Bill:

This will not make a "smart" ad, but it will make a necessary one.

People, I think, should be constantly told that we - WOR, that is - cover 15 of America's most war-active, key industrial cities in the country today.

Might say, we're almost a complete spot net for the cost of one station.

Joe
Intensive Coverage — in Central Illinois. This is the second in a series of advertisements showing WLS coverage by counties in Midwest America. These 19 counties comprise the 17th, 18th and 19th congressional districts of Illinois.

Here---

TWO Out of THREE Families Wrote Us!

HERE, in Central Illinois, there are 173,491 radio homes. Last year, WLS received from this area 117,871 letters—representing 68 letters for every 100 radio families, or better than two out of three!

That's intensive coverage . . . but these districts are only a small part of our WLS Major Coverage Area. Throughout most of Illinois, Indiana, Wisconsin and Michigan, radio listeners habitually turn to WLS. They listen and respond . . . with more than a million letters a year!
**HE GETS ALL 3 WHEN HE BUYS TIME**

Many a time buyer is doing double duty these days as a spotter both for his office and the OCD. And when he's buying time, your good spotter uses the "Rule of 3".

In any one market, he places his spot campaign with the radio station which gives him the best combination of coverage, programs and rate.

In the rich Hartford Market, his first choice is WDRC.

Here's how the "Rule of 3" fits WDRC:

As Connecticut's Basic CBS Station, WDRC gives complete coverage and a top-flight program schedule.

With a low uniform rate for all advertisers ... national, regional and local ... WDRC does a big job at a low cost in this important market.
No Sir, By Gad... Jones is no longer with us!

The rascal has opened his own agency...

But then, you too, can learn the secret of success. Simply put your accounts on KFAB.

You see, KFAB serves the farm and small town markets of Nebraska and her neighboring states. These areas are now spending the largest farm income in their history. And the effectiveness of this income is doubled by the cycle in which it is spent—from farmer to merchant to druggist to doctor to grocer to wholesaler to farmer and around again.

The people who do all this spending listen to KFAB...act on KFAB's suggestions...buy what KFAB recommends! You, therefore, need this station to do a complete selling job for your accounts.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 23 • NO. 20
NOVEMBER 16, 1942

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

WOL
FOLLOWS THRU!

WOL does a COMPLETE job for every advertiser...and follows...through with a top-notch announcing staff and program personnel to a complete merchandising department that assures the success of every program or announcement. Among the many helps are:

* Personal calls on wholesalers and retailers
* Courtesy promo-announcements
* Newspaper advertisements and publicity
* Direct mail to selected lists

WOL - Washington, D.C. • Affiliated with MUTUAL BROADCASTING SYSTEM

More than 40 national advertisers now getting good results on WOL

Get the Facts from WOL — Washington, D.C. — Affiliated with MUTUAL BROADCASTING SYSTEM

SPOT SALES, Inc — Nat'l. Rep., New York, Chicago, San Francisco
EXTRA!

FOR ALL U. P. RADIO CLIENTS

To all its radio news clients, United Press now is releasing a new 13-week series of 15-minute transcribed shows entitled “SOLDIERS OF THE PRESS.”

These shows dramatize vividly the experiences of United Press war correspondents in getting close-up, eye-witness reports of action on the fighting fronts. All transcriptions are open-end, for local announcements.

Henry Gorrell's flight in a U.S. bomber raiding Navarino Bay, Robert Miller's landing with the first U.S. Marines at Guadalcanal, Richard McMillan's advance with the 51st Scottish Highlanders who broke through at El Alamein are the first in this action-packed series.

Stations already are reporting that listeners are going for this stirring program—and that sponsors are bidding for it.

United Press, of course, makes no charge to clients for “SOLDIERS OF THE PRESS.” It's a magnetic feature-bonus to the service which brings radio the world's best coverage of the world's biggest news.

UNITED PRESS
WENR attracts important people — and we mean advertisers

Andrew Jergens Company — Walter Winchell and The Parker Family
Bristol-Meyers — Dinah Shore
Coca-Cola — Spotlight Bands
Ford Motor Co. — Watch the World Go By
General Foods — Don Winslow
General Mills — Jack Armstrong and Lone Ranger
Longines-Wittnauer Watch Co. — Symphonette
Miles Laboratories — Quiz Kids and Lum & Abner
Palat Brewing Co. — Professional Football Games
Maurice B. Sachs Clothing Co. — Amateur Hour
Dr. Earle Sloan, Jr. — Gang Busters
Socony-Vacuum — Raymond Gram Swing
Williamsont Candy Co. — Famous Jury Trials
Wander Co. — Captain Midnight

Yes, we mean advertisers — big ones whose products are household names. Many are now using WENR and getting the extra value WENR offers all advertisers in the rich Chicago market. But that’s only half the story. The splendid programs of these advertisers are also attracting more and more listeners to WENR, building a loyal audience that is becoming increasingly valuable.

Now is the time to climb with WENR. It’s an opportunity you seldom find. WENR is not only the best buy in Chicago but has a brilliant record of performance. Ask any Blue Spot Sales representative for details.
HERR BRAUN HAD A BROTHER IN COLOGNE

When the Nazis ordered Herr Braun to report for farm work in the south of Germany, he made an arrangement with his brother, who worked in the railroad yards. He was to write him from Cologne every week, no matter what happened.

For a while the letters came. Written on cheap, thin paper, they always said the same thing: "Am as well as can be. Nothing new in Cologne."

But one week the letters stopped. No explanation. No reason... Of course, Herr Braun did see a little item in the local Nazi paper about an ineffective British raid on Cologne. But didn't the paper say the damage was small—mostly schools and hospitals? And wasn't the Luftwaffe invincible? It would never let the enemy reach Cologne in force.

...Still, the letters did not come. And besides, Herr Braun began to hear strange rumors... spread quietly behind the backs of the Nazis... disturbing rumors about a big raid on Cologne... the biggest air raid in history...

One night Herr Braun tuned his radio to a forbidden station—an American short-wave station. And there it was—the facts, the figures, the full grim story of the mighty German city blown to bits from the air... Yes, the railroad yards were destroyed.

And Herr Braun began to wonder... So the Nazi paper had lied. The Luftwaffe was not invincible. The British and Americans would come and bomb German cities despite Der Fuehrer's boast that it would never happen... And the faith of Herr Braun began to fade.

The faith Goebbels and Goering and Hitler had been building up in Herr Braun for nine long years—began to crumble.

* * *

RCA equipment, used by short-wave stations WRCA and WNBI, is helping reach thousands of Herr Brauns with the truth... the truth to shake their faith in Fascism. But together with the destruction of that faith, these messengers from America are molding a new faith. A faith that out of the chaos and destruction, out of Nazi defeat, and out of the victory of the United Nations—will come a better and freer life... for Herr Braun and for all the world.

* BUY U. S. WAR BONDS EVERY PAYDAY *

RCA BROADCAST EQUIPMENT

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.
To Frank Quinn, the command "Go West, young man" was not a romantic directive to fun and fortune—it was doctor's orders, and pretty grim business at that. But Frank did go West, was completely cured, and then found fun and fortune in the bargain! Today as manager of KOB, 50,000-watt NBC and Blue outlet, Frank is one of the really successful radio men in the Southwest, and it would probably take nothing short of dynamite to move him East again—or $25,000.00 NET per year!

Far be it from us to act like Pollyannas, but it does seem to us that all the old gags about silver linings really do work out in most amazing ways. Take our own corporate beginnings, for instance. Free & Peters was founded in the "merry" month of May—1932! At that time strong old companies were falling like ten-pins. Business prospects were about as optimistic as a death rattle, and when we claimed we were going to be radio-station representatives, nobody had even heard the expression before. But we started up just the same, and we guess you know the rest.

Today lots of people are again discouraged about the future. We're not. We're going right ahead doing the best job we know how, to make spot radio easier to use, easier to buy, easier to cash-in on. And we'll take any bets you offer that when the War is over, we're still going to be the firm you prefer to do business with, here in this group of pioneer radio-station representatives!
Advertisers Mustered for War Campaign

Government Urges ANA to Expand Its Help

WARTIME advertising problems, especially those calling for close cooperation between the advertising industry and the Government, occupied the spotlight at the wartime meeting of the Assn. of National Advertisers, held at the Hotel Pennsylvania, New York, last Wednesday and Thursday, to the complete exclusion of all other topics from the convention program.

Speakers from advertising and from Government, many of the latter advertising veterans who are currently lending their knowledge and skills to the nation's war program and who expressed a feeling of being "home again" in the midst of the ANA membership, praised the contributions advertising has already made in the war effort and urged the national advertisers to increase their cooperation with the Government in the coming year.

Council Praised

The Advertising Council was especially lauded for its fine work in coordinating the contributions of advertising with the requirements of the Government.

The speakers from Washington, discussing frankly the suspicion with which some Government officials view all advertising, explained that this distrust is not at all unanimous and stated that the industry's outstanding contributions to the war are winning many converts to the side of advertising by demonstrating its unique ability not merely to inform the public but to stimulate them into action.

Disavowing any idea of using the war as a screen to put over any anti-advertising legislation, they asserted that whatever restrictions had been placed on manufacturing and marketing civilian goods have been done solely because they were necessary to help in the job of winning the war.

As Chester J. La Roche stated, advertising's voluntary contribu-

Senator Inquiry Into Petrillo Ban Set

Clark's Subcommittee

To Hold Hearings;

NAB Ready

A BROAD inquiry into the AFM ban on transcriptions and records was assured last week when Senator Wheeler, chairman of the Senate Interstate Commerce Committee, appointed a subcommittee to hold hearings on the resolution (S. 2974) introduced Oct. 23 by Senator Clark (D-Ida.). Senator Clark, who has been in the forefront in demanding a probe of Music Czar James C. Petrillo's campaigns, will head the subcommittee and he has indicated he will probably start the hearings late this month or early in December.

Other members of the subcommittee are Senators White (R-Me.), co-author of the Communications Act of 1934 and the Radio Act of 1927; Tobey (R-N.H.), long a critic of radio; McFarland (D-Ariz.); Tunnell (D-Del.). Senator Clark said he will call his committee into executive session early this week to decide upon procedure, which may involve calling Mr. Petrillo as the first witness.

Every segment of the broadcasting, transcription, recording and associated industries is expected to be prepared to lay its case before the committee, which has a $5,000 appropriation for the hearings.

Last Friday Sidney Kaye, special NAB counsel, conferred with Senators Clark and Wheeler, accompanied by C. E. Arney Jr., assistant to NAB President Neville Miller. Shortly after their conferences on Capitol Hill, the NAB for the first time revealed the personnel of its Music Steering Committee, appointed last summer by the NAB board to act for it between board meetings.

Steering Committee

The existence of this committee had been kept secret until last Friday. It has no chairman, though its executive officer is Mr. Miller. Its membership comprises Mark Ethridge, general manager of the Louisville Courier-Journal and Times, operating WHAS, who served as interim president of the NAB during the previous dispute with AFM over musician employment; John Gillin Jr., WOW, Omaha; Kolin Hager, WGY, Schenectady; Harry LeFollevin, WRJN, Racine, Wis.; Paul Morency, WTMJ, Hartford; G. Richard Shafko, WIS, Columbia, S. C.

Upon revelation of the Steering Committee's existence, the NAB made the statement that it "has been preparing for the next move on the Petrillo front, whether that move will be the forthcoming investigation of the Petrillo ban under Senate resolution, litigation of any other activity that may be indicated." Adding that much factual data on the effect of the ban and as to the availability of musicians throughout the country has been prepared for presentation, the NAB asked all station managers to reply at once to questionnaires sent out earlier this month as to the impact of the ban on their broadcasting activities.

