listeners to write in telling what gift they would like to see the fairs and workshops of the new series, which is called "Gift Chest." They are asked to include the birth date and wedding anniversary, if married. Winners receive their gift from The Gift Chest.

Worcester's in this thing too... Adolfo!

By the time you check a hundred different war time products pouring out of its 500 industries you will recognize the New England area as a huge Victory Arsenal—making parts and equipment for every division of our war machine.

Buying power is a match for this boom activity of industry, too. Industrial payroll runs 32% ahead of last year. But you lose radio coverage the minute you leave out WTAG, the only station with twice the regular audience of all other stations heard in the area.

When You Buy Time Buy an Audience

Worcester

WBZ

BASIC Red Network

EDWARD PETRY & COMPANY
NATIONAL REPRESENTATIVE

Owned and operated by The Worcester Telegram-Gazette

BROADCASTING • Broadcast Advertising

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Voices of Women

WOMEN'S VOICES only, with orchestral accompaniment, are heard on the half-hour *Close Your Eyes* program aired Thursday nights on KIRO, Seattle. Emphasis is on soft, dreamy songs, smooth-flowing orchestrations and narration, including poetry and prose in the same vein. Margaret Barry is narrator and Martha Wright the soloist, with music by the Aaron Sten orchestra. Program is sponsored by Binyon Optical Co.

Anything Goes

SHOWCASE for program ideas is a new series of five-week shows on WWL, New Orleans, 10:30 p.m. Titled *Surprise!,* the broadcasts are entirely different each night. No advance hints as to content are given the public and the program may consist of patriotic narration, hot music, poetry with organ accompaniment, a story, or an operetta.

Music for Workers

W45V, FM adjacent of WGBF, Evansville, is directing a special daily two-hour musical program to war plants in Evansville area. Program, broadcast during the lunch hour, is interspersed with short newscasts and will eventually include factory talent and news items about working people themselves. The station is cooperating with individual factories in attaching FM receivers to the factory p.a. system to broadcast the program within the plant. The music is expected to be a factor in boosting morale and speeding up production.

Pasadena Star-News

"Boy! This Next Question's a Toughy!"
War Sales Lessons
(Continued from page 20)

ed by presentation of the clearer picture of the radio audience which qualitative surveys give. These tell the advertiser not only how many listeners a program has, but what kind of listeners they are. For example, a prospective sponsor can be told that in every ten homes of "Uncle Don's" audience there are the following listeners: 14 children, 8 women and 4 men. Such breakdowns of audience by sex and income bracket have helped advertisers to fit programs to their needs more exactly than they could previously.

Two Programs a Day
The two-program-a-day sponsor has been developed to a greater degree this year. As war production schedules gave our population three shifts, advertisers were shown the wisdom of talking to each shift. The National Shoe Stores, which formerly used evening time only, this year are sponsoring both morning and evening programs five days weekly. Gotham Hosiery Co. Inc. and the makers of Dolly Madison Ice Cream are using both morning and afternoon programs, Gotham three days a week and Dolly Madison five days a week.

Advertisers who want to start radio campaigns but are not certain that war conditions will permit the completion of their series are being helped over this hurdle as stations give them contracts containing war cancellation clauses.

So, as cancellations and sudden changes have occurred, we have been able to offset them to a good degree by use of larger circulation, more knowledge of the quality of the circulation, higher purchasing power, low-cost programs and war clauses.

New Users of Radio
We have left the beaten path this year to find new business—and it has paid. Early this year our station launched a drive to get orders from those accounts which had not yet been cultivated intensively. During a three-week period, we called on 87 such accounts and made 15 sales, an average of five a week. The newest man of the staff had most such accounts and he made most sales.

Our Pegeen Prefers is a war-born program which illustrates what can be done to win new listeners and new sponsors. Recognizing that women want to know how to live better on less during wartime, we asked Pegeen Fitzgerald, fashion designer and former advertising manager, to broadcast a program giving such information. This was started as a 15-minute show, presented three days weekly last spring. Today it is a 25-minute feature, six days a week.

We purposely offered this show, with its up-to-the-minute copy slant, to advertisers who had al-

ways said "No" to radio. Today seven of Pegeen's nine sponsors never used radio before, and all have extended their original experimental-length contracts into 52-week commitments. Furthermore, one of these advertisers who never had used radio, the Gotham Hosiery Co., has bought a second show by Pegeen Fitzgerald, called Strictly Personal. This new convert to radio broadcasts his second show three days a week not only over WOR but also over the Mutual Network.

New Business Front
To point up our efforts to obtain new business, everyone at our station from President McCosker and General Manager Strebelt to the youngest messenger recently participated in a "New Business Front". During this difficult wartime period all at the station agreed to work toward this goal—

Tootsie Rolls Plans
SWEETS Co. of America, Hoboken, N. J., has named Duane Jones Co., New York, as agency for Tootsie Rolls. Radio will probably be used, and advertising will get under way under the newly appointed agency in January. Firm launched a spot campaign on approximately 12 stations in March for a 26-week period.

to beat all previous records in the following six fields:
Number of new business sales during a corresponding period (eight weeks).
Number of sales to accounts which never used WOR before.
Largest individual sale.
Sale of station-built shows.
Number of calls on prospects.
Quickest sale in a single week.
Cash prizes ranging from $20 to $100 were offered to the account executives leading in each of these fields. Also cash prizes from $10 to $50 were offered to members of the station not in sales and sales promotion departments who should give the most help to the sales staff during the New Business Front.

The results included new all-time records in the number of new business sales (92 in eight weeks) and in sales to accounts never using WOR previously (20 in eight weeks). Not only during these recent eight weeks, when the number of new converts to WOR averaged two-and-a-half per week, but throughout 1942 we have averaged two such sales a week. Other stations also can give encouraging reports on selling radio to advertisers who never used the medium in peacetime.

Such reports indicate that our first year of wartime selling has taught us some things that will be valuable long after the last shot is fired.

Anybody's Best Salesman

WOAI has only ONE thing to sell to advertisers—and that commodity is Audience!

These listeners in the Central and South Texas market—embracing metropolitan centers, thriving towns and prosperous farms and ranches—are reached by WOAI's powerful clean channel voice and sold by the station's matchless programming.

Yes, WOAI delivers the bulk of the listeners in half of the great Lone Star State—in a single 50,000-watt package!

50,000-WATT CLEAR CHANNEL AFFILIATE NBC MEMBER TQN

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

BROADCASTING • Broadcast Advertising November 9, 1942 • Page 45
BUFFALO'S MOST POWERFUL TRANSMITTER PLANT

WKBW
Buffalo's only 50,000 WATT STATION
Blanketing 11 Eastern Seaboard States
227,000 Square Miles
Over 12,000,000 People

 basic columbia
1520 K.C.

BUFFALO BROADCASTING CORPORATION
NEW $350,000 TRANSMITTER PLANT

BRIGHT HOME FOR BROADCASTING

BUFFALO'S ONLY
50,000 WATT STATION

BLANKETING 11 EASTERN SEABOARD STATES
227,000 SQUARE MILES
OVER 12,000,000 PEOPLE

BUFFALO'S MOST POWERFUL TRANSMITTER PLANT

TO ACCOMPLISH sale of War Bonds and Stamps, purchasers of $1 or more of the latter at CBS Hollywood, are permitted to autograph surface of a P-38 Lockheed Interceptor. Under constant military guard, the plane now on exhibit at the network's forecourt is partitioned off so Stamp and Bond buyers may direct their signatures to Hitler, Hirohito or others. Last-named's section is the tail end of the Interceptor.

WANTING a space is filled, the plane will be turned over to Army officials for service with the Air Forces. Promotion stunt is an indirect tie-in with the weekly quarter-hour of dramatized vignettes on aviation, sponsored by Lockheed & Vega Aircraft Corp., which starts Nov. 9 on 57 CBS stations, Monday, 7:15-7:30 p.m. (EWT), with West Coast repeat, 8-8:30 p.m. (PWT).

MBS Brochure
LATEST promotion piece of MBS is an illustrated, colorful brochure of large dimensions, titled The Boy on the Hook. Its story runs something like this: Just as hosts and air personnel are entering the studio, they are surprised to find a boy at the door. As he explains why he is there, the story of a boy and his pet fish unfolds. The brochure is then given to a mutual promotion director for distribution and display in the studio. The story is continued in the brochure with a message to advertisers: If you have anything to do with fish, you should contact the advertiser. The brochure is then given to a mutual promotion director for distribution and display in the studio. The story is continued in the brochure with a message to advertisers: If you have anything to do with fish, you should contact the advertiser.

WANTING plugs, MBS has a new promotion piece. It is a colorful, three-page brochure of large dimensions, titled The Boy on the Hook. Its story runs something like this: Just as hosts and air personnel are entering the studio, they are surprised to find a boy at the door. As he explains why he is there, the story of a boy and his pet fish unfolds. The brochure is then given to a mutual promotion director for distribution and display in the studio. The story is continued in the brochure with a message to advertisers: If you have anything to do with fish, you should contact the advertiser.

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BROADCASTING • Broadcast Advertising
STANLEY L. MUSSELMAN, formerly vice-president of William A. Schautz Adv., New York, has been elected president of the agency in a reorganization of officers occasioned by the death of Mr. Schautz. Miss Eman Karff, previously copy director of the firm, and prior to that office manager of George Bijur Co., New York, has been named radio director. New secretary and treasurer is Dale Woodward, formerly art director.

BARTON A. STE RBINS, head of the Los Angeles agency bearing his name, has joined the Army Special Services as captain, and will be stationed in Washington. Arthur W. Gudelmann, space buyer and production manager, and Lee Crosby and Nat Jeffers account executives, will operate the agency.

ROBERT STINSON, formerly of the publicity department of N. W. Ayer & Son, Philadelphia, and more recently of the publicity department of the Curtis Publishing Co., Philadelphia, has joined the Marine Corps.

GEORGE F. DAVIS has joined Aitken-Kynett Co., Philadelphia, as account executive.

IRVING SOLOMAN has left J. M. Koen Adv. Inc., Philadelphia, to join the Army.

MURIEL LONG, formerly in the traffic department of Sherman K. Ellis & Co., New York, has been named art director of Liquor Publications, New York.

CLIFFORD PANGBURN, formerly of J. Sterling Getchell Inc. and Lord & Thomas, New York, has joined the War Dept. Price Adjustment Board, Washington.

MISS MITCHELL TAYLOR, formerly of the copy department of McChau-Erickson, New York, has joined the copy staff of William H. Weintrob Co., New York.

HOWARD PERRY, sales manager of WGR, New Albany, Ind., has joined M. R. Kopmeyer, Louisville agency, as account executive. Porter Smith, former assistant manager, has taken over sales direction of WGR.

FRANCIS N. MCGHEE, former general sales manager of Outdoor Adv., and previously with the Scripps-Howard Newspapers, has joined Warwick & Legier, New York, in an executive capacity.

WALTER HOPKINS, formerly assistant advertising manager of Puritv Bakersies, Chicago, and Jack Rheinstein formerly of the advertising staff of Willett Pictures Productions, Chicago, have joined the Chicago office of Campbell-Mithun as contact men. Ralph B. Campbell, president of the agency, with headquarters in Minneapolis, will divide his time between that city and the Chicago office, which service the Puritv Bakersies account.

JAMES McFADDEN, vice-president and radio director of McKee & Albright, New York, has returned to his desk after Hollywood conferences with Dick Mac, producer of the weekly NBC Rudy Vallee Show, sponsored by Standard Oil Inc.

GARRY CARTER has joined Frontenac Broadcasting Co., Toronto, as vice-president, and will take charge of the newly formed production and transcription department which will enter to the needs of advertising agencies. He was formerly with Exclusive Radio Features Ltd., Toronto.

PETER POTTER, announcer-m.c. who has been in the Army Air Forces, George Irwin, account executive and producer of Smith & Ball Adv., Los Angeles agency, in addition to his regular duties on Oct. 31, has joined the Army Air Forces, George Irwin, account executive and producer of Smith & Ball Adv., Los Angeles agency, in addition to his regular duties on Oct. 31, and will in the Army Air Forces.

LYNN BAKER, president of the newly formed BARTON Woodworth, New York, has been appointed a vice-president of the organization. Mr. Barnett, formerly of Benton & Bowles, New York, has joined the Colgate-Palmolive-Pepsit account and supervises the Al Jolson broadcasts heard for Colgate toothpaste on CBS, Tuesdays, 3:30-4:00 p.m. and Sports Newsreel featuring Bill Stern on NBC, Saturdays, 10:10-11 p.m. for Colgate shave creams.

Herb Polesie, former producer of NBC Kraft Music Hall, has been appointed radio director of the agency's New York office to direct production of the Al Jolson program. Dorothy Andrews, formerly assistant manager of WNEW, New York, and previously of the radio department of Ruthrauff & Ryan, New York and Barton A. Stebbins, Los Angeles, will assist Mr. Polesie in production.

DON G. MITCHELL, for three years vice-president and sales director of Pepsi-Cola Co., Long Island City, extensive user of radio, has been named vice-president in charge of sales of Sylvania Electric products. Succeeding Mitchell at Pepsi-Cola is John P. Clarkin.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day? day-in and day-out. Pick . . .
KPO, San Francisco
Vick Chemical Co., New York (Vapo-Rub) daily thru November International, N. Y.