"The replies so far received," it was stated, "have indicated that in town after town new and acute shortages of trained instrumental musicians have been caused by the enrollment of musicians in the armed services and in war industry."

Also, last Friday, the Steering Committee issued to all stations a statement setting forth its conclusions, as a representative cross-section of the industry, which reviews and clarifies the "basic position of the broadcasting industry" (Continued on next page).
morale, better employee relations, better workmanship."

Speaking on "Advertising in Total War", Chester J. LaRoche, chairman of the board of Young & Rubicam and chairman of the Advertising Council, urged that advertising men "stop thinking of ourselves merely as men, who write or okay advertising. Instead, let us see ourselves as men making a mighty war product. We are the West Pointers—the Annapolis men of our psychological warfare."

Congress Problem

Stating that there is no complete agreement on the desirability of Governmental use of paid advertising, either in the advertising industry or in Government, he pointed out that neither the former Office of Facts & Figures nor the new Office of War Information has asked Congress for an appropriation for paid advertising, apparently thinking that this is not the time to make such a request.

"Suppose Government officials decided to try to get a reorganization appropriation—Congress. They would have to take from their important war work to present a case for advertising (a case, by the way, as an industry it has not presented). Isn't it better, instead of debating now, to get advertising action now? And they can get action! They can get it from advertisers both local and national. They can get it by simply making known their needs. Hundreds are eager to help. Hundreds will have a real desire to help. Recognizing the need for action more than a year ago, the entire advertising industry—advertisers, media and agencies, large and small, from coast to coast—organized to make their facilities available to the Government. They financed the effort with $100,000 of their own pocketbooks and organized the Advertising Council."

Thousands of Ads

Describing the Council as a voluntary organization with a paid staff "just large enough to give continuity and business management to the volunteer help of all of us," Mr. LaRoche explained the way in which the Council works to help put over a Government war message and reviewed some of its accomplishments, including the radio allocation system, the writing of advertisements for the Treasury, the organization of the scrap salvage campaign and the many details of carrying it through, even to aiding the Government in finding the funds to finance the campaign, and the fats salvage campaign.

"Over 4,000 advertisements have been provided by the Council creative groups for submission to the Government. In addition there have been scores of portfolios, leaflets and folders written and hundreds of posters developed. One agency alone has written and produced in the last several months 96 radio shows and spots for the Government."

New ANA Chairman

CHARLES G. MORTIMER JR.

"Measured with reasonable accuracy, the war work done to date by the various advertising agencies shows that their volunteer time amounts to the equivalent of $3,-

000,000 in payroll time. The Dept. of Commerce estimates the donations of space and time to the Government at $60,000,000. In addition to the organized help offered by the Advertising Council, the government has been aided by the initiative of many advertisers acting on their own."

Looking at the prospect for the future, Mr. LaRoche said that while "there is little doubt that Government advertising help from certain sources is going to shrink very greatly in the next year, the skinkelage will probably be more than offset by four very unusual and powerful sources of help that may be opened to the Government."

Watchful Minority

"I doubt that Government officials would use advertising appropriations to further selfish political interests. Any efforts in this direction would be pointed out promptly by the minority. The advertising itself would be too much out in the open."

"Will Congress appropriate the money? I think they will, if it becomes necessary to do so. They appropriated $85 million for Kaiser to experiment in war planes. If and when they are given an understanding of what advertising can do to help the country, I am sure they will respond to any reasonable request that Mr. Elmer Davis, head of the Office of War Information, for example, might make."

"Will the Congressmen and Senators interfere with the administration of an appropriation? I think some might, if they are not properly informed. The job of informing them is up to the advertising business. What advertising man has ever spent time with a Senator or Congressman to tell him how advertising works? However, there has been little or no interference with the sizable Navy campaign."

"I hope we have made it clear that conditions are such that we allow us to stop what we are doing and enter into a debate for paid advertising. I am for the principle of paid advertising, when controlled. That is why I am dead against the advertising man who sits back and feels there is nothing to do until the Government decides to buy paid space. Let us try our disputes as to whether paid or donated advertising should do this job. For of one thing I am certain—the need will not wait. This job must be done now!"

Cowles and Council

Praise for the Advertising Council and a plea for greater cooperation by advertisers were expressed by Gardner Cowles Jr., director of domestic operations of the OWI.

Stating that when he went to Washington in July he found many problems which called for the talents of trained advertising men but only rare instances where advertising men had been called in, he said that he quickly decided "to set up a B.O. of Campaigns and to call heavily on the Advertising Council to give us the best possible talent from the advertising world."

"Whenever now any Government agency has a program which requires explaining to the public, and which calls for action by the public, we put the Bureau of Campaigns to work studying and analyzing the problem. Frequently this first involves getting several different Government agencies to agree on what the problem is and how best it may be tackled."

"Then the Bureau of Campaigns calls on the Advertising Council and works out a complete program, including the copy theme, the part to be played by each of the various media boards of OWI, and the part to be played by private industry."

"Your Advertising Council not only sends us top men to help in working out the programs of the Bureau of Campaigns, but also serves as the very important contact between the Government and the voluntary help from commercial advertisers. If we want to express our views on this voluntary help from commercial advertisers, because it is becoming increasingly important."

They Would Comply

"Almost daily at OWI we get letters and calls from people urging us to compel different media to do this or that, to compel industry to stop advertising or to make industry advertise only in accordance with some Government strait-jacket plan. I always reply to these compulsion suggestions by trying to explain the fundamental nature of advertising. It supports the information which make democracy possible. The whole pattern of our American way of life would change if the heavy hand of Government guided all media and all advertising."

"In the year ahead Government campaigns are going to need help in a major way from the advertising industry. We are going to need administrative talent to help us plan, and much donated space and time. Except to a limited degree, the Government itself cannot, wisely, in my opinion, buy paid space or time. The political handicaps do not permit such an operation on a big scale even if a sound case for it can be made out on paper."

Must Have Help

"The real lift to Government campaigns must come from space and time donated by commercial advertisers. We must be struggling right now with more than 60 Government problems, important problems, which the American people must understand, and do something. No matter what the home front is to move ahead wisely and efficiently."

"Is this asking too much? After all, what matters—what really matters in 1943, what is going to make substantial strides toward winning this war? The burden of the cost of winning cannot be spread without absolute justice. Industry must enlist with all its resources. There isn't time to work out the equitable details."

Dyke Tells of Campaigns

The operations of the OWI Bureau of Campaigns were explained in more detail by its director, Ken R. Dyke, at the meeting with Mr. Cowles in the morning session. Pointing out that a Government advertising campaign needs as adequate planning and preparation as that of a commercial advertiser and that there are now 64 Government campaigns under way, most of them involving from three to five separate Government agencies, Mr. Dyke said that the Bureau's function is chiefly that of a traffic cop.

First, he said, the bureau at (Continued on page 54)
WPB Chieftain Points To Curtailed Field Of Operations

ADVERTISING has a useful role in the war effort but in turn will operate in a rather sharply restricted field, Donald M. Nelson, chairman of the War Production Board, told the Advertising Executives at its Nov. 11 dinner meeting at the Hotel Commodore, New York, during the ANA's annual session.

Candidly reciting what the war is doing to the nation's economy, he reminded the ANA that the war won't last forever. When it ends, he predicted, 'Our American free enterprise system is going to face the most magnificent opportunity any man could ask. If we have wisely preserved the heart and structure of our economy during the war, we can then move on to a higher level of useful activity than we have ever known before. During the next few hours of war may be, there are a test which our America is going to pass with flying colors.'

Overconfidence Warning

Mr. Nelson warned advertisers and media that the nation must not smugly lick its lips over recent military successes. Rather, he said, the business of our country must be turned back into war-winning achievements.

Excerpts from Mr. Nelson's talk follow:

"We are fighting this war to make possible the continuation and the constant improvement of that complex set of economic, social and political privileges which we fondly refer to as the American Way of Life. There are many different elements in that way of life, of course, and you could probably define any one of a dozen different ways. But on the economic side it is perfectly clear that this way of life we are fighting to maintain is based on the greatest possible degree of plenty for the greatest possible number of people. It always has meant, in America, and unless we lose our ideal completely it always will. Now in this modern world, plenty means mass production. The successful working of a mass production system is basic to modern America's way of life."

"Advertising is part of our communications system. As far as industry is concerned, it is an essential part. It is the means by which business propaganda is made accessible to people from one end of the country to the other. It is essential as far as I see it, always will be, and to a considerable extent in the years ahead, a high standard of living. Hence it has a vital role to play in modern American life. If it were removed we should have to develop an entirely different kind of distribution system—which is to say that we would be compelled to re-model our entire economic structure.

"We can agree, therefore, that in ordinary times advertising has an absolutely indispensable place in American life. But these are not ordinary times. They are by all odds the most abnormal times we in America have ever lived through, because the emergency our country faces is an unlimited one, an E.D. For it is a demand that means our whole economic system. The ideal completely is gone. And unless we can meet this emergency one way or another we can never overcome the situation."

"The war has meant mass production. The ideal completely is gone. And unless we can meet this emergency one way or another we can never overcome the situation."

"Advertising's Role"

"Therefore it is utterly impossible for any of us to think of advertising in peacetime terms today, just as we can no longer think of economic events in the same way. During the normal times, one can imagine how the normal course of our distributive and marketing mechanisms has got to undergo great changes until the war is won."

"Advertising's Role"

"But we must push simplification because it will enable us to get more goods with less manpower and less material. It will help us to gird our strength for war, giving the civilian population the greatest quantity of essential goods at the greatest saving in time, material and energy—and it will also leave room for individual enterprise to carry on private initiative even in a war economy."

"In fact, because it does leave room for initiative it will be more effective than straight-out standardization could hope to be. It will enlist American enterprise in the program. We are determined, not merely to preserve our free enterprise system, but to use it to get the best out of this great fight for its survival."

"All of this is just another way of saying that our distributive and marketing machinery still has a vital role to play in our economy."

NAB Looks for New Quarters As U. S. Leases Present Site

NAB's Finance Committee went into a huddle in Washington last week because it was found it would like to spend assistant to President Neville Miller, who is now in the West attending district meetings, to determine the course to be taken as a result of final orders received last week to vacate the ninth floor of Washington's Normandy Bldg. to make way for the staff of the Reconstructions Finance Corp. synthetic rubber program."

"Along with several score other tenants, NAB must vacate the premises by Dec. 5 under a condemnation order posted by the Government requiring all tenants to vacate. In view of the overcrowded office building situation in Washington, it appeared virtually a certainty that NAB would undertake to purchase an equivalent or store structure for its new quarters. Mr. Miller has empowered Mr. Arney to look over available properties near the downtown district with a view to purchasing."

"The Finance Committee is headed by Frank King, WMBR, Jackson-

ville, and includes Harold Ryan, WSPD, Toledo, now assistant di-

rector of NAB, and Paul Kesten, CBS vice-president, all members of the association's board. Their recommendations will be wired to board members in a referendum required by by-laws. Mr. Kesten was in Canada last Friday and designated Earl Gammons, CBS Washington representative, to sit for him."

Some sentiment has developed for moving NAB's headquarters to New York, but this is not anticipated in view of the fact that practically the entire staff will be required to be in Washington most or all of the time, contacting Government departments and agencies on broadcasters' wartime problems."

"The NAB has several retaining headquarters in Washington, and permit ownership of property. Since NAB pays $9,400 a year rental for its present premises, it is in a good position to purchase and finance new quarters. There are plenty of structures in the capital available for sale, but very few for rent."
Radio-Radar Unit Gains Importance In WPB Structure

Old Branch Now Full Division On Level with Aircraft Etc.

RADIO and radar take on new importance in the WPB functional structure as a result of the reorganization ordered Nov. 11, which promoted the old Radio and Radar Branch to a division on the level with aircraft, shipping and rubber, with authority to report directly to Charles E. Wilson, WPB vice-chairman.

With the exception of radio, shipping, rubber and aircraft, all other industries are combined as sections of five new commodity divisions, all under Ernest Kanzler, chief of the reorganized industry branch setup, and Ferdinand Eberstadt, WPB program vice-chairman, who has been newly named director general for operations.

Structure of the radio and radar group remains virtually unchanged, with Ray C. Ellis, former deputy director in charge of the branch, now a full division director, and each of the former sections chief now a branch chief. Radio and radar branch chiefs are: Frank H. McIntosh, civilian radio branch; Marvin Hobbs, special electronics applications and radio & radar receivers and transmitters; Lt. W. A. Gray, vacuum tubes; S. K. Wolf, radio and radar components; Milton Lowenstein, critical materials; Myron Whitney, plant facilities and schedules.

F. S. Boland replaces Frank S. Horning as chief of priorities, and Mr. Horning takes charge of the Field Branch, formerly the industrial section.

While the new Radio and Radar Division reports directly to Mr. Wilson, thus simplifying and speeding up its activities, for administrative purposes it ties in with Mr. Eberstadt's Office of General Operations.

EXECUTIVES OF THE WPB Radio & Radar Division are (standing, 1 to r): Marvin Hobbs, chief, special electronic applications and radio & radar receiver and transmitter branches; Myron E. Whitney, chief, plant facilities & schedule branch; Gerald E. Miller, staff assistant; Frank H. McIntosh, civilian radio branch; Sidney E. Wolf, chief, executive components branch; Frank S. Horning, chief, field branch; seated (1 to r): Milton J. Lowenstein, chief, critical materials branch; Lt. William A. Gray, chief, vacuum tubes; John S. Timmons, assistant to the director; Ray C. Ellis, director of the division.

F. P. Soland, chief of priorities, is missing from the group.

Dr. Miller McClintock Chosen First Paid President of Mutual

APPOINTMENT of Dr. Miller McClintock, executive director of the Advertising Council since its inception last winter, as first salaried president of the Mutual Broadcasting System has been announced by W. E. Macfarlane, business manager of the Chicago Tribune, one of the founders of Mutual and president since the network's inception in 1934. Mr. Macfarlane will continue as chairman of Mutual's executive committee. Alfred J. McCoister, president of WOR, New York, continues as chairman of the board of directors, and Fred Weber continues as general manager of the network. It is reported without verification, however, that Mr. Weber may shortly join the armed forces.

Stockholders Approve Announcement of the appointment was made by Mr. Macfarlane following a vote of unanimous approval by the Mutual stockholders. The great increase in the number of MBS stations and in the volume of programs necessitates a paid president who can devote fulltime to the administration of Mutual activities, the announcement stated.

Dr. McClintock is 48 years old and a native of Nebraska. A graduate of Leland Stanford Jr. and possessor of a Doctor of Philosophy degree from Harvard, he has served as director of the Bureau of Street Traffic Research, as executive head of the Traffic Audit Bureau and as technical director of the Advertising Research Foundation, where he supervised the inauguration of the continuing study of newspaper readership.

He will take over his new duties at Mutual in the near future, as soon as a successor has been appointed as executive director of the

Dr. McClintock

Advertising Council, which last week relieved Dr. McClintock of the duties of that post, at the same time electing him president of the Council.

Col. Stoopnagle Sponsored SCHUTTER CANDY Co., Chicago (Bit-o-Honey candy bars), on Jan. 10, 1943, will start a weekly quarter-hour-starring Colonel Stoopnagle, the comedian, on 40 CBS stations. Exact nature of the show's format has not been announced, but it will be heard Sundays, 1:45-2 p.m. Agency is Roche, Williams & Cunyngham, Chicago.

Overnight Sponsors AN INNOVATION in time-signal sponsorship is claimed by WJR, Detroit, which recently went to 24-hour operation. Bulova Watch Co., already using 18 time signals daily on WJR, has purchased them also every hour from midnight to 5 a.m. WJR also has sold 12:30-12:45 a.m. to United Aircraft Training.

AFM Local Signs In Detroit Dispute Pact Grants Pay Rise, Shorter Hours, But No New Jobs

THE DISPUTE between the Detroit Federation of Musicians and the three Detroit stations--WXVZ, WJR and WWJ--was officially settled last Friday at 5 p.m. when the board of directors of the AFM Local 5 accepted the compromise proposals of the three stations. The new contracts with the three stations provide:

1. Reduction of hours from 18 to 11 a week.
2. Increase in wages from $68 to $75 a week.
3. Fifty-two weeks of employment.
4. Two weeks vacation with pay.
5. Number of musicians employed on the three stations to remain at status quo.

No New Jobs

Negotiations were deadlocked for the last two weeks on the last provision. Although WWJ and WJR were using 21 men and WXVZ 17, the union had asked for a straight 21-man minimum, but accepted the compromise proposal for the retention of the present number of musicians on the three stations. Jack Perents, president of the local, said that he felt the new contracts represented an equitable adjustment by both sides.

The Michigan State Mediation Board acted as mediator in most of the negotiations. The contract must be submitted to the War Labor Board, which certifies pay raises under the stabilization order.

Lambert's Tests

LAMBERT PHARMACAL Co., St. Louis, is testing an anti-acid stomach tablet formerly called Milk-o-vel, using the three stations to publicize the tablets and a quarter-hour program weekly on WFBM, Chicago, and WIRE, Indianapolis. Expansion into other markets will probably be made as a result of the test, which is reported to be successful. Current contracts expire Dec. 31. Agency is Ruthrauff & Eyan, Chicago.

Harder Joins Army

GEORGE A. HARDER, advertising and publicity manager of Westinghouse Radio Stations Inc., has reported to Edgewood Arsenal, Edgewood, Md., as a captain in the Army Chemical Warfare Service. A veteran of the St. Mihiel and Muese-Argonne offensives of the last war, Mr. Harder joined radio in 1927, and was with WBBZ-WBZA, Boston-Marlboro, until in 1940 when he took over the advertising and publicity post with Westinghouse stations at their Philadelphia headquarters.

KICD, Spencer, Iowa, has appointed Hal Holman Co., Chicago, as national representatives.
The first CAB report on the new continuous recall basis shows that one network, NBC, not only carries 8 out of the first 10, 16 out of the first 20, but 32 out of the top 50 programs on the air!

This record is especially significant when you consider that the program-builders have not just two, but four, national networks to choose from. It goes a long way, too, toward explaining why NBC is today, as it always has been,

THE NETWORK MOST PEOPLE LISTEN TO MOST
Shortwave Outlets Geared for African Push

World-Wide Station
Taken over on
BWC Order

QUIETLY and without any pub-
licity until after the North African
invasion had gotten under way,
the Office of War Information, un-
able to reach all of the several
World-Wide Broadcasting Corpora-
tions over terms of the leasing of its
two international shortwave
broadcasting stations in Boston
(WRUL, WRUS, WBUW), took
over those stations on Nov. 5 under
a special order issued by the Board
of War Communications.

The stations were immediately
integrated into the hookups of the
other 11 privately owned stations
whose programming had earlier
been taken over under leases call-
ing for their conversion to
use after the war [Broadcasting, Nov.
2, 9]. World-Wide's setup was at
once employed to prepare for the
African propaganda campaign,
and in so doing it was so used under
the OWI-Rockefeller Committee plan
time-teasing.

Secret Orders

When the higher OWI officials
were secretly informed that all
stations must stand by for the
radio phase of the big American
push in the North African drive, they
ordered from WCB and sent Roy
Corderman, chief of the facilities
section of Robert Sherwood's Over-
seas Operation Division, to Boston
to take over. He took possession at
3:30 p.m. Nov. 5, technically
closing down the station but act-
ually turning it over to the new
Government as part of a plan said
to have given notice that all
World-Wide personnel would be
retained, but the purpose of the
summons was not then disclosed—
probably because it was not
cnown to Corderman himself.

Not until Sunday night, Nov. 8,
did OWI release an announcement in
the name of Elmer Davis, OWI
director, and James Lawrence Fly,
FCC-BWC chairman, stating only:

"Because of the need of having
all shortwave facilities available
to the Government before offensive
action by American troops started
in the European theater, the War
Communications Board on Thurs-
day of last week took possession of
Station WRUL, Boston, and made
those facilities available to the
Office of War Information. Fair
compensation for use of these facili-
ties will be determined in accor-
dance with the necessary provi-
sions which provide for government
use of such facilities."

President's Recording

Except for Mr. Davis, Mr. Sher-
wood and Milton Eisenhower, as-
sociate director of OWI and a
brother of Maj, Gen. Dwight
Eisenhower, it is believed that no one in

OWI had been told beforehand
about the African invasion. Presi-
dent Roosevelt's transcribed mes-
sage, in French, which went out
over all stations and was many
times repeated, had been recorded
some time before by a military
technician. Admiral William D.
Leabey, the President's chief of
staff, took personal charge of the
recording, keeping copies here for
release at the propitious time and
dispatching a courier to London—
and probably others to other points
with copies for broadcasts over
all United Nations wavelengths at
the signalled hour.

The secret was thoroughly kept.

Great Barrage

Both in its shortwave broad-
casting directly from this country, and
in its radio announcements from
portable transmitters landed with the
troops on the beachhead in North
African waters, the OWI's Overseas
Operations Division is generally accred-
ited with having performed a mag-
nificent successful task of radio
propaganda. But the prophecies that
things it has been on the air almost
costantly with news broadcast in
more than a score of languages.

OWI stated last Thursday that its
shortwave broadcasts of American
news are "finding a tremendous
audience in Europe and Africa."
To prove this assertion, it quoted
enough broadcasts in French,
Spanish and African to the OWI
field representatives before they left for their
unknown destinations. OWI's
broadcasters with the armed forces,
however, were asked to improve their own announcements within

the framework of the directives.

American troops, of course, can
take advantage of OWI's
campaign in Casablanca or Algiers,
but not the other 8964
World-Wide stations, issued by
BWC as Order No. 24, bears the
signature of FCC-BWC Chairman
James Lawrence Fly and is attes-
ted by Herbert E. Gaston, As-
sistant Secretary of the Treasury
who is also the FCC secretary. Its full
text follows:

WHEREAS, The Board of War Com-
 munications has determined that the
radio house and the OWI, in the
successful conduct of the war demand
that the operation of International
Radio Broadcasting under the
World-Wide stations, including
WRUL, WRUS, and WBUW, be and
are hereby designated for closure
and, effective immediately, are hereby
closed;

It is hereby ordered, that Interna-
tional Radio Broadcast Stations
WRUL, WRUS, and WBUW be and
are hereby designated for closure,
effective immediately, the Office of
War Information of the Government of
the United States;

Now therefore, by virtue of the
authority vested in the Board;

It is hereby ordered, that Interna-
tional Radio Broadcast Stations
WRUL, WRUS, and WBUW be and
are hereby designated for closure,
effective immediately, the Office of
War Information of the Government of
the United States;

NOW ORDERED, That Interna-
tional Radio Broadcast Stations
WRUL, WRUS, and WBUW be and
are hereby designated for closure,
effective immediately.