Berkshire Knitting Mills, Reading, Pa. (cosmetics) 5 thru Geare-Marston, Chicago.

Grove Labs, St. Louis (Bromo Quinine), 4 thru, thru H. W. Kastor & Sons, Chicago.


Aireshell, Chicago, 3 thru, thru Brnsher, Davis & Staff, San Francisco.

Quaker Oats Co., Chicago (Quaker Oats and Mothers Oats), 2 thru, thru Ruthrauff & Ryan, Chicago.

WOR, New York
Seeman Brothers, New York (Pique Kitchen Mag.), 6 thru, weekly, thru J. D. Tarcher & Co., N. Y.


Goodman & Sons, New York (vegetable soup, noodles), weekly, 52 thru, thru Al Paul Leflon Co., N. Y.

L. E. Waterman Co., New York (fountain pens & ink), 4 thru, weekly, 52 thru, thru Charles Dallas Reach Co., Newark, N. J.

LaDor, Chicago (Creameries, Minneapolis), 3 thru, weekly, 52 thru, thru Campbell’s of Chicago, Chicago.

Gambarelli & Davitto, New York (Swiss Colony wine), weekly, 52 thru, thru Wenstrom, Atlanta, Ga.

Vick Chemical Co., New York (Vag-O-Rub, Vatcream), 3 thru, thru, thru Morse International, N. Y.

WOWO, WGL, Fort Wayne
Plough Inc., Memphis, 250 thru Lake-Side-Shuman, Memphis.


NATIONAL CORPORATION, Minneapolis (trucks, tractors, 1 thru, thru Aubrey, Moore & Wallace, Chicago.

G. E. Conkey, Cleveland (Y-O poultry feed), 1 thru, thru Rogers & Smith Adv., Chicago.

Dy-Low, Rochester, N. Y. (Sterilol, Laynard’s Saline), 26 thru, thru Smith & Marquette, Chicago.

Consigners Corp., New York (La Palina cigars), 5 thru, thru Schwerin & Scott Adv., Cincinnati.

Little Crow Milling Co., Warsaw, Ind. (Coca-Cola), 50 thru, thru Rogers & Smith Adv., Chicago.

WKRC, Cincinnati

WGY, Schenectady
Macfadden Publications, New York, to, 1 year, thru Arthur Kuder Inc., N. Y.

McKesson & Robbins Inc., Bridgeport, Conn. (Borsalino Inquest), 5 thru weekly, 4 thru, thru BBD0, N. Y.

Philadelphia & Reading Coal & Iron Co., Philadelphia, 3 thru, weekly, 26 thru, thru Studebaker Corp., South Bend, Ind.

International Harvester Co., Chicago, 3 thru, thru Asbury, Moore & Wallace, Chicago.

New York Telephone Co., New York, 4 thru, thru BBD0, N. Y.

Lever Bros., Cambridge, Mass. (Rinso), 5 thru, 1 year, 5 thru, thru Ruthrauff & Ryan, N. Y.

Lunden’s Inc., Reading (cough drops), 150 thru, thru J. M. Mathes Inc., N. Y.

Monsanto Co., Cleveland, 3 thru, thru Erwin, Water Co., N. Y.

Bouamont Labs., St. Louis (4-War cold tablets), 72 thru, thru H. W. Kastor & Sons, Chicago.

Hudson Coal Co., Scranton, 5 thru, thru Leighton & Nelson, Schenectady.


Charles Gullen Inc., New York (mustard), 3 thru, weekly, 30 thru, thru all Charles W. Hirt Inc., N. Y.

Arver Corp., Chicago (N-R-Lite), 25 thru, thru First United Broadcasters, Chicago, N. Y.

State Bureau of Milk, Albany, 7 thru, thru A. M. Mathes Inc., N. Y.

Studebaker Corp., South Bend, 3 thru, weekly, thru Geare-Marston, Chicago, Ill.

B. Meier & Son Inc., New York (Golden Central Adv. enr, corn flakes), 5 thru, weekly, 3 thru, thru H. C. Morris & Co., N. Y.

Lehn & Fink Products Corp., New York (Lawn and Home Health Products), 3 thru, thru Whm, Esty & Co., N. Y.


Swift & Co., Chicago (Sunshine cleanser), thru Geare-Marston, Chicago.

Fink Products Corp., Minneapolis, 5 thru, thru Presea, Fillers & Precia, Chicago.

Potter, Suyze & Chemical Corp., Malden, Mass (Cuscuria), 6 thru weekly, 1 thru, thru Horton-Hoy Inc., N. Y.


CKC0, Hamilton, Ont.
Kellogg Co. of Canada, London, Ont. (corn flakes), 8 thru, thru Kenyon & Eckhardt, Montreal.

Hazelco Kelp Co., Montreal (medicinal), 52 thru, thru A. McKim Ltd, Montreal.

Stevens Chemical Products Ltd., Brampton (Bakken-Klub), 6 thru, thru F. H. Hayhurst Co., Toronto.

WHN, New York
Pepsi-Cola Co., Long Island City, N. Y. 10 thru, thru Newell-Emmett Co., N. Y.

Beech-Nut Packing Co., Cananahari, N. Y. (cans), 12 thru, thru Newell-Emmett Co., N. Y.

Detroit Bist-Deck Class (religious), 3 thru, thru Airchairs, Detroit.

Quaker Oats Co., Chicago, 5 thru, thru Ruthrauff & Ryan, Chicago.

F. & M. Schaeffer Brewing Co., Brooklyn, 3 thru, weekly, 13 thru, thru BBD0, N. Y.


Twin City Shellack Co., Brooklyn (Dane deer polish, wax), 6 thru, thru Diener & Donkink, N. Y.

Lever Bros., Cambridge (Rinso), 3 thru, thru Ruthrauff & Ryan, N. Y.

Wesley Radio League, Detroit (religious), 5 thru, thru Airchairs, Detroit.


Colgate-Palmolive-Peet, Jersey City (Super Soft), 11 thru, thru William E. Stotzy & Co., N. Y.

Garrett & Co., Brooklyn (Virignia Dare wine), 2 thru, thru Ruthrauff & Ryan, N. Y.


Corn Products Refining Co., New York (Boil Bit Dragees), 11 thru, thru Charles W. Hirt Co., N. Y.

Stam0n Co., Salisbury, N. C. (Headache Powders), 6 thru, thru Klinger Adv., N. Y.

E. G. Smith Co., Durham, N. C. (B. C. Powders), 7 thru, weekly, thru Charles W. Hirt Co., N. Y.

Lehn & Fink Products Corp., Bloomfield, N. J. (cosmetics), 6 thru, thru William L. Eilerts, N. Y.

WKZO, Kalamazoo

International Spice Co., Grand Rapids, 10 thru weekly, 16 thru, thru Roche, Williams & Cunningham, Chicago.

Utilities Engineering Institute, Chicago, 27 thru, weekly, thru First United Broadcasters, Chicago.

American Chicle Co., New York (gum), 2 thru, thru week, thru Grant Adv., Chicago.


Christian Reform Church, Chicago (religious), 22 thru, thru thru Shane Chapman Radio advertisers, Chicago.
UNITED DRUG Co.‘s “Recall Full One-Cent Sale” was promoted in nine areas by transcriptions of the Parade of Stars programs, placed by Street & Fossey, Nov. 17 on WAEF, New York; KPO, San Francisco; WOWO, Fort Wayne; WBZ, Boston; WEIZ, Springfield, Mass.; WGY, Schenectady; WTAM, Cleveland; KDKA, Pittsburgh; WMJ, Philadelphia. NBC national spot and local sales division also announced the following additional contracts: One-minute announcements by United States Tobacco Co., for New England smokings tobacco, over KPO, San Francisco; KYW, Philadelphia; WRC, Washington; WTAM, Cleveland, through Arthur Kudner Inc., agency. One-minute announcements and station breaks by Lenn & Fish Products Corp., for Hinds Honey and Almond Cream, over WGY, Schenectady; WMAQ, Chicago; WRC, Washington; KNX, Los Angeles; KPO, Denver; KPO, San Francisco; WOWO, Fort Wayne.

NOVA KELP Co., Montreal (medicinal food) has started a series of transcribed announcements four times weekly on a number of Canadian stations. Account was placed by A. McKeen Ltd., Montreal.

CHRIS HANSEN LARS, Toronto (Junket), on Nov. 2 started three transcribed announcements weekly for 28 weeks on CKFQ, Montreal; CKCL, Toronto; CKB, St. Catharines, Ont.; CJBC, Winnipeg; CKCK, Regina, Sask.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CKWX, Vancouver; and five French announcements on CKAC, Montreal. Account was placed through A. McKeen Ltd., Toronto.

CHAUTAUQUA MEDICINE Co., Chattanooga, Tenn. (Black-Draught Card), is placing transcribed announcements on WCHS, Charleston, W. Va., through Nelson Chesser Co., Chattanooga. In the Oct. 26 Broad- casting this account was erroneously reported as placed through McCann-Erickson, New York.

BENSON & HEDGES, New York (Virginia Rounds cigarettes), now using twice-weekly morning quarter-hour newscasts on WAEF, New York, with Red Hall, NBC staff announcer, will add three broadcasts of the same length on WAEF, starting Nov. 10. Account is handled by Dunn & Jones, New York.

PETROL Corp., Los Angeles, with broadcast of Oct. 26 shifted the weekly half-hour program, P.D.Q. Quiz Court on KKI, that city, to KNX, Holly- wood, Monday, 9:30-10 p.m. (PWT). New contract is for 12 weeks. Municipal Court Judge LeRoy Dawson continues as judge, with Gary Bresnahan m.c. and quiz master. Agency is Dana Jones Co., Los Angeles.

BRASS RAIL RESTAURANTS, New York, successful user of Moments of Memory on New York stations (Broadcasting, June 20), marked the first anniversary of the program Oct. 31. Featuring recordings of oldtime interludes with reminiscences of the past three decades, the feature is now aired on WLIB, Brooklyn, as well as on WOR, New York, and WMCA, New York, where it was first presented. Agency is Blackstone Co., New York.

KELITE PRODUCTS Inc., Los Angeles (Kena cleaner) in a Southern California campaign started Oct. 26, is sponsoring daily participation in Yorfin Young’s Happy Hawes on KJLJ, with four-per-week In Agnes White’s California Home, and one weekly in Minnie’s Garden Patch on KFI. Contracts are for 13 weeks. Agency is Little & Co., Los Angeles.

SAWYER BISCUIT Co., Chicago (Baker Boy crackers) on Nov. 2 began sponsorship of quarter-hour Rhymester Tymes, with Eddie and Fannie Cavanaugh, on WLS, Chicago, five times weekly. Geo. H. Harkam Co., Chicago, is agency.

LEOW’s Inc., New York (M-G-M motion pictures) on Nov. 3 began sponsorship of a three-minute twice-weekly program The Lion’s Roar, on WGN, Chicago. In addition to recorded music the show will feature Bill Anson interviewing stars of M-G-M pictures.

RAINDEER BREWING Co., San Francisco, in a 60-day California campaign, will use seven spot announcements weekly on KQED, Sacramento, with a similar number on KGO, San Francisco. In addition four spots weekly will be used on KFSD, San Diego. Firm also started for six weeks a twice-weekly fifteen-minute series review by Tom Hanlon on KNX, Hollywood. Agency is Riehlman & Co., Los Angeles.

THE CHICAGO STATION MOST PEOPLE LISTEN TO MOST

The greatest schedule of programs in the world is broadcast by WMAQ Chicago—the first station in the second largest market in the United States.

- Jack Benny
- Bing Crosby
- Kay Kyser
- Charlie McCarthy
- Aldrich Family
- Baby Snooks
- Red Skelton
- Mr. District Attorney
- Rudy Vallee
- Truth or Consequences
- Eddie Cantor
- Bob Hope
- Fibber McGee
- Abbott and Costello
- Abe’s Irish Rose
- Fitch Bandwagon
- Information Please
- Horace Heidt
- March of Time
- Album Familiar Music
- Ginny Simms
- Tommy Dorsey
- Great Gildersleeve
- Doctor I. Q.
- Ma Perkins
- Pepper Young
- Right to Happiness
- Young Widder Brown
- Road of Life
- Mary Martin
- Stella Dallas
- Lorenzo Jones
- Guiding Light
- Vic and Sade

These top-flight programs make listening to WMAQ a habit in the Chicago area. Take advantage of this habit by placing your campaigns on WMAQ.

WMAQ—CHICAGO KEY STATION OF THE NBC NETWORK
50,000 WATTS • 570 Kilocycles
REPRESENTED NATIONALLY BY NBC OFFICES IN
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

BROADCASTING • Broadcast Advertising

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INDIVIDUAL THEATRE Owners Group, Los Angeles, in a 12-week theatre attendance building campaign, on Nov. 15 starts sponsoring a half-hour morning program on KFI, Hollywood. Remoted from a different theatre in the Los Angeles area each week, participants are selected from the audience to match wits with questions sent in. Jack Bailey and Jack Young are co-ecm's. Allied Adv., Los Angeles, has the account.

GOODYEAR SERVICE STORES, Los Angeles, auto accessories chain, on Nov. 2 started sponsoring a daily early morning quarter-hour of recorded music and chatter-titled Musical Clock on KECA, that city. Contract is for 52 weeks, with Bill Davidson handling the program. Agency is Smith & Ball Adv., Los Angeles. John Cohen is account executive.