It is further ordered, that notwith-
standing the provisions of the para-
graph immediately preceding, effec-
tive immediately, the Office of
War Information of the Government of
the United States, be, and it hereby
is authorized to use and control the
shortwave broadcasting stations and
any or all of their apparatus and
equipment in accordance with the
terms of Executive Order 8964 of
Dec. 10, 1941, and the Federal
Regulations, as amended, all in such manner and
upon such terms as the Director of the Office of
War Information may deem necessary for the
security and success of the war;

Subject to such further Order as the
Board may approve.

Done by the Board in Washington,
D. C. at 8:30 p.m., Eastern War Time,
November 4, 1942.

Broadcast, Shortwave Bands
Cover AEF Drive Intensively

SO WELL GEARED after more
than three years of training to
handle spectacular news as it de-
velops in World War II, American
radio was able to take in its stride
the news of the North African in-
vasion by the Allies Nov. 7, giving
the American people immediate
and factual reports of the action,
as well as speeding the news
throughout the world via short-

wave.

On a basis very different from
the first years of the war, the
networks did not cancel any of their
commercial programs to carry spe-
cial programs on the invasion, and
only interrupted five commercial
programs totaling when the
news first broke. Regular news
roundups were filled with reports
from network correspondents at
different points around the world
and with bulletins of the Allied
outlets on the Allied offensive in
North Africa. CBS cut in on the
Lucky Strike Hit Parade program
from 9:02-9:06 p.m. with its
bulletin, while NBC interrupted
the National Barn Dance show,
sponsored by Miles Labs. for Alka-
seltzer, at 9:26 p.m.

The Blue announced the news
at 9:30 p.m. and at 9:55 p.m. at
the beginning and end of Coca
Cola's Spotlight Bands show, and
NBC again interrupted a commer-
cial show at 9:40 p.m. when it pre-
vented the success of an English
translation of President
Roosevelt's French address during
the Can You Top This? show, spon-
sored by Colgate-Palmolive-Peet
Co.

CBS followed up its initial bul-
letin with further details at 9:45
p.m., cutting off a little over two
minutes of the Pet Milk Co. Sat-

day Night Serenade. All three net-
works reported that full radio

(Continued on page 58)
IN NASHVILLE

No. 1 station with local advertisers, WSIX offers you the same intensive coverage that it delivers for Nashville retailers and distributors.

Its demonstrated ability to pull is a guide-post to the agency or advertiser whose campaign must get results.

Whether for a test run or as part of a general schedule, WSIX—5,000 watts, day and night, on 980 kc—offers an outstanding "buy"—a key station covering a big market now at the peak of prosperity.

Spot Sales, Inc., National Representatives

WSIX
5000 WATTS
980 KILOCYCLES
"The Voice of Nashville"
NASHVILLE, TENN.
Dissolution Is Voted by ABA
As Lack of Interest Is Noted

Shepard Says Survey Revealed Half of Stations Replying Were Dissatisfied With NAB

AMERICAN Broadcasters Assn., temporarily organized in Chicago seven weeks ago as a trade group horizontally competitive with NAB, has voted to disband after a poll of stations indicated a disinterest in setting up the new trade group on a permanent basis with paid representation in Washington.

In an announcement following the one-day sitting in Chicago last Wednesday, the temporary board of directors, headed by John Shepard, 3d, president of Yankee Network and temporary president of the newly organized group, the ABA, stated, "In recent weeks the ABA, in a frank letter to all stations, stated its position and in a questionnaire attempted to elicit clearly the degree to which the thinking of its organizers was shared by all the broadcasters.

Half of Replies Favorable

From the replies, it was said that the board "cannot infer that the majority of stations are dissatisfied, with the representation they are now getting, or are convinced of the seriousness of the situation."

Although the response was "disappointing," 50% of the stations who replied were in favor of setting up the permanent organization, it was said.

"We have shown," one board member said, "that there was widespread dissatisfaction with the NAB. This dissatisfaction probably represents a minority in the industry, but a minority that should be heard. The ABA in its seven weeks existence, if nothing else, we feel has served to emphasize the all-important fact."

The dissolution of the ABA closes a chapter in industrial trade relations that started with the formation of the Broadcasters Victory Council last January to act as all-industry wartime liaison with governmental departments. The industry trade associations—NAB, National Independent Broadcasters, Network Affiliates Inc., FM Broadcasters Inc. and Clear Channel Broadcasting Service—were represented on the Council, which was headquartered in Washington.

Disatisfaction by a majority of the BVC with Washington representation of the NAB and with President Neville Miller was climaxx with the organization of the ABA last Sept. 25, when both the NAB board of directors and the BVC met simultaneously in Chicago. When negotiations were not initiated to compose differences, the BVC group announced organization of the ABA and the dissolution of the BVC.

Organizational plans, however, were withheld until the NAB special board session of Oct. 13-14, convened to vote on the retention or ouster of President Miller. When President Miller was given a 2-4-1 vote of confidence, the ABA, over the signature of nine founders and directors, circulated all stations on whether they were interested in making the ABA permanent.

Six Directors Present

Present at the ABA dissolution meeting were six of the nine directors—Mr. Shepard; Walter J. Damm, WTMJ, Milwaukee; Harry Bannister, WWJ, Detroit; Stanley E. Hubbard, KST, St. Paul; Eugene Pulliam, WIRE, Indianapolis; James D. Shouse, WLV, Cincinnati.

Dr. Craney, KGIR, Butte; O. L. (Ted) Taylor, KGNC, Amarillo, and the Taylor-Howe-Snowden group of stations in Texas;

Ellsworth to Congress

OREGON will send a practical broadcaster-publisher to the 78th Congress when it convenes next Jan. 3, according to word received here last week. He is Harris Ellsworth, publisher of the Roseburg News-Review, which operates KNR, local outlet in that community which he helped found. Mr. Ellsworth, in addition to managing the daily newspaper, also is 25% stockholder in the station. He is a Republican and was elected by an overwhelming majority from the newly created 4th Oregon district.

George Storer, Port Industry Co. group, were absent.

The ABA formal statement issued after the meeting follows:

ABA Statement

"The organizers and directors of the American Broadcasters Assn. comprise a group of independent broadcasters who have seriously been concerned with the necessity for a strong and forceful representation in Washington. They have been genuinely concerned with the type of representation which has been available in the present trade association to the extent that they have individually and collectively given both their time and financial support to provide a proper vehicle through which the independent responsible broadcaster might best serve the Government during the war and through which the Government might be informed of the proper problems with which the broadcaster is becoming increasingly confronted."

"The directors of the NAB have been consistently informed from time to time of the dissatisfaction with the representation provided through the NAB on the principle that even in a democracy a minority has the unalienable right to become viable.

"In recent weeks the American Broadcasters Assn. in a frank letter to all stations stated its position. It has attempted to elicit clearly the degree to which the thinking of its organizers was shared by all of the broadcasters. The response, in the opinion of the ABA board, was not conclusive and the board cannot infer from the replies that a majority of the responsible stations either feel or recognize the seriousness of the situation or are dissatisfied with the representation the industry is getting."

"The ABA has never attempted to disrupt the broadcasting industry. It has, however, served its purpose by providing a means through which the attention of the broadcasters could be focused on what, with conviction, the directors felt to be a vital problem."

"In view of these conclusions, the directors voted to discontinue the organization. The board deeply appreciates the cooperation of the many stations whose words of encouragement made a difficult task less difficult."

AFA Elects Radiomen

WILLARD EGOLOP, vice-president of the Advertising Federation of America and commercial manager of KVOA, Tucson, was elected district governor of the AFA Tenth District at a meeting in Dallas, last week. Mr. Egolf succeeds Lee Harris, of Dallas. Recognition of restrictions by war regulations and an effort to support the war production program were pledged by the group. Included among other directors elected at the meeting were: James W. Paté, KGKO, Fort Worth; Gene Roth, KONO, San Antonio; Clark Luther, KFH, Wichita.

Debut of the New 'Crosley Square'

WHEN stone cutters inscribed the words "Crosley Square" on the facade of what formerly was the "Elks Temple," many of the plans to take over the large six-story building by the WLV-WSAI broadcasting organizations had to be revised.

According to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting (center), announcement of the structure's new name was to coincide with the official opening and dedication of the premises in January.

But the men on the scaffold and an expert combinator made the "Crosley Square" identification property public. Mr. Shouse thereupon announced that the revamped Lodge No. 8 of the Benevolent Protective Order of Elks would henceforth be known as Crosley Square.

During christening ceremonies, Mr. Shouse announced the joint winners of the stationwide contest which had been conducted by the building committee to find an appropriate name for the WSAI downtown quarters. They are staff announcers Bob Freed (left) and John Cornell (right), each of whom received the contest award of a $25 War Bond from Mr. Shouse.

A further note of significance incident to adopting Crosley Square for all future references to the WLV-WSAI place of operation, Shouse announced a change in the wording of WLV's station identification.

In the future it will read "This is WLV, the Nation's Station, Crosley Square, Cincinnati."
AIMING AT THE GREAT BOSTON MARKET?

All the new signs point to WBZ

METROPOLITAN MARKET: 3,000,000 people, 97% of whose homes have radios that can tune WBZ.

REGIONAL MARKET: 82% of all New England is in WBZ's Primary area—nearly two million homes.

PROSPERITY: Textile, manufacturing, ship building—New England enterprise has passed capacity and is still expanding.

50,000 WATTS: Radio's top power, further intensified by directing all signal towards land.

SALT WATER TAKE-OFF: New England's only station with a clear approach over salt water, radio's most efficient path. No interference.

NETWORK LEADERSHIP: NBC programs corral the listeners for nationwide favorites throughout network hours.

LOCAL POPULARITY: WBZ is a forceful worker in all war efforts. It has built leading sports, housekeeping, and news programs.

ADVERTISING LEADERSHIP: A steadily growing list of top-notch national, regional, spot and local sponsors proves its worth to you.

For a full resume of the facts behind WBZ's value to you, write for a copy of "Check List for Advertisers".

WESTINGHOUSE RADIO STATIONS Inc

WOWO - WGL - WBZ - WBZA - KYW - KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES
Local Boards Advise on Wages, Hours

Government Units Make Progress in Aiding Employers

OPERATION of the wage and salary stabilization program was under way last week, with more than 100 offices of the Labor Dept.’s Wage & Hour Division throughout the country open to advise employers on proper procedure under the national cost-of-living freeze program.

Machinery for handling wage adjustments already had been set up by the War Labor Board, which will open its ten regional offices Monday (Nov. 16) in Boston, New York, Philadelphia, Atlanta, Dallas, Chicago, Kansas City, Cleveland, Denver, San Francisco. The Treasury, which will rule salaries after the War Labor Board's approval, is expected to outline its plans this week.

Sept. 15 Freeze

On the basis of War Labor Board regulations outlined to the press Nov. 6, salaries of the majority of the nation's workers will not be frozen at the present level until Sept. 15, 1942, though exceptions in the Act make adjustments in many individual cases relatively easy.

In five particular instances, all involving employment in the field of television or radio, a regular promotion system, or merit increases, no recourse to a Government agency is required. In other cases, permission must be obtained for raises from the Treasury in cases of employees who come under Wage & Hour law definitions of "professional, executive and administrative," and from the WLB for other employers.

The War Labor Board, in issuing its plans for administering the wage stabilization, made clear that it intends to be liberal in its attitude. Though the "Little Steel" formula will be used in deciding the maximum increases permitted—a wage 15% above that paid on Jan. 1, 1941—the board said that even requests for this increase will have to be justified and the board "will examine carefully each claim for exceptional treatment before approving any increase."