HAAS BROTHERS, San Francisco (Trupak Foods) on Nov. 2 started a quarter-hour morning program A Date at Eight, featuring Art Linkletter, six times weekly on KFO, San Francisco. Agency is Leon Livingston Adv., San Francisco.

HOTEL ST. GEORGE, Brooklyn, sponsor of Repeatably Yours on WAAT, Newark, started an additional recorded music program on WLW. Brooklyn, Nov. 4. Liberty Music Hall is used to promote the hotel's swimming pool three days weekly while banquet facilities are advertised Saturdays and Sundays. The half-hour series was bought on a 13-week basis. through E. T. Howard Co., New York.

AVALON LANE Co., New York, through its newly-appointed agency, Dietz & Watson, New York, has on Oct. 25 launched a test campaign on WLW, Brooklyn, using spot announcements weekly for a 13-week period.

SEEMAN BROTHERS, New York (Fla. Bakers) and Hudson Pulp Paper Co., New York, have signed for participations in the Bakers Beauty program on WOR, New York, weekly 15-minute spot announcements. Both contracts are for 52 weeks. J. D. Tarter is agency for Seeman Brothers, and Joseph Katz for Hudson Pulp Paper Co.

BROADWAY-HOLLYWOOD Department Store, Hollywood, Calif., on Nov. 4 started sponsoring a three-weekly quarter-hour morning general commentary featuring Stu Wilson on KFI, that city for 52 weeks. Lee Ringer Adv., Los Angeles, has the account.


CHARLES MICHELSON, New York transcription firm, has sold 36 programs of Five-Minute Mysteries, to Erwin, Wasey & Co., New York, for placement on WWCA, Minneapolis, on behalf of Harvester Cigars, product of Consolidated Cigar Corp., New York.

SUPERIOR SEAFOOD Co., Los Angeles, in a local campaign which started Nov. 16 will sponsor a thrice-weekly quarter-hour program titled Comparisons, on KECA, that city. Contract is for 52 weeks. Agency is Hillman-Shamrock, Los Angeles.

FATHER JOHN'S MEDICINE Co., Lowell, Mass., has started spot announcements on eight eastern Canadian stations. Account was placed by McCallum Eastman & Co., Ltd., Montreal.

PUREX CORP., Los Angeles (bleach fluid), has on Nov. 4 received contract for a quarterly quarter-hour program on KEJ as well as a similar schedule in Norma Young's Happy Homes on KFI. Contracts are for 13 weeks. Agency is Lord & Thomas, Los Angeles.

ARADY FARM MILLING Co., Chicago, on Nov. 9, started sponsorship of a five-week quarter-hour series featuring news of farming and stock breeding through Jim Poole commentor, on WGN, Chicago. Agency is Frankel, Fellers & Presch, Chicago.
WNEW School Forums

TO FILL A GAP in the public information field by finding out what the future generation of citizens thinks about the war, WNEW, New York, on Nov. 9 is starting a series of "high school forums," to be conducted by Samuel H. Cuff, WNEW news commentator and analyst. Covering five schools weekly, Mr. Cuff will tour the station's primary listening area. Results will be summarized by WNEW and made available to libraries, research organizations, as well as interested Government Bureaus.

Cups to Scrap
CLAUDE SWEETEN, musical director of KFI-KECA, Los Angeles, and an expert golfer, raised his trophy room to aid the Government salvage drive. As result he has consigned 10 trophy cups, won in golf tournaments, to the scrap pile.

BASED on Cran Chamberlain's radio program by that title, MGM has started producing a film short titled, "Don't You Believe It".

Penalty Pays
A 30-SECOND APPEAL to buy war bonds, "penalty!" imposed on a participant who missed an answer on Truth or Consequences, NBC quiz program, resulted in over $100,000 in actual sales. For her super-salesmanship, Mrs. Jeannette Brenner was given a prearranged round trip to Camp Shelby, Miss., to visit her son stationed there. KGIR, Butte, Mont., one of the 22 stations carrying a repeat broadcast, raised almost half of the total reported. Proctor & Gamble Co., Cincinnati, sponsors the program for Ivory soap.


Lorillard Takes Time
On 17 College Stations
EXTENSIVE use of the full Intercollegiate Broadcasting System of 17 campus radio stations has been undertaken by P. Lorillard Co. (Old Gold cigarettes), with the five-week five-minute program Old Gold Campus News featuring campus news and sports.

Other IBS campaigns have been sponsored by Reader's Digest, Biltmore Hotel and N. Y. Telephone Co. Special programs designed for college students, and prepared by OWI, will soon be offered for sponsorship. IBS has outlets at Alabama, Rhode Island, Connecticut, Brown, Columbia, Cornell, George-town, Barnard, Pembroke, Union, Hamilton, Harvard, Knox, Princeton, Wesleyan, Williams, and Yale.

BEAMONT LABORATORIES Inc., for Grow's 4-Way Cold Tablets, has signed Richard Harkness, of the Philadelphia Inquirer's Washington bureau, for three-five-minute newscast commentaries per week at 8:05 a.m. on WRC, Washington, starting Nov. 9, two others to run sustaining.

New Oscillograph
TO MEET critical war requirements, Allen B. Du Mont Labs., Passaic, N. J., has developed a new oscillograph, Type 224, characterized by a greatly extended frequency range, more versatility in handling applied signals and special pickup means whereby input capacitance is reduced and stray pickup eliminated, the company reports. Instrument has a uniform Y-axis or vertical deflection response which is uniform from 20 cps. to 2,000,000 cycles and a comparably faithful square and sinusoidal wave response, with the X-axis having a uniform characteristic from 10 cps. to 100 kc.

Girl Shows Tours Camps
FIRST "portable" all-girl variety show, the weekly Victory Belles on KNX, Hollywood, started touring Southern California military camps in late October. Augmented all-female troupe includes Mabel Todd, comedienne; Jean Porter, featured vocalist, and an all-girl orchestra. Lorene Tuttle and Beverly are co-m.c.'s, with Onn Munson, producer.

WILLIAM L. SHIRER, CBS newscaster, author of "Berlin Diary," has written a play about the foreign correspondent. It is not yet titled and production plans are unsettled.
Corwin to Resume
NORMAN CORWIN, ace CBS producer-director who has just returned from four months in London where he produced a series of shortwave programs titled An American in England, on Nov. 24 will extend the series in this country with six programs on CBS, Tuesdays, 10-10:30 p.m. Narrator for the new series, titled An American in London, will probably be Joseph Julian, who worked with Corwin in a similar capacity abroad. Mr. Corwin discussed his overseas radio experiences at a press luncheon given by CBS last Friday at the Hotel Berkshire, New York.

Shortwaves
(Continued from page 16)

ing Corp., of which Walter W. Lemmon is president. Negotiations were still in progress last Friday as Broadcasting went to press, with Mr. Lemmon in Washington to consult with officials.

Differences between Mr. Lemmon and the Government agencies have arisen largely out of the former’s insistence upon the retention of some of the tried and proved programs of his stations to the amount of about four hours per day. The OWI has insisted upon complete program autonomy.

The impasse that has prevailed during the last two weeks between Mr. Lemmon’s organization and the Government agencies led OWI and the Rockefeller Committee to issue a press release Nov. 2, reading as follows:

OWI-CIAA Statement
“The Office of War Information and the Coordinator of Inter-American Affairs today issued the following joint statement:

“Mr. Walter Lemmon states that he has not yet signed the proposed Government-leasing contract because no provision has yet been made to safeguard the tremendous audiences (Station WRUL) has already built up in all parts of Europe.”

“This statement is not accurate. Mr. Lemmon has not yet signed because of a disagreement over the sum which the government should pay for the facilities of WRUL.

“Station WRUL is owned by the World Wide Broadcasting Corp., of which Mr. Lemmon is the majority stockholder. This is presumably a non-profit corporation. But, in the opinion of the Office of War Information, the Coordinator of Inter-American Affairs and the Federal Communications Commission, the sum demanded by Mr. Lemmon from the Government would give the corporation a substantial annual profit.

“All contracts with shortwave broadcasters have been on a cost basis. In all cases, except that of WRUL, there has been full agreement between the Government agencies and the private companies as to what constitutes a fair price. WRUL has for some time past been receiving a subsidy from the United States Government.”

Dr. Shapley Replies
This evoked an immediate reply from Dr. Harlow Shapley, the well-known Harvard astronomer and a trustee of WRUL.

“We of WRUL ask only,” Dr. Shapley stated, “that if the Government bureaus must take over all of the time of WRUL, they consider the importance of maintaining the general character of the international programs we have been broadcasting in a score of languages to all parts of the world.

“There is no question of a lack of cooperation or censorship with OWI, for such cooperation has been maintained from the beginning. There is no question of financial arrangements in the proposed lease notwithstanding the press release of last night from Washington, because we have repeatedly gone on record and have demonstrated to the Government agencies that WRUL is a non-profit organization.

“The question is wholly that of the value and necessity for demonstrating, during this war for freedom, that freedom is still respected in the United States of America. We ask if the voice of the station need be completely Goebbelized.

“Our board of trustees has an important trust and responsibility to the millions of listeners who have come to trust the reports of Radio Boston and to appreciate its good will ideals. We have a responsibility to our collaborating agencies in this good will work through which we have tried to build hopefully for the future and give a humane and spiritual meaning to our war aims.

Cooperating Agencies
“Such cooperating agencies are the Radio Board of Harvard University, the American Philosophical Society, and the great church organizations that use our facilities to bring hope and courage to the conquered peoples. We certain-
ly would have betrayed our trust if we had not requested of the OWI that it "give consideration to our conviction that WRUL, used selectively, could assist effectively in the prosecution of the war, and in the planning for the post-war era."

"If our prestige can be maintained, WRUL could be a powerful voice at the conclusion of the war in helping to salvage a stricken world. If its character is lost through objection to surrender of freedom and principles, it will be only a suspected and useless tool."

Strictly Noncommercial

Both Dr. Shapley and Mr. Lernmon emphasized that, unlike other shortwave stations which have signed contracts with the Government, WRUL is strictly noncommercial. Most of the other shortwave outlets are attached directly to commercial longwave combinations. These shortwave stations are able to draw on profits of the longwave commercials.

Because of this basic difference in structure and in purpose, WRUL's trustees say they are asking what they consider to be reasonable safeguards whereby WRUL wants to keep alive its own individuality now and in the period of world reconstruction.

Statement by Royal

Neither CBS, GE nor Westinghouse last week made any statement with regard to the new leasing deal, which has been signed by all of them but which has some of their officials still dispassionately. However, John F. Royal, NBC vice-president, issued a guarded statement on Nov. 2 in which he said:

"To win the war in the quickest possible time is the primary purpose of the NBC and we have been and are now anxious to lend every possible aid in the radio war effort. In the field of international shortwave broadcasting, which we pioneered many years ago, our company is now placing all our experiences and research at the disposal of the OWI and CIA."

"We have been assured that the OWI is eager to continue the competitive program policy which has been the foundation of the American system of broadcasting and which has made the shortwave programs from the United States the most eagerly listened to by any country in the world."

Would Surpass Axis

"The plans of the Government engineers and those of the private companies give every indication of equaling and even surpassing what is being done by Axis countries. This means more high-powered transmitters and frequencies which, I understand, have been arranged for, and close coordination between practical radio operators and those of the Government agencies who can give proper directives...

"We have spent hundreds of thousands of dollars in shortwave development and operation. This was done as a contribution to the art of radio. Only two years ago we were permitted by government regulation to offer commercial programs on our short wave stations.

"More than forty American firms have utilized this new opportunity for increasing understanding of American business. It is my understanding the OWI and OCIA will solicit the continued cooperation of the radio advertisers in permitting the use of the great list of talent now being used on the domestic networks."

"Our contracts call for five years' lease but may be cancelled by the Government before that period. The contracts for the leasing of the transmitters have been signed by us and we agreed to start working on program coordination at once while we continue to work out details of the programming contract. Because our experts have explained the great importance of the time factor, we were most anxious to have the United States radio effort functioning as soon as possible. We know that the Axis nations are planning even greater efforts through radio. It is one of their most important fronts. American broadcasters and the government are now cooperating to speedily overtake the Nazis with the weapon of radio."

New Oboiler Book

ARCH OBOLER, network author, producer and director, currently writing the CBS Light Test series, has compiled a volume of anti-Fascist radio plays titled Plays for Americans, based on his recent NBC series bearing that name. The book is available free of royalties, for the duration of the war, to any group wishing to present the plays. Farrar & Rinehart, New York, is publisher of the book, to be released some time this month.

ELMER DAVIS, director of the Office of War Information, will be one of the speakers at the 11th forum on current problems to be held under the auspices of the New York Herald-Tribune, Nov. 16-17 at the Hotel Waldorf-Astoria, New York. Mr. Davis will speak on "Free Ideas and Communications" at the third session of the forum on Tuesday afternoon.
Capt. Inglas Promoted In Navy Realignment
REGROUPING of the functions of the Office of Naval Communications under a deputy director and five assistant directors was ordered by Capt. Carl F. Holden last week to expedite handling of the tremendously increased load of work. Thomas B. Inglas, assistant director for the past 10 months, was named deputy director.

Four of the Assistant Directors have been appointed, and the fifth will be named in the near future. They are: Capt. Earl E. Stone, Capt. James M. Fernald, Com. A. J. Tietze, Lt. Col. Paulley, Capt. Charles F. Fielding remains as the Navy's Communications Officer.

Live Name Talent Used
In New WMCA Program
BEGINNING what the station describes as "an interesting innovation in local programming," WMCA, New York, is broadcasting name dance bands in specially prepared programs and at off hours. Benny Goodman started the series on Saturday, 10-10:30 p.m.; Vaughn Monroe will be heard on Tuesday 9-9:30 p.m., and arrangements are under way to put Harry James, Jack Lomard and similar first-ranking bands into the other evenings.

Stating that for many local stations have depended exclusively upon recordings for name-orchestras, WMCA says its innovation is entirely experimental, is in line with the station's policy of replacing recorded shows with comparable live talent. With the Petrillo ban on records imperilling the stations' future supply of recorded music, WMCA suggests many stations located in cities where the better bands are available will follow WMCA's example.

Miami AFRA Elects
DON BUTLER, WIOD writer and freelance actor, was elected president of the Miami chapter of the National Federation of Radio Artists last week. Others elected officers of the chapter are: Fred Leslie, WATX news commentator, vice-president; Fred Harnick, WMIA announcer (discharged last winter but recently reinstated by the National Labor Relations Board), secretary; Al Collins, WSKT announcer, treasurer.

Everything's PLUS, except the cost

It's a ROSEY picture in Savannah these days. Retail sales soaring—population up by the THOUSANDS—SHIP-BUILDING buzzing in 3 great plants of REBUILDING going up on all sides—CBS & national BILLINGS highest ever.

THAT'S THE WHY—AND HERE'S THE BUY

VICTOR GEORGE

SPEAK TO STATION men in Canada and they will immediately identify Vic George, president of Whitehall Broadcasting Ltd., Montreal, as the man who placed all radio advertising for Imperial Tobacco Co. of Montreal. Speak to old timers in Canadian radio broadcasting, and they will tell you that Vic George pioneered in two-way trans-Atlantic commercial broadcasts. But then Vic George is one of the veterans of Canadian radio.

Right now he is pioneering again, this time with a war job. He has been commissioned a major in the Canadian Army and he will head a new unit called The Army Show composed of enlisted members of the Canadian Army and the Canadian Women's Army Corps who have had theatrical and radio experience. The Army Show unit will give broadcasts from Army training camps throughout the Dominion, will later give theatrical appearances, and will create units to send overseas for entertainment of Canadian troops serving outside the Dominion.

Vic started nearly 19 years ago as an assistant and general handyman of former CNRO, Ottawa. In those early days he had many jobs to do at the station, was soon its assistant manager, hobnobbed with Canada's "big shots" as he introduced them to the air audience. Before he was 21 years of age he had been manager of the Canadian National's radio station, CNRA, at Moncton, N. B., and after four years there he became assistant to the radio director of the CNR which in the 20's had the only network of radio stations in Canada. When the CNR stations were about to be turned over to the Canadian Radio Broadcasting Commission, Vic George joined CPRF, Montreal, as manager in 1931. Four years later he formed Whitehall Broadcasting, has been operating that firm now for seven years.

The technical as well as executive experience of those early days of radio helped him with carrying a large share of the responsibility for broadcasting the arrival in Canada in 1935 of the British dirigible R-100, with organizing the broadcast of the total eclipse of the sun in 1931, the arrival at Montreal of the Italian air armada under Gen. Reanne in 1933.

The following year he started the first commercial two-way trans-Atlantic commercial broadcasts for Imperial Tobacco by broadcasting the British Empire Games from England. He produced the first two and three-way transcontinental broadcasts for the same sponsor in 1935, linking New York, Hollywood, pilot boats off the Atlantic and Pacific coasts with all cities in a great round robin New Year's broadcast.

Imperial's Pioneering

He expanded this type of broadcast the following two years to Europe, bringing Canadian and European clients into a network for commercial sponsorship by Imperial Tobacco. While today these worldwide leaps are relatively common-place, as recently as 1937 they were something new.

While Vic George has been identified with Imperial Tobacco he handles a number of other accounts from his office in Montreal, including a soap account.

His chief hobby is broadcasting but he likes to write and contributes articles on radio to various Canadian publications. He plays tennis and badminton, was at one time a champion rifle shot. He was born in Ottawa on June 27, 1904. In 1929 he married Dorothy Cooke, born in Iowa, and they have a twelve-year-old daughter Barbara.
DEDICATION of the new $200,000 Radio Center and plant of WSPA-WORD, Spartanburg, S. C., brought to that city last week many State and radio notables. Right photo shows facade of Radio Center. At left are some of the 200 guests at the barbecue supper marking the opening. Clockwise, they are Roger Peace, owner of WFBC, Greenville, S. C.; Horace Lohnes, Washington attorney; Mayor Jennings Thompson of Spartanburg; Federal Judge Cecil Wyche; William Schutt Jr., CBS station relations; Earl Gammons, CBS Washington vice-president. Both stations are headed by Walter Brown.

Kids Pass Quiz

UNDER supervision of William Eddy, head of the Navy Radio Material School, Chicago, the Quiz Kids took the "Eddy Test", aptitude exam for technical radio. Quiz Kids Claude Brenner, 14; Van Dyke Tiers, 16, and Richard Williams, 12, passed and would be classified as Radio Technicians 2d class, were they old enough to enter the service.

Steigut Re-elected

IRWIN STEINGUT, chairman of the board of WLIG, Brooklyn, was re-elected to the New York State Assembly for another two-year term in the Nov. 3 elections. He was candidate on the Democratic-American Labor Party ticket.

CHAIRMEN of a new cycle in the CBS series Invitation to Learning, Nov. 8 through May 30, will be: Irwin Edman, philosophy professor of Columbia U.; Louis Ungermeier, author and compiler of anthologies; Harry Gideon, economics expert; Lewis Gannett, book critic of the New York Herald-Tribune; John Anderson, drama critic of the New York Journal-American.

WAKEFIELD PRAISES RADIO WAR EFFORT

AMERICAN broadcasting has grown up in the spirit of free enterprise and should continue in this atmosphere, said Ray C. Wakefield, FCC commissioner, in an address last week before the Commonwealth Club of San Francisco. Although independent broadcasting has not developed to the limit of its potentialities in the public interest in the past, Mr. Wakefield believes that it can and will do so in the future.

He described the increased participation of FCC in war activities, citing the work of 900 engineers and radio technicians of the Radio Intelligence Division who uncover subversive radio activities and intercept enemy communications on submarines and planes off the coast. He lauded the accomplishments of the 450 experts of the Federal Broadcast Intelligence Service who through world wide monitoring and news analysis digested 2,000,000 words of broadcasts daily and supply American Government and military agencies with competent information on enemy activities.

The FBI's monitoring system, Commissioner Wakefield pointed out, has uncovered distorted and exaggerated statements made by Rome, Berlin and Tokyo propagandists, who in some instances beamed a different account of the same story to several countries in order to further Axis interests.

FCC's stand on controversial issues such as the chain broadcasting and network regulations and the Petrillo ban on recording, was discussed by Mr. Wakefield. He said the FCC "sought to prevent stations from entering into contractual relationships with networks which made it impossible for them to fulfill their duty in the public interest." FCC intends to stimulate or at least permit the growth of other networks, he declared.

Mr. Wakefield favored licensing of educational institutions and other non-profit bodies for their increased use of radio if its doing program content is placed above commercialization, and the democratic process is furthered.

Television Experiments

IN PREPARATION for the formal reopening of WPIT, television station of Philco Corp., Philadelphia, the new television transmitter at Wyomissing, Pa., is conducting a series of test programs on Philco's experimental television station, WXE, so that owners of receiving sets may make directional adjustments to the receiving antennae. Started Oct. 25, and continuing each Wednesday evening, WXE transmits a receiver test chart and a feature film, and the television audience is being polled on the quality of reception of these experimental programs.

New Spartanburg Radio Center Open

"RADIO DAY" was officially proclaimed Oct. 30 by Mayor Jennings L. Thompson, of Spartanburg, S. C., to mark the dedication and opening of the new Radio Center housing WSPA and WORD. Both are now housed in the center which was recently completed at a cost of more than $75,000, and represented the final phase of a $200,000 equipment and building program.


The new structure, which houses more than 8,000 square feet of studios, staff and administrative offices, incorporates modern developments of radio building.

AFRA SOON TO ASK WAGE INCREASES

AMERICAN Federation of Radio Artists will soon ask employers of their members for increases in the minimum wage scales in proportion with increases in the cost of living as called for in AFRA contracts. George Heller, executive secretary of the New York local, told the local's annual membership meeting last Thursday. Demands for these increases will be submitted to employers in the near future, he said, and then referred to the War Labor Board for approval, as stipulated in the wage regulations recently set out by the Government.

Mr. Heller's annual report dealt largely with the local's war activities including the work of its members in helping to establish and maintain the Stage Door Canteen and in arranging for the commercial radio series of that name. On the business side, he stated that the New York local had collected claims totaling $72,981 for its members in the past year, covering 1,456 individual claims.

As a result of the elections last week, whittling the Democratic plurality down to a small number of votes, talk is heard in Congressional circles that labor legislation may be introduced in the next Congress, after it convenes in January. Present labor laws protect the AFM in its made-work tactics and use of standby musicians. Dept. of Justice efforts to amend the antitrust laws have also been directed toward revision of Federal labor laws.

Fred Birnbach
FRED BIRNBACH, 52, of New York, international secretary of the American Federation of Musicians, died Nov. 2 at Minneapolis. Mr. Birnbach, a native of Minnesota, had been secretary of the AFM since 1936. He is survived by his wife, known professionally as Helen Westlake.

LUD GLUSKIN, musical director of CBS Hollywood, has been signed to compose and conduct musical score of the RKO film, "Two Weeks To Live," starring Lup & Abner.

Detroit Impasse
(Continued from page 12)

bill (S-2874) in the pigeonhole of the Interstate Commerce Committee.

Meanwhile, the Clark Bill is being studied by several Government agencies, among them the Army and Navy, FCC, OWI and Dept. of Justice.

Neither Senator Clark (D-Idaho) nor Senator Wheeler (D-Mont.) indicated as the weekend approached that any immediate action on the measure was likely. Senator Wheeler had conferred during the previous week (BROADCASTING, Nov. 2) with representatives of the competing parties in the AFM recording strike, but he was not ready to announce any action leading toward a possible settlement of the dispute.

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New Publication
A NEW publication, Electronic Industries, devoted to applications of the electronic arts to industry, made its appearance this month. It is published by Caldwell-Clements Inc., New York, publishers of Radio Retailing Today. Its editor is O. H. Caldwell, former Federal radio commissioner.

DENNIS DAY, vocalist on the weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Grape Nuts), has been signed to a five-year film contract by Charles Rogers Productions.

ASKED BY EISENHOWER
General Sought Appointment
of Butcher as Aide

IT WAS the personal request of Gen. Dwight D. Eisenhower, rather than any other influence, which led to the appointment of Lt. Com. Harry C. Butcher, former CBS Washington vice-president, as naval aide to the commander of the American forces in the European theatre stationed in London.

It was erroneously stated in BROADCASTING that the White House made the appointment, which actually grew out of Com. Butcher's intimate personal friendship with the general. How the appointment came about is stated in an article on Gen. Eisenhower appearing in the Nov. 9 Life, which states:

"The General lives with his naval aide and long-time friend, Lt. Com. Harry C. Butcher, in a furnished hotel flat. An extremely gregarious man, Eisenhower is unhappy unless he has friends by his side. To obtain the services of Com. Butcher — a naval reserve officer and a former vice-president of CBS — Eisenhower first had to win Navy approval of the appointment. After due consideration, the Navy legalists could find no precedent for granting his request, but neither could they find any precedent for denying it. Now, says Butcher, 'I'm an amphibian.'"

FCC War Ruling
(Continued from page 9)

may obviously solve this problem. There is still a possibility, too, that the FCC may see fit to allow stations within a given area permission to work out a staggered broadcast schedule which would serve to conserve equipment and still provide service to listeners.

Relaxation of engineering standards is realized in part through reduction of db., offset by adjustments of the transmitter which compensates for the reduction of radiated power incurred by the db reduction. To permit this change without any loss of effectiveness the BWC Manual of Instructions which is being mailed to stations will explain the manner in which maximum conservation can be realized without any injury to service.

Pooling Plan
A voluntary pooling plan is still under study, it is understood. Effectiveness of such a program is questioned in some official and industry quarters owing to the rigid control now exerted by the WPB over tubes and replacement parts. It is pointed out that WPB allows equipment only when it is convinced that all replacement effects have failed.

The Coca-Cola Company presents

SPOTLIGHT BANDS
America's leading bands — playing from War Camps and War Plants

BLUE NETWORK 9:30 P.M. EVERY NIGHT EXCEPT SUNDAY

BROADCASTING • Broadcast Advertising

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE
Over 100 Pledged For Retail Survey
Morency Finds Good Response To Fund-Raising Campaign

WELL OVER 100 stations have pledged their support to the retail survey proposed by the NAB, it was reported at a meeting of the association's Retail Promotion Committee in New York last Friday, Paul W. Morency, WITC, Hartford, chairman of the committee, told Broadcasting the committee was "highly pleased" with the results of the announcement of the plan at NAB district meetings and with the response to the committee's original mailing.