A level 15% above Jan. 1, 1941 will be "a terminal point for general wage increase," the board said, one member adding that those who have already attained this wage "might just as well not waste time applying for further increases."

Washington was not yet clear on what percentage of radio's employ- ments will be under jurisdiction of the Treasury, but study of the Wage & Hour definitions, which decide all doubtful cases under the order of Judge James F. Byrnes, economic stabilization chief, indicates that employees paid less than $50 a week will probably not be considered professional or administrative.

According to one official of the Wage & Hour office, the safest course for broadcasters faced with the need of wage adjustments is to present their problems to officials at the Wage & Hours Division. Wage & Hour administrators have been given power by the War Labor Board to issue official opinions on whether the propositions increases need be ratified by the WLB regional office.

The Wage & Hour field offices, this official pointed out, are armed with great information on whether the particular case comes under the Treasury or the War Labor Board, since these officials are charged with the enforcement of wage & Hour law definitions of administrative and professional people. They will also supply application forms for appeals to the WLB, and advise on filing them out.

The WLB administration of the wage freeze involves approval of wage adjustments by a regional director. Appeal is permitted at the regional office to a tripartite panel consisting of prominent local citizens serving without compensation. Further appeals to Washington are allowed.

Treasury's Field Offices

Officials of the Bureau of Internal Revenue were still studying the setup for administration of the salary freeze, but the word last week is that the program will be far less extensive than the machinery established by the War Labor Board. The Treasury is opening seven field offices to rule on salary increases, and expects to complete its program this week. The offices will be in New York, Philadelphia, Chicago, Detroit, San Francisco, Los Angeles, and Seattle, and will have power to issue virtually final decisions.

Application of the Wage & Hour definitions means that only top studio personnel and sales positions, but no members of the general staff, will come under the Treasury. One official said the best rule-of-thumb test is, "If he works under the Wage & Hour Act, he is nonprofessional and non-executive, and will be regulated by the WLB."

A second test is the salary test, a minimum wage of $200 a month being considered the best single guide to the employee's general status in that of a professional nature", according to the Wage & Hour administrators.

Wage & Hour definitions of professional people require that their work be "predominately original and creative in character," a group interpreted as including musicians, conductors and soloists as well as writers who supply their own subject. The requirement would also be met, generally speaking, by persons having the more responsible and better paid positions in editorial departments of newspapers and advertising agencies, the Wage & Hour Division has said.

Executives and administrators are those whose primary duty is management and directing other employers and who exercise discretionary power, while administrative people are those whose work involves administration under only general supervision.

HOW WAGE STABILIZATION WORKS

1. All organizations employing eight persons or less are exempt from the order.

2. Upgrading of individuals is permitted without previous approval of any government agencies in cases of individual promotions or reclassifications; individual merit increases within established salary rate ranges; operation of an established plan of increases based on length of service; increased productivity under incentive plans; operation of a training system.

3. Increases for executives, supervisory officials and professional people under Wage & Hour Board definitions will be granted only with approval of the Commissioner of Internal Revenue. This permission must be obtained within seven field offices now being opened in New York, Chicago, Detroit, Philadelphia, San Francisco, Los Angeles and Seattle.

4. All other employees are under the War Labor Board, assisted by the field offices of the Department of Labor's Wage & Hour Division and the U. S. Conciliation Service.

5. The office of the Department of Labor's Wage & Hour Division will be prepared to explain the proper procedure in individual cases, and to rule whether or not the employees involved are under jurisdiction of the Treasury or under the War Labor Board. Wage & Hour offices will have authority to rule whether individual cases excepted above, and can be granted without approval of the Board. If the increase must be approved by the Board, the application will then go to the nearest of ten regional offices—Boston, New York, Philadelphia, Atlanta, Dallas, Kansas City, Cleveland, Chicago, Denver, San Francisco—for a decision which in most cases will be final.

Coca Cola Discs

STANDBY ON BLUE

FOR USE in emergencies such as line failures, Coca Cola Co., Atlanta, has prepared a special transcription of a typical Spotlight Band series, "Standing on Blue," for use, in accordance with the AFM ban on transcriptions, and also because the company would not want it to play a second time. Agency is D'Arcy Adv. Co.

Also in connection with its BLUE Spotlight Band series, Coca Cola is understood to be considering a plan whereby an eight-man orchestra would be sent overseas to entertain American troops as well as to broadcast programs via short waves. As "Standing on Blue" is named "Sea- side Spotlight Band" is still at an indefinite stage, and permission would have to be received from the War Dept before plans can be completed.

WBBM AUGMENTING NEW YORK OFFICE

CBS Radio Sales has augmented its New York staff to provide wider representation for WBBM, CBS key station in Chicago. Ernest Shomo, of WBBM local sales and Chicago Radio Sales, has been named eastern sales manager of the station, according to J. Kelly Smith, CBS Radio Sales director. Mr. Shomo will divide his time between New York and Chicago.

David Sutton has been transferred from the Chicago to the New York offices where he will represent WBBM exclusively. Ed Furman of the WBBM local staff has been appointed Chicago sales contact and liaison on all New York originated accounts while Rolf Warner, WBBM merchandise manager, will continue in charge of managing eastern accounts in the Chicago area.

Nursery Campaign

ALL MAJOR markets from New York to Texas will be used by Springhill Nursery Co. Tipp City, O. (Bohlender Nurseries), which has tripled its radio budget for 1945. Broadcasting schedules are as yet incomplete but the company plans to use a large list of stations, with Jan. 18 as beginning date for a campaign in central and southwestern markets. Others are to start Feb. and 9. Account is handled by Lee & Boulette Agency, Three Rivers, Mich.
HERE WE WUZ, playin' the game and mindin' our own business, when ups they come with a haymaker that hit below the belt. Sure, you've seen it . . . that survey of Station B's that hit the sidewalk awhile back. Accordin' to them we might as well sell our transmitter for scrap and start shinin' shoes.

Of course, we ain't goin' to do that, 'cause we wuz robbed, and we can prove it. That "umpire" just had faulty eyesight.

Just to make it legal, we calls in Brother Hooper to do a little checkin' for us. Mr. Hooper made 7388 calls in Cedar Rapids while Station B's "white paper" shows they made about 200 calls in our home town. Station B wuz way off base in Linn County. (That's our home.)

All you guys know that Hooper is reliable. So what does he find? Get this! Most of the time WMT has more listeners in Cedar Rapids than all other stations combined. And, all of the time, WMT has approximately twice the listeners of Station B. Their survey claimed they wuz first at night. Can you imagine?

Yep, we're goin' to keep on doin' business at the same old stand on Iowa's finest frequency, 600 kc. WMT continues to get the listeners . . . and WMT continues to reach more of the important markers in Iowa because we are located approximately in the center of their concentration. And remember, boys, our rates are still the lowest in Iowa per radio family, regardless of power!
FCC Order No. 107

Covering Changes in Method or Methods of Determining Certain Constants of Standard Broadcast Stations

At a session of the FCC held at its offices in Washington on the 6th day of November, 1942.

Pursuant to the request of the Board of War Communications, it is ordered:

1. That the provision of Section 3.52 of the Rules and Regulations with respect to determining the operating power of Standard Broadcast stations by the indirect method be, and they are hereby, suspended and in lieu thereof, the following provisions be, and they are hereby, substituted:

Operating power; indirect measurement.—The operating power determined by indirect measurement from the plate of input power of the last radio stage is the product of the plate voltage (E), the total plate current of the last radio stage (Ip), and the proper factor (F) given in the following tables: that is:

Operating Power = E x Ip x F

A. Factor to be used for stations employing plate modulations in the last radio stage

<table>
<thead>
<tr>
<th>Maximum rated carrier power of transmitter</th>
<th>100-1,000 watts</th>
<th>5,000 and over watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factor (F) to be used in determining the operating power from the plate input power</td>
<td>0.88</td>
<td>1.00</td>
</tr>
</tbody>
</table>

B. Factor to be used for stations of all powers using low level modulation

<table>
<thead>
<tr>
<th>Class of power amplifier in the last radio stage</th>
<th>Class B</th>
<th>Class BC*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factor (F) to be used in determining the operating power from the plate input power</td>
<td>0.44</td>
<td>0.44</td>
</tr>
</tbody>
</table>

C. Factors to be used for stations of all powers employing grid modulation in the last radio stage

<table>
<thead>
<tr>
<th>Type of tube in the last radio stage</th>
<th>Table C²</th>
<th>Table D³</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factor (F) to be used in determining the operating power from the plate input power</td>
<td>0.32</td>
<td>0.44</td>
</tr>
</tbody>
</table>

2. That the provisions of the 8th paragraph of Section 7, “Further Requirements for Direct Measurement of Power,” of the Standards of Good Engineering Practice, reading:

“An accurate determination of the antenna resistance can only be made by taking a series of measurements each for a different frequency. From 10 to 12 resistance measurements covering a band 50 to 60 kc wide with the operating frequency near the middle of the band must be made to give data from which accurate results may be obtained. The values measured shall be plotted with frequency as abscissa and resistance in ohms as ordinate and a smooth curve drawn. The point on the ordinate where this curve intersects the operating frequency multiplied by the factor 1.26, gives the value of the antenna resistance.

3. That each broadcast station shall operate in accordance with best engineering practice for the conservation of equipment. The instructions and suggestions set forth in “The Manual for the Adjustment of Broadcast Equipment” and any subsequent amendments or additions thereto shall be the basis of such operation and for points not specifically covered or where they may not be specifically applicable to the particular equipment, the principles set out shall be followed. In all other particular, operation shall be in accordance with the Rules and Regulations and Standards of Good Engineering Practice governing Standard Broadcast Stations.

It is further ordered, That the license of each standard broadcast station shall be modified as so to conform to this order.

This order shall be effective at 3 a.m. (EST) on Dec. 1, 1942.

*See Power Rating of Vacuum Tubes* (See sections 2.18 and 2.19).

*All linear amplifier operation where efficiency approaches that of Class C operation.

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**FCC Issues War Conservation Orders**

**Manual of Instructions Covers Handling of Equipment**

IN THE WAKE of its two orders issued Nov. 6, placing the broadcasting industry on a full wartime basis [Broadcasting, Nov. 9], the FCC last week mailed to all standard broadcast stations the *Manual on the Adjustment of Standard Broadcast Transmitters* prepared by the BWC Domestic Broadcasting Committee, and approved by the BWC. The BWC also sent out a book of instructions titled *Protection and Operation of Domestic Broadcast Stations in Wartime*.

The manual, consisting of 12 mimeographed pages, is designed to aid station technicians in adjusting their equipment for the 1 db. reduction in transmitter radiated power required by Order No. 107, the FCC action effective Dec. 1 that relaxes normal engineering standards in an effort to lengthen the life of equipment [see text above].

The second publication is a 76-page book, also mimeographed, and marked "restricted," which contains instructions for the protection of stations, as well as texts of BWC wartime orders.

**New Specifications**

Meanwhile, last weekend the FCC began to mail to all standard broadcast stations superseding licenses which specify revised antenna currents and resistance required by the readjustments. These superseding licenses in no way change the licensed power of the stations, the FCC explained, but merely change the base on which the power is computed. Issuance of superseding licenses will be automatic, and no applications are necessary.

FCC adopted two orders No. 6 at the special meeting presided over by FCC-BWC Chairman James Lawrence Fly. In addition to Order No. 107 relaxing engineering standards and calling for the 1 db. reduction, the Commission adopted Order No. 94-A, superseding previous Order No. 94 and suspending Section 3.71 of the Rules and Regulations, thus permitting stations at their discretion to cut their operating time to one-third of the broadcast day, which is six hours daily in the case of unlimited stations [see page 44 for text].