The more than 100 stations which have already pledged contributions to the industry-wide campaign for $150,000 to finance the retail study represent a cross-section of the industry, Mr. Morency said, including stations in all categories-national, regional, and local. and comprising both network affiliated and non-network stations.

Non-Members Sign

The plan, which is expected to result in an appreciable increase in the use of radio by department stores and other retail establishments, calls for a study analyzing the present and probable future problems of retail merchandising, to be made under supervision of Sheldon R. Coons, general business counsel, of New York. The study is to be financed by the broadcasting industry, NAB members and non-members alike (Broadcasting, Nov. 2). A number of stations which are not NAB members have already pledged their support of the program, it was stated.

Attending the New York meeting were: Mr. Morency; Mr. Coons; Walter Johnson, WITC, Hartford; Dietrich Dirks, KTRI, Sioux City; Arthur Hull Hayes, WABC, New York; John M. Oliver, WSB, Atlanta; William C. Roux, WEAQ, New York, representing Sherman D. Gregory, William C. Gillespie, KTUL, Tulsa, was unable to attend. C. E. Arney, assistant to the president of NAB, sat at the session.

JOHANNES STEEL, news commentator of WMCN, New York, has signed a contract with the New York Post for a three-weekly column to appear on the editorial page under the heading, "Steel Fillings".

Swats Joins Rep

ROBERT L. SWATS, Jr., formerly in charge of testimonials and publicity on individual accounts for Blackett-Samp;Hummtt, Chicago, has joined Radio Advertising Corp., station representatives, as manager of the Chicago office. Mr. Swats, who was picked promotion, premium offers and contracts with stations on the General Mills, Procter & Gamble, Faistaff and Wanderer Co. accounts, succeeds James Keil, who is awaiting induction orders from the Navy.

Higgins Succeeds Spadea

HAROLD HIGGINS, formerly manager of the Chicago sales office of WOR, New York and Western manager of Paul Raymer Co., station representatives, has joined Joseph L. Mencher, McGivern, manager of the Chicago office. Mr. Higgins, a veteran in radio sales, was at one time manager of WBZ, Boston. He succeeds Joe Spadea, who has entered the Army Air Forces as a radio technician.

MBS 45.8% Gain

MUTUAL's gross billings for the first 10 months of 1942 were $7,865,198, an increase of 45.8% over the figure for the same period last year, and the highest total to be attained by the network in its five years of operation. Gross billings for the full 12 months of 1941 were $7,380,985. October's billings this year dipped from $839,829, for the same month in 1941, to $773,222, a drop of 7.9%.

San-Nap-Pak Spots

SAN-NAP-PAK MFG. Co., New York, currently conducting an intensive newspaper campaign in Eastern cities for its sanitary napkins, is also using spot announcements for the product in New York, Hartford and Boston. Commercials include an offer of a box of Lydia Grey cleansing tissues free with each purchase of a box of San-Nap-Pak. Agency is Biow Co., New York.

Late Personal Notes

ARTHUR GOLDMAN, director of printed advertising of the American Tobacco Co., New York, and formerly account executive for Lord & Taylor at Lord & Thomas, New York, has resigned.

HERBERT L. WILSON, formerly consulting engineer of WBNX, New York, has been promoted from captain to major in the Signal Corps.

TOM CARSON, timeshayer of Pellar & Ryan, New York, has been inducted into the Army, reporting Nov. 13. No successor has yet been named.

IRVIN ROBBINS, executive editor of Advertising Age, has resigned to take over the newly-created post of director of information of the Advertising Council. He will assume his new duties in about two weeks.

JACK SULLIVAN, promotion manager of WNEW, New York, has been inducted into the Army and reports Nov. 11 to Camp Upton, Long Island. WNEW has not yet named his successor.

FRANK J. O'CONNELL, for 15 years on the Chicago staff of Newspaper Groups Inc., has joined the Chicago staff of BLUE spot sales.

ERIC SEVAREID, chief of the CBS Washington news bureau, returned to his desk last Wednesday, fully recovered from an appendectomy.

BRUCE DODGE, producer of Take It Or Leave It, the Sunday night CBS program sponsored by Eversharp, was inducted into the Army last week. No successor has as yet been named by Vick Knight, executive producer of radio for the Biow Company, agency handling the show.

HERMINIO TRAVIESAS, chief traffic man of NBC's International Division, has resigned to join the Coordinator of Inter-American Affairs as traffic manager in the radio division. Succeeding him at NBC is John B. Williams, former assistant traffic manager.

SHERMAN D. GREGORY, general manager of WEAQ New York, underwent an emergency appendectomy in Doctors Hospital, New York, last Friday.

JANE TIFFANY WAGNER, former director of home economics for the public relations division of Standard Brands, has been appointed director of women's war activities for NBC, William S. Hedges, vice-president in charge of stations, announced last Friday. Appointment becomes effective Nov. 9. Mrs. Wagner will be available to NBC affiliates for consultation on war problems, Mr. Hedges said.

GEORGE ALLEN, program director of WABC, CBS New York key, is in the New Rochelle, N. Y., hospital following an attack of pneumonia.

WHEC Music Store to take inventory of their customers, hundreds of whom would be found to have originated through WHEC. For, from purchaser of a Steinway to a buyer of records, or to students in the instruction courses sponsored by the Lesin Stores, the first germ of the idea is often implanted by Lesin Music Stores' simple chain break announcements.

SEVEN YEARS of non-stop broadcasting on this station shows the important part WHEC plays in Lesin advertising.

WHEC is Rochester's Favorite Station with both local and national sponsors.

WHEC Rochester, N. Y.

November 9, 1942 • Page 57
Blue-NABET Dicker
NEGOTIATING committee of the National Assn. of Broadcast Engineers & Technicians held discussions with BLUE Network executives last week regarding a permanent contract covering their members who are now employed by the BLUE [BROADCASTING, Nov. 2]. Since separation of the BLUE from NBC, BLUE engineers have operated under the terms of the NBC contract. A tentative BLUE contract was drawn up and discussed last week, but was temporarily shelved until the committee can discuss its terms and conditions with the NABET membership.

Use of Name Talent May Be Restricted
As Result of Federal Wage Freezing

HARD HIT by the wage freezing order, text of which was announced Oct. 29 by the Economic Stabilization Committee, Hollywood originating transcontinental and regional network shows utilizing name talent are jittery with no apparent solution to the situation. Under present set-up, numerous programs may have to forego guest stars unless some new interpretation is to be read into the $25,000 annual wage ceiling.

Reverberations of the order are making themselves felt among national advertising agencies using film guest stars. A couple of advertising agencies, it is understood, have already met with refusals from talent agents who decline to consider player deals for sponsored network programs until the matter of client remuneration has been satisfactorily cleared.

Two Stars Cancel

Paulette Goddard was the first film star to cancel a radio appearance because of the salary freeze. She refused to make a scheduled appearance on the Nov. 9 broadcast of the CBS Lux Radio Theatre, sponsored by Lever Bros. (Lux). As result, J. Walter Thompson Co., agency servicing the account, brought in Varonica Lake as substitute star. "In (radio), she would not be paid for the broadcast, after admitting having earned more than $57,250 thus far this year, Miss Goddard cancelled off the program.

Agency executives declare her attitude did not reflect the general feeling of film talent for radio appearances. It was pointed out that 90% of the top stars are willing to cooperate, realizing the value of radio exploitation to their names and vehicles.

J. Walter Thompson Co. has made a few advance bookings for Lux Radio Theatre, and also for the weekly NBC Chase & Sanborn Show sponsored by Standard Brands (coffee). Beyond that, however, agency executives decline to make predictions.

It is generally believed the CBS Screen Guild Players, sponsored by Lady Eves (cosmetics), will not be affected by the ruling inasmuch as all name talent appearing on that broadcast do so without compensation. Players donate services, with money derived as salary going to the Motion Picture Relief Fund.

Of immediate concern to advertising agencies is whether film studios will permit contract players and stars to make radio appearances. Such outside work, it was pointed out, would raise earnings of talent to the ceiling limit and thus deter further picture work. Film producers, under those conditions, might insist that contractees first work out their allowable income within the motion picture industry.

Incorporated Talent

Since a clause in the directive permits payment to a corporation, wage ruling, unless otherwise interpreted, will not affect the NBC Rudy Vailee Show, sponsored by Sealtest Inc., it is generally believed. In instance cited, weekly salary is made payable to Rudy Vailee Orchestra Units Corp., with greater portion, it was said, being turned over to the Coast Guard and Navy Relief. Bing Crosby, star of NBC Kraft Music Hall, sponsored by Kraft Cheese Co., reported falls into a similar corporate category.

With the weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Grape-nuts Flakes), subject to the new ruling, plans had been set up at press time for a conference of agency and talent representatives to arrive at a working solution of the problem. As a package show at a reported $22,500 weekly, opinion was not clear as to whether the program was under jurisdiction of the wage-limit legislation.

Young & Rubicam, agency servicing the foods account, has two other West Coast originating network shows. They include the NBC Time to Smile, sponsored by Bristol-Myers Co., and the CBS Burns & Allen Show, sponsored by Lever Bros. (Swan soap).

Money in Escrow

Meanwhile, with status still undetermined, agencies at press time were proposing to issue pay to musicians and talent of package shows. Monies normally due those who are already beyond the maximum earning range of the year to issue now, it was said. Another plan suggested was to hold back issuance of checks until application of the ruling is made clear.

There are close to 50 Hollywood radio stars classified as film stars also who are affected by the stabilization order. With various interpretations to the freezing, advertising agency and network executives, as well as talent and their brokers, are hoping for a clarification of the situation.

Some 15 major talent agencies handling about 90% of the talent for film and radio with commissions on same estimated as between six and seven million dollars annually are affected. With no interpretation of the ruling, they too are at a loss as to show how it applies in their particular case.

Helen Troy Horton
HELEN TROY HORTON, 38, Hollywood radio and film comedienne, died Nov. 1 following an illness of two years. Known professionally as Helen Troy, she was in radio more than 14 years, having started on KTYA, San Francisco, teaming up with John Patrick, in one of radio's earliest serials, Cecil & Sally. Surviving are her husband, Dr. Allen Horton, and two children, Kathryin Jane and Troy Thomas. Funeral services were held in Los Angeles Nov. 3 with burial in Holy Cross Cemetery, San Mateo County, Cal.
AFRA Chiefs Visit Washington To Quiz Government on Freeze

Urge That Wage Order Be Interpreted To Allow Continuation of Private Broadcasting System

CONCERNED with the possible effects of the salary limitations order issued by James F. Byrnes, Director of Economic Stabilization, upon the continuance of the present system of broadcasting and particularly upon the employment of members of the American Federation of Radio Artists, three AFRA representatives—Emily Holt, national executive secretary, George Heller, national associate secretary, and Henry Jaffe, national associate counsel—went to Washington last Tuesday to discuss the matter with the government officials charged with the application and enforcement of the provisions of the ruling.

On their return to New York on Thursday they reported that in their conversations they had explained the apparent effects of the ruling upon the various classes of AFRA members. According to them, so far as is possible within the limitations of the ruling, it be interpreted so as to permit the present system of broadcasting and the advertising upon which it is based to continue without change. Declining to speak further at this time, they expressed the hope that clarification would be forthcoming from the government in the near future.

Checks Withheld

A similar reticence in making definite statements on the effect of the Byrnes ruling was shown by leading New York advertising agencies, which handled major radio talent, when they were queried last week by Broadcasting as to their future policy on weekly pay to radio stars affected by the ruling.

Both Young & Rubicam and Lord & Thomas withheld last week's check distributions to their respective radio stars who have already been paid more than the authorized $25,000 for this year, it was learned, and it is probable that other agencies with talent affected by the Byrnes edict acted likewise. The agency contacted by Broadcasting all reported that the salary limitations order was now being studied by lawyers and tax experts, and that no statements will be made until the ruling is thoroughly clarified and a payment policy can be set up.

Letter Sent Out

Earlier in the week members of AFRA received a letter signed by Mrs. Holt, Mr. Heller and Mr. Jaffe advising them to notify AFRA immediately if employers withheld payment of any increases in compensation called for by their contracts and "to sign no modifications of existing agreements at the request of your employers without consulting National AFRA and to enter into no new agreements without such consultation."

Stating that "certain fundamental principles appear to be established and others remain to be clarified by future rulings and regulations," the letter itemizes the following interpretations of the present status of the contracts of AFRA members:

Status of Members

1. Increases in your compensation pursuant to the terms of your individual contract under an established plan of pay increases based on length of service (such as so-called "option contracts") are not affected by the order subject to the approval of any Board or Commission (except as affected by paragraph "d" below). Your employer is not justified in withholding any compensation under such contracts. If this occurs, you are requested to notify the AFRA National office immediately.

2. If you are a staff employee under an AFRA contract providing for stated increases in pay dependent upon length of service, individual promotions or merit increases you are entitled to such increases and your employer is not justified in withholding such payments. If such withholding occurs, you are requested to notify the AFRA national office immediately.

3. With respect to increases under the basic collective bargaining agreement dependent on cost of living clauses, the National War Labor Board has jurisdiction and its approval must be obtained. AFRA will take appropriate steps to consult with your Locals and advise you of any proceedings and their results.

4. The limitation on individual earnings of $25,000 a year does not presently admit of any general statement to the membership at large. Individual cases should be referred to the AFRA national office, and with the greatest possible velocity AFRA will seek to clarify the various problems and to secure appropriate government regulations concerning them.

5. The problems of free lance players receiving above minimum does not appear to be embraced under any existing regulations, but any degree of definiteness which justifies advice as to their status at this time. We realize that this is a matter of grave concern to many of our members and appropriate steps are being taken to clarify the situation.

Federal Wage Limits (Continued from page 9)

under established merit and promotion systems, increases will be permitted without the routine of Treasury approval.

Under the Stabilization Act, employers in executive, administrative and professional positions—including radio talent, newsmen, production men—but not bound by formal wage contracts, are under authority of the Bureau of Internal Revenue. Other employers of such contract will be regulated by the War Labor Board. Wage-Hour Act definitions which will be used in interpreting the Act require that no increases receive at least $80 a week, and "administrative" not less than $200 a month.

Establishments employing eight or less are exempt from the freeze.

Field Offices Opened

War Labor Board will handle applications for raises in employees covered by wage agreements through ten regional offices soon to be set up, and through more than a hundred offices of the Wage and Hour Division now in operation.

Employers and union representatives seeking upward wage adjustments will receive information at the Wage and Hour offices, and file their applications at the new regional WLB offices about to be opened in Boston, New York, Philadelphia, Atlanta, Dallas, Kansas City, Cleveland, Chicago, Denver, San Francisco—ten Emergency Management regions.

Under plans of the Bureau of Internal Revenue and the WLB, decisions will be issued by the regional offices, with possible appeal to Washington headquarters in cases of fact.

Educators Meet

MORE than 10,000 members of the Minnesota Educational Radio Assn., meeting at the Minneapolis Municipal Auditorium for their State Convention Oct. 29-31, will visit the WCCO booth on display there. The School of the Air of the Americas was featured in the WCCO exhibits, devoted to the display of teaching and learning tools and equipment. Each registrant received the Teacher's Manual and Classroom Guide. Max Karl, WCCO's educational director, was in charge of the broadcast as well as of the booth.

Gospel Series Renewed

G O S P E L BROADCASTING Asn., Los Angeles, on Oct. 31, renewed for 52 weeks the "Gospel Renewed Revival Hour" on the full Keystone transcription network of 202 stations. The weekly hour program is also heard live on 200 MBS stations. Sundays at 9-11, it will be transcribed on almost 100 additional stations, making a total of approximately 500 stations that carry the program weekly. R. H. Albers Co., Los Angeles, is agency.

"Beats anything we've ever done"

It takes more than a title to make a homemakers' hour. Chief ingredient is a home- maker who knows her stuff, and how to get it across—like Helen Watts Schreiber, nationally-known feature writer, whose daily program on KSO has produced generously for participating sponsors both local and national, including Blue Barrel Soap, Carey Salt, Hilex, Scotch Tape.

Write one sponsor: "Our results from Helen Watts Schreiber's program are more than gratifying—a large number of good inquiries."

Says another: "The response outweighs anything else we have done, and at far less expense. We'd have been happy with 20 returns; we received 102."

Helen Watts Schreiber is just one of many Iowa personalities who give KSO and KRNT the Personality that makes friends with our listeners—and customers for our advertisers.

KSO
BASIC BLUE AND MUTUAL 5000 WATTS
KRNT
BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES
Affiliated with the Des Moines Register and Tribune
Represented by The Katz Agency
Electron Has Slight Effect on Industry

New Coalitions Seen as Factor When 78th Congress Meets

EXCEPT for the possibility of tighter Congressional coalitions against New Deal ventures, the surprisingly large Republican gains in last week's elections should, judged preliminarily, have little or no effect upon the radio and wireless businesses so far as legislation is concerned.

Political observers generally saw in the Republican gains of more than 40 seats in the House and nine in the Senate a blow at the Administration, although the Democratic majority continues in both houses—very slight in the House, still substantial in the Senate. It is too early, it was conceded, to forecast just what effect the changes will have on radio. It all depends on the calibre and interests of the men elected. They take their seats next Jan. 3, and few if any of the new electees are notable for their radio backgrounds.

May, Murphy Lose

Two men closely identified with radio, Republican Nat May to defeat in the elections, both seeking Senatorial toga. Foster May, the newscaster of WOW, Omaha, running as a Democrat, ran third on the ballot with a Hamp stamped the veteran Senator Norris, Nebraska independent, whose place will be taken by Kenneth S. Wherry, a Republican. Senator Norris, who bore President Roosevelt's endorsement, afterwards blamed Foster May's insistence upon remaining in the race for his defeat.

From Gov. Francis P. Murphy, who switched from the Republican to the Democratic party last year, was defeated by incumbent Republican Senator Styles Bridges in the New Hampshire elections, during the course of which Mr. Murphy was charged with using his own radio station, WMUR, Manchester, a new regional outlet which went into operation last year, to take unfair advantage. These charges led to an FCC inquiry [BROADCASTING, Nov. 2].

The introducers of Senate and House bills to investigate the broadcasting industry as a result of network refusal to accept a proposed program of the Cooperative League of the U.S.A. were defeated in the election, according to unofficial returns. The Senate bill was introduced by Senator Norris, the House bill by Rep. Gehrmann (Prog.-Wisc.).

Defeated in the State of Washington, where he ran for Congress from the Spokane district, was former Senator Clarence D. Dill, co-author of the old Radio Act and architect of the Communications Act of 1934. The Democratic ex-Senator Dill's comeback attempt

THIS IS THE ARMY and Stan Lee Broza, program director of WCAU, Philadelphia (center), as a volunteer for the Philadelphia Stage Door Canteen, is taking orders from Staff Sgt. Ezra Stone (right), who was radio's original 'Henry Aldrich,' and Corp. Pinkley Mitchell, also a former radio entertainer, who are with the all-soldier show, "This Is the Army." It wasn't so many years ago that Stone and Mitchell used to take orders from the States on the long-running WCAU Children's Hour for Horn & Hardart.

was defeated by a Republican, Walter Horan.

Retaining their seats in Congress are Karl Stefan (R-Neb.), former announcer of WJAG, Norfolk, Neb., and Richard B. Lea (R-Mass.), a frequent critic of radio and its regulation.

WHIS Owner's Short Term

The newspaper-radio ranks, which last year furnished the U.S. Senate with an appointive short-term Senator in the person of Roger Peace, publisher of the News-Piedmont and owner of WFBC, will have another such figure in the upper chamber during the next six weeks. He is Hugh Ike Shott Sr., president of the Bluefield (W. Va.) Telegraph, licensee of WHIS, a one-time Republican member of the House who was elected last week to serve until near Jan. 3—or until Senator-elect Chapman Revercomb, Republican, can take the place.

Mr. Revercomb, incidentally, defeated West Virginia's Gov. M. M. Neely, Democrat, for the regular six-year term; Gov. Neely's initials were used for the call letter of WMMN, Fairmount W. Va., when that station was founded during his former incumbency as a Senator, though he has no financial interest in the Storer-owned outlet.

Some changes will occur on the various committees charged with radio legislation, with more Republicans likely to get places when the committee reorganization comes next January and with the margin of Democratic control narrowed down. The Senate Interstate Commerce Committee will continue to be headed by Senator Wheeler (D-Mont.), who was not up for reelection. Senator D. Worth Clark (D-Idaho), proponent of the Peake inquiry, also was not re-elected and is required to run. Progress in the Senate on the proposed Petrillo probe, incidentally was completely stymied last week by the election.

Committee Lineup

Chairman Wheeler's committee loses only one member, Senator Schwartz (D-Wyo.), who was defeated by E. V. Robertson, Republican. Mr. Robertson may win an assignment to the committee, which will, unless unexpected changes are sought next January, still have on it such Republicans who have always evinced an interest in radio as Senators Wallace White Jr., of Maine; Charles W. Tobey, of New Hampshire; Chan Gurney, of North Dakota, none of whom had to stand for election this year.


Rep. Lea Reelected

Chairman Clarence Lea (D-Cal.) will continue to head the House committee, but these members will not return: William P. Cole Jr. (D-Md.); Edward A. Kelly (D-Ill.); W. E. Courteiny (D-Tenn.); Charles L. South (D-Tex.); Oscar Youngs (D-Minn.).

Of some interest to the broadcasting industry was the election of John J. Dempsey, former Congressman from New Mexico and later an Assistant Secretary of the Interior, to the governorship of that State. As a Democratic member of the House, Mr. Dempsey, father of William Dempsey, former FCC chief counsel now in radio practice in Washington, successfully sponsored establishment of separate radio press galleries in Congress.

GREGOR ZIEMER, foreign expert of WLW, Cincinnati, and author of "Oliver North's Broadcaster's Directory," had just completed the book in his office.

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

WCHS

CHARLESTON, W. VA.

5,000 on 580
CBS AFFILIATE

WCAR

Influencing Sales
FAR Beyond Pontiac

In cities ... villages ... farms ... for miles and miles around Pontiac, ... the messages of national, regional and local advertisers are heard over WCAR's 1000-streumile waves.

GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. Chicago New York

Reaching the Women of the Ohio Valley with...
REORGANIZATION of the NAB to "make it the formidable trade association it should be to fight the battles of the industry" was advocated by the chairman of a committee advising the NAB on its reorganization, which was agreed to by the executive committee and approved at a meeting of the organization last week. Among the issues discussed at the meeting were the advisability of abolishing the executive committee and engaging a paid president, among others.

WORLD Broadcasting System has opened a new production studio on the 26th floor of the Chicago Daily News Bldg, where the WBS studio group is located. This is the third of the WBS studio group, the others being in New York and Hollywood. Opening of the Chicago plant was directed by A. J. Kirkendruck, president of Sound Studios of New York Inc., WBS subsidiary, Edward G. Forman Jr, formerly with Blackstar-Semple-Hamilton & Gardner, Chicago, has been assigned to take charge of the studios.

RCA and its various subsidiaries, including NBC and RCA Victor Co., become wholly independent in status by virtue of a consent decree entered by the Federal District Court at Wilming- ton, Del. Nov. 21, settling all suits associated against RCA and affiliated companies in May, 1930. Under the decree, General Electric and Westinghouse must divest themselves of their present stock control of RCA.

IN AN opinion denying the contention of abridgment of free speech on the air, and rejecting the theory of radio property rights, the Court of Appeals of the District of Columbia Nov. 21 affirmed the decision of the Radio Commission deleting KGDB, Los Angeles, because of the utterances of Rev. Robert P. Shuler.

AN EXCHANGE arrangement has been made by WMOX, St. Louis, with the St. Louis Star-Times, whereby the newspaper presents three 10-minute newscasts over the station and in return gives KMOX a half-column ad daily. The deal was made by Elsey Roberts, publisher, former chairman of the ANPA radio committee.

WHED, Rochester, has been sold in part to the Gannett Newspapers, publishing the Rochester Democrat & Chronicle and Times-Union, by Clarence Wheeler. Mr. Wheeler will continue to direct WHED, and Gannett's O. Wiig will remain as general manager.

A TOTAL sales gain of 35.1% for all radio advertised products in radio homes, as compared with non-radio homes, is shown in an analysis made for CBS by Prof. Robert F. Elder, of the Massachusetts Institute of Technology.

HAROLD A. LAFOUNT, Federal Radio Commissioner, was appointed to the inaugural program of the new 50,000-watt WSM Nashville, held Nov. 12. Also present were George F. McClelland, assistant to President M. H. Aylesworth of NBC, and Vice-President Niles Trammell and Frank Mason of NBC.

FCC DENIES SHIFT OF WBAX HEARING

MOTION of counsel for Northern Pennsylvania Broadcasters, Inc., Wilkes-Barre, Pa., seeking to own and operate the facilities of WBAX, that city, to hold further hearings in the case at Wilkes-Barre instead of in Washington, was denied Nov. 6 by the FCC at a full meeting of the Commission. However, the examiner before whom the reopened hearings will be conducted may, at his discretion, order the hearings moved to Wilkes-Barre if future development warrant such change.

The reopened hearings by the FCC to consider further the fitness of Northwestern and its president, Robert J. Doran, to operate WBAX, were recessed Oct. 31 when George Porter, counsel for the applicant, entered the formal motion to hold further hearings in Wilkes-Barre. The recess on Oct. 31 followed five days of testimony-taking which had produced sharp legal clashes between counsel, and sensational charges against Mr. Doran [Broadcasting, Nov. 2].

No date has been set for resumption of the hearings in Washington, and no rebuttal testimony or cross-examination of witnesses was undertaken by Mr. Porter prior to the recess.

HOWARD K. SMITH'S book, Last Train From Berlin, as an account of CBS correspondent's experiences while on assignment in Germany, has been sold for four purposes. Twentieth Century Fox Film Corp.

WISH has more local Advertisers than any other Indianapolis Radio Station... 

"I'm curious to try any product that can't be sold by WDFD Flint Michigan."
Pickle Test
PERFECT - PACKED Products.
Long Island City, to H. A. Salzman,
New York, for Colonial brand pickles and relishes. Company is
testing one-minute announcements in New York, Hartford and Spring-
field, with a view to expanding the campaign along the Eastern Sea-
board.

WNEW Buys Space
NEXT to the advertising columns of
the New York Times and New York
Herald-Tribune on a twice-weekly
basis, WNEW, New York, is placing a series of five-inch ads, set in the
type style of the respective newspaper, and carrying a picture of an adver-
tising or agency man connected with one of WNEW's clients. The cam-
paign started Monday with a picture of Norman Livingston, radio director of
Redfield-Johnstone, New York agency which places the Howard
Clothes account on WNEW.