Engineers at the FCC predicted the db. reduction will have no discernible effect on the listener. All engineers contacted and stations last summer, in anticipation of war needs, Commission engineers stated there was no detectable reduction in service, and not a single letter of complaint was received.

Order No. 107, requiring adjustment of standard broadcast transmitters, is expected to conserve equipment, particularly vacuum tubes, but to maintain the efficiency of the broadcast service. "This action has been found necessary because of increasing needs of the armed forces for radio equipment and consequent decreasing supply of such equipment available for other uses," the FCC explained.

**Tube Life Doubled**

The readjustments will include a reduction in antenna current, and the filament and plate voltage applied to the tubes, particularly the filament voltage of tubes employing tungsten filaments. FCC estimates that 5% reduction in filament voltage in this type tube will approximately double the life of the tube.

In its notice to licensees accompanying the instruction manual, the FCC stated, "These changes will have no practical effect so far as service to the broadcast listeners is concerned, but will result in a material increase in the life of the equipment."

The manual setting forth the procedure of adjustment should be easily followed by all engineers, according to the FCC. The procedure was successfully tried on several stations including 250-watt, 5,000-watt and 50,000-watt outlets. However, the FCC said that when the manual failed to cover a point, stations will be expected to follow the principles set forth, and they will be held responsible accordingly.

Due to their complicated nature, the FCC anticipates that stations will begin making their transmitter adjustments immediately so all stations will be operating under the new rules on Dec. 1.

**Time Requirements**

FCC's notice advised that stations taking advantage of the relaxation of time requirements should arrange their schedules so (Continued on page 44)
In the opinion of qualified tree authorities, the General Grant tree in General Grant National Park is considered to be the oldest living thing on earth.

In the opinion of another group of authorities—radio time buyers—WTIC is rated as the finest medium for reaching the wealthy Southern New England market. Here, where radio ownership and per family purchasing power are 12.9% and 50.8% respectively above the national average, people with an ingrained habit of listening to WTIC await your sales message. Let us carry it to them and you will be convinced that

THERE'S NOT ANOTHER LIKE IT!

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Advertising Won’t Be Killed by the War

NO ADVERTISING man needs to be told that these war times are tragic times—for war is but a synonym for economic insanity. War is the prime mover, whereas advertising, by its very nature, is a prime creator, a medium whereby things constructive get done.

One could spend much time and space in plotting and describing the many unsettling influences of such a heritage. Limitations of space, however, permit me to sketch but a few of its disorderly influences on advertising and to suggest that the advertising picture has some brighter spots in it than some have thought, harassed as they are by the unsettling influences of the present.

So far, since Pearl Harbor, advertising has been taking it on the chin. Advertising budgets have been cut, in many cases sharply, and the net effect has been that the sum total sloganization, January to July, 1942, has shrank over 9% over the same period of 1941. Shrewd guesses are to the effect that total U. S. spending for the first year 1942 may be 18-19% less than 1941's total.

On the Chin

Under these conditions, it is not surprising that some advertising men are telling us that advertising is fighting for its life, and that, if war is to be our lot for two, three or five more years, it may succumb and thus provide one of the war's major casualties.

Such pessimism is hardly unjustified. It has the one merit of being honest. War is, of course, a magnificent fertilizer for the soil of pessimism. It causes unceasing to flourish, it breeds uncertainty, uncertainty for production lines, for normal selling processes, for advertising, the handmaiden of selling whether it be goods or services.

If we are realistic (and war again is the breeder par excellence of realism) we cannot overlook the extra burdens World War II is imposing and is likely to impose for many months to come on advertising. The current conflict is indubitably shewing forth a number of hazards—some of them very real and very formidable.

The "smart" advertising man, however, is going to pull them over, evaluate them from the viewpoint of his own particular business and regard them as a challenge to his ingenuity. And, further, he is going to console himself with the fact that some of the most forbidding looking ones are either not going to matter or will not be half so bad in practice as they seemed in prospect.

What are the major hazards of the current conflict and forms of tanks rolling out of automobile factories, of machine guns coming out of stove factories. In sum total, this girding for total war is bringing an amazing reversal of the normal production curves. In normal boom times, the producers' goods curve mounts sharply and the consumers' goods curve likewise.

Today, the producers' goods curve mounts sharply but the consumers' goods curve drops sharply. And the advertising man who looks at the other or both, finds that it is considered unpatriotic and hence unwise to push such consumers' goods as there are; and the producers' goods are almost entirely war war goods that need no pushing other than that which Government and the emergency provide.

Corollaries to the war diversification campaign are rationing and price-freezing. We do not need to quibble over either the necessity for or the effective date of rationing and price freezes. We already have some of both and the outlook is indubitably for much more of both. The point is we must recognize both as hazards to normal advertising techniques and media.

New Standardization

Standardization is another bogy for the advertising man. War again is providing the incentive for a super-standardization that its most ardent advocates never dreamed of in times past. Multiple competing lines, which provided much of the advertising incentive of peace times, are to be sharply curtailed. The net effect is to be far less of competition, the great peace-time stimulator of markets. We have lifted competition out of the domestic field and into the international, where it boils itself down to the greatest competitive race of all time, the race between National Capitalism and Anything-But-Democratic Fascism.

Thus, with far fewer goods and services to sell Mr. and Mrs. American Consumer (regardless of the fact that their pockets are fuller than fully) is going to be asked to shop with the "less is more"—with national income this year estimated at $110 billions, and next year, perhaps $120 billions, the advertising man is hard put to it even to make a pretense of steering a rational course.

Government policy with regard to advertising, always semi-mysterious, frequently inconsistent, becomes even more so in war time. So far, Pearl Harbor and all war threats to advertising have become visible. Government "business" is, of course, increasing; in fact, it is now around 50% of all business, and the outlook is for the Government share to grow until it reaches a sort of mythical ceiling of perhaps 65 or 70% of all business—and that within the next 12-month.

On Government contracts there is little disposition to make much allowance for advertising expense, even though a certain amount of it is undoubtedly incurred and is probably justified.

Then there is that forbidding man, the Assistant Attorney General in charge of anti-trust enforcement. From his chair in Washington, he continues, quite wisely, that it must be admitted to inveigle against "Big Business," even in war-time, perhaps with the knowledge that most of the magnificent accomplishment on the productive side of our war effort is attributable to this same Big Business. His public writings and assertions lead us to believe that he is again setting the pace for the creation of bigger-but-not-better corporations. He thus pays an unwise compliment to advertising, but he's still "agin it"—and he wields a big stick which we should watch.

Leon Henderson and OPA are another branch of Government worrying the honest advertising man. OPA professes to be "for" advertising in wartime, but slyly suggests that the correct course is for advertising allowances and expenses to be cut to keep prices under the ceilings.

Of all the Government agencies, the U. S. Treasury probably exerts the most potent influence on advertising. To be sure, it has the task of raising the most stupendous amount of money ever attempted—by means of war bonds; but the Treasury's policies, whether in selling them or in the methods by which the public is persuaded to buy them, is far more important. It is an agency where hundreds of thousands of dollars are spent in advertising, and it is in the hands of a man who is a true master of the art. The Treasury, in its efforts to keep pace with the rapid rise in the cost of living, has set its sights too high, and the result is that the Treasury's advertisements are not persuasive, but are simply recycled executive vice-presidents.

The Other Side

The above list of war hazards for advertising is, in some respects, a forbidding one. Fortunately, there is another side, the brighter side.

Advertising expenditures of American business have not fallen as far or as fast as the gloomy prophets predicted. The fact that such expenditures will reach 80-90% of pre-war totals is an excellent sign that advertising still possesses in large measure its pre-war vigor and that the two explanations: either it is in high degree socially useful and thus needed even amid the disordered business conditions of a planetary war, or business men are clever enough to adapt themselves and their art to the emergency and to keep it going, not at full speed, but at a sufficient high level to provide us with a clue to what can be done once the emergency is over and brighter days are here.

There is much evidence to sup-

Page 22 • November 16, 1942

BROADCASTING • Broadcast Advertising
That sounds like a problem in arithmetic, but it is actually a problem in radio, and the answer is ... every day. The 33 represents the number of stations that release your message when you advertise on the Don Lee Network, and the 2,886,330 represents the number of radio families in Don Lee's Primary Coverage area. (More than 9 out of every 10 families here on the Pacific Coast have radios.) Add the fact that more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station, and you have the answer ... complete, primary coverage of the Pacific Coast by Don Lee, every day.

When you buy Don Lee, you buy local coverage within every important trading area on the Coast. Your message becomes an integral part of the daily lives of the people. If you have a message that you consider important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job ... Don Lee.

Thomas S. Lee, President
Lewis Allen Weiss, Vice-President, General Manager
5515 Melrose Ave., Hollywood, Calif.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK
Call Walt Lochman the favorite air personality in this vast Missouri-Kansas territory—and you'll be just about right. Call him one of the best microphone salesmen in the business—and nobody will argue.

We've prepared a presentation on Walt Lochman and his 9:40 Sportscast. It's full of audience figures and data on the commercial history of this "spot of gold." Ask for a copy at your nearest Free & Peters office—or write KMBC direct. But today.

**SEVERAL GOOD REASONS WHY**

**WHY**

**FREE PAGE**

**SUPER-SELLING**

Ask for prepared KANSAS Inc. Is "spot office full of audience Basic Network will argue.

**WRITE**

9:40 the the on 1942 to 300 three result. So Oboler.

**RETURNING** The educational and musical taining centers. will

**MAKING and**

designating hour. will

**and**

designated hour.

**Lyric**

**AREX**

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**RETURNING** The educational and musical taining centers. will

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designated hour.
Functions Changed On Canada Board
Divided Responsibilities Are Lifted Under New Setup

AMENDMENTS to the Canadian Broadcasting Act came into operation with the taking over of duties by Canadian Broadcasting Corp.'s new general manager, Dr. J. S. Thomson. Under the amendments, the general manager again becomes chief executive officer of the CBC, responsible only to the board of governors.

This position was defined in the original act in 1936, but in April, 1941, was changed so that there was a division of responsibilities between the general manager and the assistant general manager, Maj. Gladstone Murray and Dr. A. Frigon respectively. An executive committee of the CBC board was set up at that time over the general manager, and provision made for a controller of finance if necessary.

Change in Duties
With the appointment of Dr. Thomson, who took over Nov. 2, 1942, the act was changed to the original clause defining the duties of general manager and the 1941 clauses were rescinded. The general manager now has control over employment, dismissal and remuneration of all officers and employees of the CBC. He is the chief executive officer, must be present at all board meetings, may delegate his powers, must submit financial and activity reports to the CBC board from time to time and give a financial estimate about the first day of the calendar year and a financial report at the end of each fiscal year (March 31). He cannot engage in other employment without consent of the CBC board. The assistant general manager, who can take his place when the general manager is absent, may also not engage in other employment without board permission.

The divided authority brought about considerable internal difficulties in the CBC, and the change to the original control of the general manager is expected to clear up much of the difficulty under which the CBC has operated for some 18 months.

Hooper Expansion

SUBSCRIPTION LIST to the C. E. Hooper "Continuing Measurements of Radio Listening" now comprises 128 stations in 32 cities, which have just received the reports for the summer of 1942, according to Hooper. This list represents an increase of 57 stations over last year's group, and an increase of 100 over two years ago.