ALL TIME available for commercial sponsorship on Ed East's Breakfast in
Bedlam program, heard six times weekly, 7-7:45 a.m. on WJZ, New York, has been sold to sponsors, it
was announced last week. Participat-
ing are: Schaefer Brewing Co.,
O'Sullivan Rubber Co., Johnson &
Johnson, E. Ponger Co., & Oakdale
Chemical Co., Griffin Mfg. Co., Adler
Shoes, Cooper & Cooper.

KGER, Los Angeles, Cal...
AP is the best thing that ever
happened to KGER's News on the Hour Every Hour.
C. Merwin Dobyns,
Pres. & Gen. Mgr.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radiod Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

MCNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

CLIFFORD YEWDAII
Empire State Bldg.
NEW YORK CITY

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. Republic 2347

CLASSIFIED Advertisements

Help Wanted

Situations Wanted, 10c per word. Help Wanted and other classi-
fications, 15c per word. Bold face listings, double. BOLD FACE CAPS.

Nightfall Announcer—Progressive NBC af-
liate in Southeast has opening for ver-
satile announcer capable operating studio
controls. Good opportunity for advance-
ment. Outline qualifications, draft status, refer-
dences, past and expected draft, to Box 5, BROADCASTING.

SALESMAN—Capable, hard worker, make
real news experience salesman upon New
York State. Draft exempt. Box 14, BROADCASTING.

Radio Station KLO, Ogden, Utah.

ANNOUNCER—$42 to start. WFDG, Flint,
Michigan.

Chief Engineer—Draft Exempt. State qual-
ifications and references. Box 9, BROAD-
CASTING.

Combination Announcer-Operator Wanted
—Well established network station. Must be qualified
operator. Submit transcription of newscast and commercials with appli-
cation. KKE, Pocatello, Idaho.

Announcer-Salesman—Live N. Y. Local.
Salary-commission basis. Complete Box
facts first letter. Box 18, BROADCASTING.

First Class Operator—For network station.
Experience in broadcasting not neces-
sary. Just so you can read news,
Good salary. Call or write WCBT Roa-
noke Rapids, N. C.

Draft Exempt Announcer—Permanent Job,
State all. WSMW, Decatur, Alabama.

5,000 Watt Western Network—Wants man or woman experienced in
traffic. Must be able to take shorthand and type. Rush complete details includ-
ing age, experience, and expected) status to Box 16, BROADCASTING.

Operator—License any class qualified oper-
ate broadcast station. Start $350.00
month, advancement as justified. WGI,
Newport News, Virginia.

Announcer—Versatile, capable, congenial.
Good opportunity right man. State ex-
prience, New York State. Box 15, BROADCASTING.

WANTED—OPERATOR WITH 1ST CLASS
TICKET—Wire, write, or phone date available and pay expected. Good Job.
Good station. Good gang. Good Climate.

Chief Engineer—Permanent Job. Progressive
west-southwest station. New ownership. Applications from any class operator also
wanted. Box 21, BROADCASTING.

NEWSPAPER Advertising Executive and Pro-
motion plus personal association with one of South's most progressive
stations. Must be your present or past employer. Five years newspaper work, last ten in same
business. Change to newspaper promises in your best interest. Past
earnings have been $7,000. Officers consider
them to be congenial and progressives
to newspaper. Box 19, BROADCASTING.

ANNOUNCER—Excellent selling voice. College
graduate, capable of sales all materials.
Not in the draft. No 4-F. A young lady. Box 19, BROADCASTING.

ENGINEER—Broad experience, Consider
chief of regional group. Available after Febu-
ary 1st—Washington, D. C. Box 22, BROADCASTING.

STATION MANAGER — And stockholder.
Seven years newspaper advertising. Five
years local and national TV. Desires
larger station or more prosperous mar-
ket. Box 8, BROADCASTING.

Culverd Young College Woman—Of good
family. Desires position of responsibility
with well-sustained, reputable station or
agency. Five years experience in meet-
ing prospect and selling sales. Is a
creep and Zephyr as of concrete
may be expected. Box 8, BROADCASTING.

Engineer—Three years experience all
phases broadcasting. First class phone
license. Good reference. Box 47. Married. Box 19, BROADCASTING.

Program Director—Capable man for either
network or independent station. No
big rig nor flash. Has 6 Broadway.

Announcer—Network experience. New
working New York City. Seven years of
radio. College trained, sober, reliable. Will affiliated with progressive sta-

WANTED TO BUY

W.E. 310-B 250 Watt Transmitter—Com-
plete 17-foot Blau-Know self-supporting
antenna. Box 7, BROADCASTING.

310-B $125

WANTED—For Sale

One 6B Western Electric 1 K
Transmitter complete in good condition.
Applications will be written Box 12, BROAD-
CASTING.
DO A BIG JOB

...at a low cost. In Hartford, WDRC's rate policy means real savings for you... it's one low uniform rate for all advertisers, whether national, pylon or local. Basic CBS for Connecticut.

580 Fifth Ave. New York City

both songs have been arranged for orchestra by J ACK MASON

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox"

Words and music by Paul J. Winkoop
Actions of the
FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 31 TO NOVEMBER 6 INCLUSIVE

Decisions...

November 5

WMIS, Natchez: WGRM, Greenwood. Mis.-Passed motion to take disposi-
tions in 60 days. Worcestershire, Mass., granted motion to amend application for CP for
renewal of license.

WGRW, Cleveland—Granted motion to take disposi-
tions in 60 days. Worcestershire, Mass., granted motion to amend application for CP for

Decisions... the War Production Board, advised broadcasters last Friday that pref-
erence rating certificates to be used in the purchase of electronic de-

ware will not be allowed.

Some confusion has existed, however, as a result of FCC reg-
ulations covering air raid warning

systems. The use of electronic
devices in air raid warning sys-
tems was not made compulsory nor has their use been requested by any

Government agency, insofar as

WPB could determine.

It was pointed out in certain

regulations that should a station

desire to use such devices it must
conform to certain required spec-

ified technical requirements.

Several applications for renewal

deemed proper by the Federal Com-

mission for unlimited time and

further hearing.

CP. The granted motion for

amend application for unlimited time and

further hearing from CP, as agreed, to

WBYN, Brooklyn

CP. The granted motion for

amend application for unlimited time and

further hearing from CP, as agreed, to

KFWY, Brooklyn

CP. The granted motion for

amend application for unlimited time and

further hearing from CP, as agreed, to

WASI, Barre.

First Mike ever used at WBT,

Charlotte, affectionately known as "Betty," is turned over by A. E.

Joscelyn (left) to A. D. (Jes) Williaturg.formerly manager of the man-
ger's assumption of the manage-

ship of WBT last week [BROAD-

CASTING, Oct. 26, Nov. 2]. Mr.

Joscelyn has become manager of

WCCO, Minneapolis; Mr. Williard

left the management of WJSJ, Wash-

ington, to take the Charlotte

post, his place in Washington hav-

ing been assumed by Charles J.

Burkland, ex-WCCO.

Dr. L. P. Wheeler Named

To Presidency of IRE

FOLLOWING the count of mail

ballots last week, the Institute of

Radio Engineers reported that Dr.

C. E. S. Wheeler, chief of the

PCG Engineers Division, had been

elected president for the 1943
term. Elected vice-president was

Frederick S. Barton, chief of the

British Air Commission's radio di-

vision in Washington.

Of the six nominees for direc-
tors, the following were elected:

Prof. Wilmer L. Barrow, Massa-

chusetts Institute of Technology;

Frederick B. Llewellyn, circuit re-

earch engineer, Bell Laboratories;

Harry A. Wheeler, Hazzleline

Service Corp.

Chemists to See Exhibit

OF Electron Microscope

RECOGNIZING the importance of

the electron microscope, which sees
depthly into the sub-microscopic

world, the National Chemical Ex-

position and Industrial Chemical

Congress, meeting Nov. 24-29 at

Chicago, will feature the first sym-

posium on the instrument's use and

achievements to date. Dr. V.

K. Zworykin, associate director of

RCA Laboratories, will discuss

"The Electron Microscope in Re-

lation to Chemical Research". For

the first time, the RCA electron

microscope will be displayed at the

conference. As part of the exhibi-

tion, a gallery of micrographs ob-

tained by photographing specimens

as viewed by the electron

microscope will be shown.

That the RCA electron micro-

scope is playing an ever-increasing

role in the war effort, is shown in

the mechanical drawings of some

instruments are now in use, where

they will be of greatest service in

bacteriology, chemistry and

industry, seven of these instru-

ments are installed in England.

NEW BUSINESS

J. TETLEY Co., New York (Jiffy Soup

Mix), Nov. 10 starts Moving Market

Basket on 8 BLUE stations, Tues., Thurs.

and Sat., 10-10:15 a.m. C. F. Murphy Co.,

Jersey City (Novel cigarette), Nov. 10 starts

broadcasting from Wed., Thurs. and Fri., 10-10:15

a.m., to 7 stations; W. H. Duane Jones Co., New

York.

ADAM PRODUCTIONS, New York, on

Nov. 10 at 10:15 p.m. will sponsor the

Turkish Yoshura-Dura Doreo boot on 127

BLUE, covering 127 states. This will be

continued from Nov. 27, 10-10:15 p.m.

Agency: Glickman Adv., N. Y.

ST. JOHN & CREDIT, General

Credit, Ont. (Ice Hive torn corn) will

be broadcast on Oct. 31 started for the eighth season Mrs

Hazel, owner of Wnea, will fill in for 99

on Canadian Broadcasting Corp.

stations, Sat. and Tues. at 7:30 a.m. Agency:

Connell Eastman & Co., Ltd., Toronto.

H. M. C. DOWNEY, Los Angeles

(cosmetics), on Nov. 6 started for 13 weeks, participation in Breakfast at

Sardel on 13 BLUE Pacific Coast stations.

Fri., 9:30 a.m. to 10:30 a.m.

Agency: Callins & Holden, N. Y.

WM. WRIGLEY JR. Co., Chicago

(Doublemint Gum), has renewed Sergent

Gold, Jewels, & Gum, Sun. at 6:30 p.m.

Agency: W. J. Walters Thompson Co.

WM. WRIGLEY JR. Co., Chicago

(chewing gum), has renewed Brew News on 119

NEW, Fri. at 5:15 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

EMERSON DRUG CO., New

York (Lucky Strike Cigarettes), on Nov. 13

reviews Information Please on 109

NBC Pacific stations, (rebroadcast.

Tues., 9:15 p.m. Agency: Lord

Lowery 

WESTON OIL & SNOWDRIFT Co.

New York, has renewed its Snow

package weekly on NBC Coast network

program, starting eight weeks on

the air. The renewal was secured by Earl

Mitchell, NBC network sales repre
tative, through Fitzgerald Adv. Agency, New

York.

WRIGLEY OIL & SOUTHWEST

Co., New York, has renewed its

Wesson Oils weekly for 10 weeks on

NBC Coast network program, starting

eight weeks on the air. Writers are Ray Buffun and Don Thomp-

son.

AUSTIN STUDIOS, Los Angeles (portrait

photography), has renewed its weekly

Actors Hour of the Week on 8 BLUE

stations of KECA, KGO, FED

(Mercury Network) for 10 weeks

(S-terminal KGO). (continued)

Agency: Glasser & Gal-

Network Changes

EMERSON DRUG Co., Baltimore (Bromo

Seltzer), as announced in the Nov. 6

CBS studios section, has been moved to

Van Poy, making a total of 76 CBS

stations, Mon., 8-8:50 a.m. Agency: Bouth-

CHESTERBROUG MFG. Co., New

York, has renewed its 61 CBS weekly

station to Dr. Christion, making a total of

271 CBS stations, Wed., 8:30-9:45

(rebroadcast 11:30 a.m.) Agency:

McCann-Erickson, N. Y.

S. & S. & T. ALCO, In-c年终 (Cal., hamo-

vitamins, Old English products), on

Nov. 13 started for 3 to 3 participation

weekly in Breakfast at Sardel's on 18

BLUE stations. Thursday, Dec.

16, 8:15-9:30 a.m. (PWT). Agency: J.

Walter Thompson Co. Los Angeles

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McCann-Erickson, N. Y.
Rural Areas Show Business Uptrend
Rationing Is Keeping Trade In Towns Near Home

SMALL TOWN business throughout the United States appears to be definitely improving, despite wartime priorities on many classes of merchandise and present or prospective restrictions on transportation and cross-hauling of many luxury or non-essential goods, according to E. Sproul, vice-president of Western Newspaper Union, writing in Bankers Monthly.

Trend of improved business in the "small towns" of the country is attributed in large measure to the tire and gasoline shortage and the consequent effect it has had on the travel of farmers and residents of the small towns. This substantial group of buyers, says Mr. Sproul, is now forced to trade in the small towns nearer home, instead of in larger cities farther away, where they went when they could travel without restriction.

Surveys Confirm Upturns
As a result of various surveys conducted by Mr. Sproul's organization, verification of this changed trend was found in virtually every section of the United States, both from wholesalers and retail merchants. "Many local stores were taking on new life, enlarging and freshening up their stocks, improving their properties, increasing their advertising," Mr. Sproul stated.