Bob Bailey, CBS star formerly of That Breezy Boy and now appearing in Mayor of Our Town, both CBS shows, has been signed by 20th Century-Fox for several pictures.
Radio Educators Call for Unity in Assisting the War Effort

Value of Propaganda in Achieving Victory for Allies Stressed at Stephens College Session

By CLARA E. WALDROP

Recognizing the immediate need for coordinating the potentialities of radio in the war effort, leaders in the industry gathered on the campus of Stephens College, Columbia, Mo., Nov. 6, to discuss the meaning of “doing the tremendous job radio is called upon to do now.” More than 950 delegates from eight States registered for the national conference of the Association for Education by Radio.

Speaking at the banquet Friday night, Charles A. Siepmann, of the Office of War Information, gave the challenges and tasks of the radio, which all Americans have been seeking since Pearl Harbor: “There is no status quo. We can step back or step on. We cannot stand still.

Propaganda’s Place

Mr. Siepmann, formerly with BIB shows, assures propagandists that radio can help win the war and the peace to follow. First, radio must enable the public to know the enemy, recognize his creed, logic and ambitions. Second, radio must inform us about our Allies. Third, radio must show us our own history.

Louis Berg, New York psychiatrist and author, hit the same basic theme as he explained the task of coordinating entertainment and wartime morals.

“Radio is the outstanding weapon in both an offensive and defensive pay against the enemy we call ‘fascist war.’” Mr. Berg at the banquet. To put over a morale building program via radio, the industry must organize an ever-unified plan. He emphasized that counter-propaganda is not very effective and that instead of fighting the enemy’s propaganda, we must create a propaganda of our own. Mr. Berg, usually a foe of the soap opera, gave it a high place as a potential wartime morale builder.

Again the challenge was echoed in the banquet discussion by Harvey Wertz, regional director of the Office of Civilian Defense at Omaha, “Radio is the most important medium in the greatest educational task ever undertaken,” he said.

Recording Ban

Mr. Wertz pointed out the importance of using regional and preferably local plugs for civilian defense. He insisted national programs fail to do the job of the newspaperman who changed his profession after 18 years to radio, praised the industry for the splendid success the OCD has had by using its resources.

John J. Gillin Jr., of WOW, Omaha, discussed the Petroilo-

The MAN I LOVE

His life began:
A wrinkled, wisened mass he was, to live for him a long day.
And there and then evolved a plan
That did not go agley.*
For even as a drizzling lot,
He mounted each toothsome word.
He listened hard and learned a lot.
Amazed, his parents heard
Him speak without restraint.
In a most King’s English dictum,
And then as year took toll upon him,
Constitution grew.
He added words like “Vladivostok”,
“Jerk”
And enter-rous.
He bought himself some baggy tweeds
That had a casual flair.
And there he tarried, putting cozy jokes
That crept into my hair.
He learned to draw his shoulders in a
Fashionable slouch
And murmur shapely lyrics till even Lovers bellowed “Ouch!”
He toiled, he sweat, he tarried.
Wore himself down to the bone
And now, praise be, he’s married
To his goddamned microphone.

*Editor’s Note: The best laid schemes of mice and men gang aft agley. Ref. Scotch play by Robert Burns.

From the WOR News

Radio Talent in Films


KFO, San Francisco, on Nov. 1 started operating 24 hours daily to serve war plant workers on the swing shift.
BUY WGBI

A BIG FROG IN A BIG POND

- If you want sales in the Scranton—Wilkes-Barre area (and it's the nation's 19th market) you want WGBI. It's the only regional or clear-channel station covering this prosperous population of 629,581 ... it's the only station heard throughout the market.

- Outside stations can't get in over the Pocono Mountains ... and they wouldn't stand much chance if they could because WGBI attracts and holds 98% of daytime listeners and 96% of nighttime listeners throughout Scranton's home county. (Dr. Starch and Staff Survey). Call your John Blair man and BUY WGBI.

SCRANTON WGBI PENNSYLVANIA

FRANK MEGARGEE, President

CBS AFFILIATE 910 KC 1000 WATTS DAY
500 WATTS NIGHT

JOHN BLAIR & COMPANY National Representatives
1. WHY IS CERTAIN NEWS WITHHELD?

Some of the news is not published in newspapers or broadcast by radio stations in this country. The reason is that editors and broadcasters are cooperating with the Government to deprive the enemy of information which would help him to kill Americans.

A Code of Wartime Practices for press and radio was drawn up by the Office of Censorship in this country, and has undergone revision from time to time in the light of experience. The purpose of the Code is to prevent the divulgence of facts that the Government considers vital to the defense of the nation.

"It is essential that certain basic facts be undisclosed, because of the facts that the outcome of the war is a matter of vital personal concern to the future of every American citizen. The second is that the security of our armed forces, and our homes and liberties will be weakened in greater or less degree by every disclosure of information which will help the enemy."

The Code suggests that editors and broadcasters act as the Censors, applying the dictates of common sense. It is up to them to ask themselves "Is this information I would like to have if I were the enemy?"

The Code lists certain classes of information which would help the enemy, and which does not do editorial opinion, or criticism of the government, may be published by the press.

2. THE BASIS OF COOPERATION

The Wartime Code under which editors and broadcasters cooperate with the Government is based on the recognition that certain kinds of information should be published only when officially disclosed.

The reason for this assumption is set forth as follows in the Code itself:

"Special attention is directed to the fact that all the provisions of the Code are modified by a proviso that the vital personal concerns of the Government unequivocally in the best position to decide when disclosure is in the public interest."

In other words, editors and broadcasters are asked to recognize that "beneath a veil of secrecy," the government is best qualified to judge what information can be published when authorized by official authority. News of all of these subjects will be available from Government sources; but, in war, timelessness is an important consideration. The Code unqualifiedly is in the best position to decide when disclosure is in the public interest.

3. TROOPS

The voluntary censorship Code requires that these critical, unauthorized disclosure of the size, location, movements or weapons of our fighting forces be kept secret.

Newspapers and broadcasters naturally learn a great deal about troop movements and the location of significant military operations. The reason for withholding this information is obvious. No one wants to tell the enemy that certain troop movements are on the high seas, or that tank or air force units are being concentrated at a certain point.

The Code suggests that editors and broadcasters report exactly what fighting men are where and what equipment they have.

4. SHIPS

The voluntary censorship Code asks that the movements, identities, and cargoes of naval and merchant ships be reported, and that details of construction and prospective launchings be withheld except as officially announced.

Ten months of naval warfare underlines the fact that the information which would help the enemy would be needed to defeat them.

5. ENEMY ATTACKS

The voluntary censorship Code requests that the movements and cargoes of damaged ships from war causes; or regarding other enemy damage to roads, railroads, airports, and war plants.

The less the enemy knows about the effectiveness of his guns, bombs, and torpedoes the less solid ground he will have for planning future attacks.

6. AIR ATTACKS

The voluntary censorship Code asks that radio be silent during an air raid except as used by our own armed forces; that newspapers publish only official statements during a raid; and that the greatest care be taken afterward to exclude unconfirmed reports and sensationalism.

It may be assumed that any air raid on continental United States would be intended for morale rather than military effect. If the enemy can spread panic, he will have accomplished his purpose.

Radio is asked to be silent not only because radio stations act as beacons to guide enemy planes, but because broadcasting would instantly convey valuable information to the enemy overheard.

Air raids are always accompanied by rumors of all sorts, and many of these rumors may be started by enemy agents to increase panic.

An attacking plane usually flies high and cannot always be certain of its target. If an air raid warning is given, it is told that his planes were on the target or off the target, or that they followed this or that route, he will make a more effective attack."

7. PLANES

The voluntary censorship Code requires that all reports of official authority regarding the dispositions, movements or new characteristics, of certain planes, or of the activities of the Civil Air Patrol or the Fencing Command, be withheld.

There are many instances of this war being fought in the air, and so many battles lost by the enemy is no news. It is, therefore, much less common sense to be extremely cautious about every disclosure relating to the airplanes and equipment being used.

8. FORTIFICATIONS

The voluntary censorship Code requests that the location and nature of fortifications, bomb shelters and camouflage objects be kept out of the press news except as announced officially.

It stands to reason that the more the enemy knows of the weak points on our Coast lines, or the national and location of our fortifications the better he will know how to attack.

In this global war for the mere news that the United States is setting up defenses at various points of the world will call attention to expected operations.

Even if many people see some of these fortresses, the enemy doesn't prove the information has reached the enemy, it is destined to be useful for small bits of information.

One enemy agent may see a part of the United States and will use this to represent a part of the picture, or if he is sent to this country, he will know where to attack.

In a country as large as this, with numerous bases, and many distant parts of the globe, the enemy task is estimating the strength of our fortifications will be hopeless unless we help him.

9. PRODUCTION

The voluntary censorship Code requires that all factories be withheld from the Government to decide when over-all production figures or new military experiments are disclosed, or that details of war production methods can or will be catalyzed. The Code further states that nothing be said about sabotage except upon authority.

Major American Axis war effort against the United States is to cripple or slow our war production. We need to determine the true nature and of certain implements of war. Every production secret we know may be used to determine the enemy's best way to find out what the enemy's best use of the details that are available.

The Army and Navy are carrying out a tremendous program of experiments and training which are being constantly in the light of experience.

Some of these changes are revolution-
THE PATH OF WAR

Telephone lines are the paths of war. Marching over them in endless file are messages that must get through.

There's no way to build more lines because copper and other materials are going into arms—for men like these American para-ski troops. But there is a way you can help keep the wires clear for urgent needs.

Please don't make Long Distance calls to centers of war activity unless they are VITAL.

Remember — war calls come first!

Bell Telephone System
The voluntary censorship Code requests that only the most restricted information regarding weather forecasts or weather conditions be published and that some of this information be broadcast except in extraordinary cases.

United States weather moves from east to west with a few variations. Meteorology has advanced to a point where areas of current weather information from as few as three well-separated western points can supply the basis for excellent forecasts of tomorrow's weather in the east.

It has long been established that meteorologists serve as senior officers on enemy naval craft in the Atlantic. A few ships of rain at El Paso, high winds at Kansas City, and a snowstorm in Detroit will indicate to enemy ships which parts of the Coast will have rough weather or fog a day or two later.

Radio is under a more stringent restriction than newspapers on questions of weather because the transmission of the information is instantaneous. Many American broadcasting stations can easily be heard off shore.

Scientific advancement in weather forecasting will limit on our side only if the refrains from telling the world all we know.

11. RUMORS

"The spread of rumors in such a way that they will be accepted as facts," says the voluntary censorship Code, "will render aid and comfort to the enemy. It is not true of enemy propaganda, a material calculation by the enemy to bring about division among the United Nations.

Any nation which endeavors itself on freedom of speech will be a target for disinformation propaganda.

It is well established that Axis propaganda is seeking not only to deceive us, but to divide the United Nations socially, politically, and racially.

Many false reports are originated without vicious intent. Many others are circulated deliberately by the enemy. All such reports must be carefully sorted out on news desks.

Editors have been advised to exercise discretion in the publication of enemy propaganda from the short-wave radio and Morse code transmissions.

The enemy deliberately puts out certain "reports" in the hope that they will gain circulation through our news channels. The "reports" are often aimed at provoking official replies which will give the enemy exact information, at diverting attention from a vital area, at confusing American opinion, or at directing American opinion upon specific issues. For example, the enemy may "report" the alleged sinking of American troop transport or public opinion is focused on an Allied offensive, or the alleged sinking of merchant ships enroute to Russia at a time when news to the Soviet Union is the subject of widespread discussion. For security reasons it may be inadvisable for the Government to deny these propaganda claims, but it can return to them ports some weeks later.