Mr. Sproul expresses the opinion that the tire shortage for average civilian use cannot be remedied for at least three years—probably longer.

"This means that the present rejuvenation of the small town is no temporary thing," Mr. Sproul continues. "That it will last long enough for people to form a new habit, that of buying at home, seems certain. How long that new habit may endure will depend largely upon two conditions:

1. First, the length of time required to lure farm and town families back to the roaming customs into which the automobile had led them; and, second, the success of small-town merchants in serving their customers so that they will not want to return to distant retail 'pastures' which they may have thought looked greener than their own.

So, the conclusion is, that our country towns are due for a long period of retail merchandising activity. Manufacturers and wholesale-

GUIDING BRAINS of the new weekly half-hour NBC Furlough Fun, service men's participation show, are the three threat production squad at left and skeptical approval of talent trio. Sponsored by Gilmore Oil Co. on five NBC Pacific Coast stations, the half-hour series started Nov. 2 for 82 weeks. Sextet are (1 to r) Nate Tufts, production supervisor of Ruthrauff & Ryan, Hollywood, agency servicing the petroleum account; Dave Elton NBC producer; Bill Davidson, agency producer; Beryl Wallace, mistress of ceremonies; Spike Jones, musical director; George Riley, comedian featured on the show.

AFRA to Revise Rules
To Cover Dealings of Radio Artists

AMERICAN Federation of Radio Artists has revised its Rule 12, covering dealings of AFRA members with the agents who represent or manage them, and will shortly issue the new regulations as Rule 12-A. Rules, which have been discussed with representatives of the major talent agent organizations, are now getting a final inspection by AFRA attorneys and are expected to be published shortly.

New rules, which will go into effect Nov. 2, 1943 and run until June 1, 1948, vary in several respects from the former regulations. They cover contracts between artists and agents to a maximum of three years in place of the five-year maximum former permitted; limit the length of contracts between artists and agents to a maximum of three years in place of the five-year maximum formerly permitted; limit commissions to a maximum of 10% for all artists, dropping the provisions for an extra 5% which was paid to the agents who represent or manage them; prohibit contracts between artists and agents under guarantee management contracts.

New regulations also contain a "continuity of management" clause requiring at least one person at the agency, who is named in the artist's contract with the agency, to remain active with the agency for the duration of the contract. They prohibit persons who are producers or employers or independent contractors in the broadcasting, transcription or phonograph record fields; who are engaged in the advertising agency business; who own or control stations or networks; who act as agents, brokers, or salers are so convinced of this that many of them are altering their sales plans to a degree that no mere brief emergency would induce them to undertake."

WHN-ACA Sign
AMERICAN Communications Assn. (CJO) and WHN, New York, have signed a one-year closed shop agreement covering the station's technical employees, ACA has announced. Contract provides for a starting salary of $52.50 weekly, said to be the highest paid by any major station. All hiring will be done through the union, with minimum salary of $55 weekly, for supervisors; two weeks vacation with pay after six months of service, three weeks after one year; $2.50 weekly increase every six months; establishment of grievance machinery for settling all disputes. Contract, retroactive to Oct. 1, was signed by Herbert L. Petey, general manager of WHN, and by Joseph P. Selle, ACA president, and Joe Ehrlich, organizer of ACA's broadcast division.

AFM Coast Deals
WITH new contracts covering wage and working conditions having been signed with CBS and NBC, Los Angeles Musicians Mutual Protective Assn., Local 47, has started negotiating a similar deal with Don Lee Broadcasting System, Hollywood. Although details of the proposed contract with Don Lee network were not revealed, union officials stated that it is similar to those already signed with CBS and NBC. Letter two granted 5% salary increase to staff musicians, and added additional men to house orchestras with working week cut from six to five days.

WJWC HAMMOND—CHICAGO
Supercharged Coverage of Chicago's New Wealth — the Working People!
FREE & PETERS, Inc., National Representatives

NOW SINGING 1300 KW

5000 WATTS

WEVD 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES
The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" ... sent on request.

W.E.V.D 117-119 West 46th St., New York

BROADCASTING • Broadcast Advertising 

November 9, 1942 • Page 65
CBS and RCA Net Lower This Year Both Show Gains in Gross But Operating Costs Increase

CBS consolidated income statement for the nine months ended Oct. 3, 1942, shows a gross income for the network of $45,293,615, an increase of 2.5% from the gross of $44,040,865 for the nine months ending Oct. 4, 1941.

Net profit for the period shows a drop of 23.6%, however, from $8,515,435 last year to $2,893,670 this year, due chiefly to an increase in Federal taxes of $17,744,381 in 1941 to $19,842,023 in 1942. Figures are not exactly comparable, however, as the 1941 period included 40 weeks while only 39 weeks are included in the 1942 period.

Statement, released Nov. 4 by Frank K. White, CBS vice-president and treasurer, shows earnings per share for the nine months of $1.69 this year compared with $2.22 last.

The CBS board of directors on Nov. 4 declared a year-end cash dividend of 60 cents a share on the Class A and Class B stock of $2.50 par value, payable Dec. 4 to stockholders of record at close of business Nov. 13.

RCA's Net Drops

Although RCA's gross income for the nine months of 1942 totaled $136,523,433, up 24.6% from the gross of $109,589,947 for the same period of 1941, the company's net income after provisions for taxes was only $5,158,058 this year as compared with $6,611,560 last, a drop of 22%. Difference is accounted for by the increase in Federal taxes from $3,803,600 in 1941 to the first nine months of 1941, to $15,811,400 for the same part of 1942.

For the third quarter of this year RCA grossed $46,427,541, a gain of 14.1% from the gross of $40,696,568 in the like period of last year, but the net in 1942 was down 15.6%, from $2,510,464 in 1941 to $2,139,937 in 1942. Earnings per share of common stock, after preferred dividends were deducted, amounted to $.096 for the third quarter and $.189 for the nine months of 1942, as against $.123 and $.302 respectively in 1941. Figures were released Nov. 4 by David Sarnoff, RCA president.

New WNYC Application

FOLLOWING refusal of the FCC to grant permission for it to operate fulltime on 380 kc., clear channel now occupied by WCCO, CBS-owned Minneapolis outlet, WNTC, New York City's newly-opened station, filed with the Commission Oct. 31 an application for special service authorization to operate on the frequency from 6 a.m. to 10 p.m. with 1,000 watts [BROADCASTING, Oct. 26].

Government Demands Offices Occupied by NAB in Capital

PROBABILITY loomed last week that the NAB, occupying the entire ninth floor of the Normandie Bldg, 1626 K St., N. W., Washington, would shortly be required to vacate the premises under a Federal condemnation order demanding that all occupants of the building move out to make way for the staff of the Reconstruction Finance Corp. assigned to the synthetic rubber program.

A copy of the order from the district court was posted in the building last Wednesday, taking all tenants by surprise. The exact time of moving was not indicated in the order, though the landlord stated he had been instructed to collect November rentals when first approached by the RFC to sell or rent the building.

Objections Raised

In the absence of President Neville Miller, C. E. Army, his assistant, in response to a request from RFC, wrote a letter Thursday advising the RFC that NAB is representative of the broadcasting industry which has been classified as an essential war industry, and that moving at this time, in the face of a lease which has until Dec. 31, 1943, to run, would seriously hamper its operations. Other tenants, largely attorneys and trade associations, are also understood to have entered objections.

The NAB's by-laws require that headquarters be maintained in Washington. The overcrowded office building situation in the capital renders it virtually impossible to secure adequate space in other office buildings, but possibly a private residence could be obtained for the association. Even residential space on a rental basis is extremely scarce, though houses are still available for purchase.

President Miller and the NAB board may be faced with the problem either of purchasing a Washington structure of some sort or else moving the NAB to another city.

"Fortune" Reveals High School Students Use Radio as Principal Source of News

Radio is the prime source of news for the country's high school students, according to a survey reported in the November Fortune Magazine conducted by Elmo Roper. An average figure for all students shows that 87.2% of them rely on radio for their news, contrasted with 34.8% for newspapers and 5.6% for magazines. Broken down by sex, the boys were 56.6% for radio and the girls indicated a 57.7% preference.

The survey represents "a faithfully balanced cross section of high school students," the article points out, and was considered important by the magazine's editors because this group will be the country's soldiers in the near future as well as voters in the postwar period. In conducting the survey, the general purpose was to determine the opinions of this important group on a variety of issues ranging from their opinions on our form of Government and economic system to their purposes in fighting the war.

Talking a Big Source

The question which placed radio at the top as a news source was phrased, "Where do you get most of your news—from newspapers, radio, magazines, talking with people or where?" Talking received considerable strength in the group average—20.7%—although it was third behind radio and the newspapers. Indecision was small, only 1.4% reporting other sources or that they didn't know.

Differences in age, economic levels and geographical homes had little effect upon opinions, the Fortune article reports. The main contrast occurs, it is stated, in sex differences. Boys, it is contended, are better informed and more conscientious newspaper readers.

The Survey

Where do you get most of your news—"from newspapers, magazines, talking with people, or where?"

<table>
<thead>
<tr>
<th>All Students</th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>57.2%</td>
<td>56.6%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>34.8%</td>
<td>49.1%</td>
</tr>
<tr>
<td>Magazines</td>
<td>5.6%</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

As between economic levels and size of place, and even as between ages, there were very small differences in news-getting habits—one comparable with the results above. Boys, who are more conscientious newspaper readers than girls, gave the better informed. The relationship is reflected in another way in the following tabulation:

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Radio</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well informed</td>
<td>45.9</td>
<td>43.2</td>
</tr>
<tr>
<td>Poorly informed</td>
<td>38.9</td>
<td>35.9</td>
</tr>
</tbody>
</table>

"Because of the complexity of tabulating multiple answers, these headings would, from a few replies more accurately described as: "newspapers and radio, plus maybe a few others"; "newspapers plus maybe a few others except radio"; "radio plus maybe a few others except newspapers"; "other, excluding radio and newspapers."

Hackett's Bond Post

CECIL H. HACKETT, managing director of WINS, New York, has been appointed chairman of the radio committee of the New York War Savings Staff, it was announced last week by Arthur Kudner, chairman of the Committee on Information and chairman of the Arthur Kudner Agency. Mr. Hackett was in the bond business with the agency, serving as manager of the New York and New Jersey bond departments of Gertler & Co., and later with his own firm of Lord & Hackett. He has also had positions with WHN and WMCA, New York.

Pillsbury Uncertain

ALTHOUGH Pillsbury Flour Mills Co., Minneapolis, on Dec. 4 discontinued Clar, Lu 'n't Em on 40 CBS stations, 11:15 a.m. a.m., the company is undecided about future radio plans. Under consideration is a possible campaign of one-minute and participating announcements in selected markets or possibly another network program. McCann-Erickson, Chicago agency is active.

"Info Please" Renewed

AMERICAN TOBACCO Co., New York, has renewed its contract with WOR for the Friday night half-hour Information Please, which will continue to be broadcast over 301 stations for Lucky David. Hackett and Thomas are expected to return. The program has been on NBC continuously since Nov. 15, 1940.
"As I see it, the fate of all food manufacturers is now entirely in the hands of the retailer. From my own personal observations, the retailer is generally interested in some private brand that he suggests and generally sells, should the advertised brand be out of stock.

"It appears that unknown brands are quite likely to make great strides unless all possible advertising support is continued for known brands in the retail food business.

"No right-thinking retailer can blame a manufacturer if war shortages make it impossible to supply normal amounts of his product. But he can find fault if advertising and point-of-sale support are withdrawn altogether.

"Continued advertising is essential even though it may indirectly result in the sale of private brands due to unavoidable shortages of nationally advertised merchandise.

"This may seem to be a "reverse" role for national advertising—but the important thing is that it will keep alive the consumer's desire to buy nationally advertised brands...and it will help the retailer stay in business.

"Therefore, such a policy will pay big dividends with those retailers when manufacturers are able to produce consumer goods in abundance once more."

Says N. E. KREUZBERG, Sales and Advertising Manager of 75 U-Be-See Food Stores associated with THE LIMA-KENTON GROCERY COMPANY, Lima, Ohio.
FROM THREE WONDERS... A FOURTH!

Like a vast, flowing river, the progress of inventive science is fed by many tributary streams... streams of earlier research, discovery and invention.

Three such distinct streams converge in the new RCA Electron Scanning Microscope... and flow towards the horizons of the future. For this new instrument embodies the principles of television, facsimile, and the electron microscope.

Still in the development stage in the RCA Laboratories, this new microscope permits study and analysis of surfaces of opaque objects—even metals. “Scanning” the surface with a beam of electrons, it prints a greatly enlarged picture.

A sheet of metal, smooth as glass to the unaided eye, looks like an airplane view of the Grand Canyon. Every detail of its surface is shown sharp and clear... The Electron Scanning Microscope is but one of the many research projects in RCA Laboratories which link the present with the future of Electronics.

BUY U. S. WAR BONDS EVERY PAYDAY

RCA LABORATORIES
A Service of Radio Corporation of America, RCA Building, New York
PIONEER IN RADIO, ELECTRONICS, TELEVISION

Other Services of RCA: RCA Manufacturing Co., Inc. • R. C. A. Communications, Inc. • Radiomarine Corporation of America National Broadcasting Co., Inc. • Blue Network Co., Inc. • RCA Institutes, Inc.