When news actually comes from an enemy source, the source is always carefully identified before the information is placed before the public.

The American people are entitled to know the truth about the enemy situation, particularly of a social or political character.

They have the right to know about the progress of the war, and they are being told about it daily to an extent never equalled in any previous war.

12. PHOTOGRAPHS AND MAPS

[Applicable to press only.]

13. MISCELLANEOUS

The Code of voluntary censorship makes discretionary requests on such subjects as casualty lists, interned aliens, and movements of important official personnel.

If all casualties were identified as to specific military units or exact locations, the enemy would learn a great deal he does not know about the effects of his operations.

The restrictions regarding interned persons arise from considerations of personal safety, as well as from the possibilities of reprisal in case of unsubstantiated reports regarding camp conditions.

The request that there be no disclosure about the movements of the President and other official personages is based on reasons of safety. The President and the Commander-in-Chief and his officers do certain traveling, and it is obvious that the enemy would like to know about it and would like to do what he can about it.

It is requested that there be no premature disclosure of diplomatic negotiations. This is a total war. A defeat on the diplomatic front might easily be as damaging as a military defeat and might mean that before peace might be as disastrous in the one case as in the other.

It is true that some of the facts regarding many things mentioned in the Code will be known to many Americans. But the same is true of almost all war information, including the time and sailing of military convoys. The voluntary Code appeals to newspapers and broadcasters not to spread such information until further.

NOTE: Anyone who wants a complete copy of the Code, either in order to understand better the wartime problems of newspapers and radio or for his own guidance in helping to keep dangerous information out of circulation, may obtain a copy by writing the Office of Censorship, Washington, D.C.

Red Cross Dramas

AS A PART of its nation-wide drive, the American Red Cross is completing arrangements for a series of 15 transcriptions, tentatively titled "The Red Cross Story," for distribution and release on radio stations throughout the country. Using scripts prepared by Hollywood Writers Mobilization, each program will dramatize an actual case in which the Red Cross has given aid, with appeals by soldiers in the various battle zones to be dubbed in at end of the transcriptions. Participations of name talent in the series have been approved by Hollywood Victory Committee.
SPONSORS BUYING SERIES IN SPANISH

PARTICIPATING in a three-quarter-hour series six times a week on WBNX, New York, as The Spanish Hour, are seven national and local advertisers, representing the clothing, jewelry and pharmaceutical industries, as well as a business school and a chain of music stores. News and music are featured on the program, aired 7:30-8:15 p.m.

Sponsors, all of whom have signed for the broadcasts through Consolidated Adv., New York, are: Cabby’s Dress Center; Castellanos Molina Corp., music stores; Mario Gonzalez Inc., clothing stores; Latin American Institute, commercial school; Rodriguez Bros., jewelry firm; Stanback Co., Salisbury, N. C.; Plough Inc., Memphis (Pensetro, St. Joseph's Aspirin).

Gonzalez and Castellanos also sponsor quarter-hour segments of a Sunday hour on WBNX handled by Consolidated. A half-hour of this section is given over to a sustaining Spanish series presented by World Peaceways, New York, for the promotion of a better understanding among the Spanish-speaking people of the Americas. Title is Let Us Be Good Neighbors.

Radio’s 20-Year Club Expands to 65 Members

H. V. KALTENBORN, NBC commentator and president of the Twenty Year Club, announces that 65 persons have now qualified as charter members of the organization, founded April 4 of this year for radio veterans associated directly or indirectly with the broadcasting industry for two decades or more. Latest additions to the original list of charter members which appeared in Broadcasting, Aug. 10, are:

Gerald Bourke, CKCA, Kenora, Ont.; Carl Butman, radio consultant, Washington, D. C.; Robert Campbell, Greenwich Times, Greenwich, Conn.; A. O. Coggeshall, WGY, Schenectady; Edward Cullen, NBC; Orrin Dunlap, RCA; John Flynn, WEAF, New York; Charles Francis, WEAF; Arthur Giannattasio, WEAF; Henry Goldenberg, WIB, Kansas City; Sherman D. Gregory, WEAF; William Jacoby, WJR, Detroit; F. W. Kenworth, NBC; Edwin Kraft, Northwest Radio Adv., Seattle; Vincent Kraft, KXA, Seattle; John Patt, WGAR, Cleveland; J. R. Poppele, WOR, New York; John Schilling, WIB, Kansas City; Joseph White, NBC; Gordon Windham, NBC.

Kyser’s Camp Plans

IF SATISFACTORY arrangements can be made, Kay Kyser will take his orchestra and radio troupe overseas for USO camp shows and personally pay all expenses. Kyser, star of the weekly NBC College of Musical Knowledge, sponsored by American Tobacco Co. (Lucky Strike), reportedly volunteered this service to the War Dept. and is awaiting sanction. How it will affect his sponsorship was not revealed but it is generally believed that if satisfactory broadcast arrangements cannot be made, the sponsor will give him a brief leave of absence to entertain the AEF.

You don’t need a slide rule to prove that KPO is the best buy in Northern California. On a basis of power or popularity or circulation or cost-per-listener or on any other basis the answer is always KPO! That’s why advertisers find that it pays to buy KPO. Get the facts and you’ll buy.

KPO

50,000 HIGH FIDELITY WATTS
NATIONAL BROADCASTING COMPANY ◆ RADIO CITY ◆ SAN FRANCISCO

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

BROADCASTING ◆ Broadcast Advertising
November 16, 1942 ◆ Page 31
SOLVING A WARTIME PROBLEM
Station Develops Programs Designed to Aid in
Solving the Employment Problem

By GEORGE H. JASPERT
General Manager, WPAT, Paterson, N. J.

HOW A LOCAL station can do an out-and-out job of aiding the war effort, is demonstrated by what we have been doing since last month. On Oct. 19, after a tryout period, WPAT started a series of weekday half-hour programs titled North Jersey Women at War, now called North Jersey War of Production. It was an entirely new sort of program. It was not conceived and developed with the idea of making money. All it hoped to do was fill a want which we felt only a radio station could fill. Now it's sponsored.

For a long while, those in charge of war production in New Jersey and others were aware that the employment problem in New Jersey war plants was growing more and more acute. Jobs were going begging—with no one to fill them. Employment managers were pleading everywhere for help. They were appealing to men, and they were appealing to women. The response was small. A survey was made of Government agencies and industrial plants and as a result WPAT started its program.

Recognizing that if even out-of-State help was available, there would be a housing shortage were that help to come to New Jersey, WPAT believed the only solution to the problem was to make New Jersey women war-plant-job conscious, and to arouse in them the desire to make a concrete contribution towards the war effort. And so North Jersey War of Production is aimed directly at them, with these three points in mind: (1) to encourage them to take jobs in war industries, (2) to urge them to persuade their men-folk to investigate war-work opportunities, (3) to bring their influence to bear upon production efforts by male and female workers.

Based on Letters
Every weekday at 10 a.m. the program—much of the script was based on letters received by WPAT—is on the air. It is conducted by Monte Meacham as m.c. and Adele Hunt as employment counsellor, both of whom are employed by WPAT exclusively for the daily broadcast.

The program features: “Need for Skilled and Unskilled Workers”, “Positions Available”, “Hosackers Becoming War Workers”. It tells women specifically how they can get jobs in war industries even if they are unskilled or no longer young. Recently interviewed by Mrs. Hunt was a young woman worker in a war plant who is totally blind.

Despite that handicap she is doing a 25% better job than girls with full sight because of her specially developed sense of touch. In addition to interviews with employees and employers, the whole program is spiced with martial music which Program Director Henry Miller finds listeners and breaks the tedium of words alone.

Women who for various reasons are unable to get into war work themselves are told how they can help in other ways. They are urged, for instance, to use their influence to induce old or retired industrial workers to go back to work. They are told to stir to punctuality men and women already employed, for lateness and absenteeism cause more loss of time to essential industries. Another group to be particularly appealed to is the 18 to 25-year-olds. They are urged to find a job. They could, for instance, find a 25% better job than girls with full sight because of her specially developed sense of touch.

Bank Group’s Campaign
CANADIAN BANKERS ASSN., Montreal (chartered banks), on Nov. 9 started transcribed dramatized spot announcements on a large number of Canadian stations three-weekly. Campaign, which is tied up with a newspaper campaign along similar lines, is handled by A. McKim Ltd., Cockfield Brown & Co., and R. C. Smith & Son, all of Toronto.

MIDWAY ISLAND drama was re-enacted by these Marines during the weekly Halls of Montezuma, half-hour program originating from the San Diego (Cal.) Marine base and released on Mutual. Re-creating the actual battle experience are (1 to r) Pvt. N. D. Jolley, former writer-announcer of KOME, Tulsa, and Cpl. George Collender, narrator for the broadcast and former New York announcer.

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Louisville Group Obtains CP Dismissal As Part of Equipment Is Unobtainable

UNABLE to obtain equipment due to the freeze order, the group of Louisville citizens who last year obtained a construction permit for a new regional station there, to be known as WINK, last week secured a dismissal of the CP without prejudice. The FCC was informed that the company, Mid-America Broadcasting Corp., was unable to meet the April 27 construction deadline. Although it once had most of the equipment on hand, some of the elements could not be obtained and the other equipment accordingly was sold.

The dismissal Nov. 11 came almost one year to the day, Nov. 12, 1941, when the FCC authorized the new station to operate with 1,000 watts night and 5,000 day on 1,060 kc.

The company included among its officers and stockholders James F. Brownlee, president, head of Frankfort Distilleries Inc.; Milton S. Trost, vice-president, director of the Kaufman-Straus Co. department store; Edward L. Altshuler Jr., secretary, head of a local tire agency; L. T. Smyzer, treasurer, realtor; Henry Fitzgerald Jr., insurance man; Willard G. Johnson, director, secretary of the local Pepsi-Cola Bottlers Inc.; Lawrence Jones, director, chairman of the Frankfort Distilleries; Emanuel Levi, former business manager of the Louisville Courier-Journal and Times, now president of the Independence Insurance Co.

Seventh to Drop

The surrender of WINK's construction permit is the seventh of record so far this year. The other authorized new stations, most of them locals, which will not be built, in most cases due to equipment shortages, are WPBR, DeLand, Fla.; KODK, Kodiak, Alaska; WHAL, Saginaw, Mich.; KTOM, Brainerd, Minn.; KTRN, Tacoma, Wash.; WMAW, Worcester, Mass.

Ellis Joins WCAO

ROBERT ELLIS, former CBS announcer-vocalist, has been selected to conduct the Morning Musical Clock on WCAO, Baltimore, participating show broadcast daily except Sunday 6-9 a.m. Mr. Ellis was featured over CBS on the Song Styles program originating from WJZ, Washington. He was also soloist with the Marine Band during the National Capital Cherry Blossom Festival in Washington. Prior to joining WCAO he was with WHP, Harrisburg.

Patent Granted Method Of Protecting Wireless Message From Jamming

A METHOD of sending secret wireless messages that cannot be jammed is described in Patent No. 2,398,562 issued by the U. S. Patent Office to Francois Charles Pierre Henrotreau, of Ottawa, and described as follows by Science Service:

"Jamming wireless signals or a radio program is quite easy. All the malevolent spirit has to do is to send out a wave of precisely the same frequency as that on which the message is being sent, and howls and whistles in the receivers make it unintelligible. This can be done, the inventor states, with any of the secret message systems so far proposed except those using ultra-high frequency, and these are not of great value because of their short range.

"His method of avoiding jam and still maintaining secrecy is to distort the sending wave by means of what he calls a key plate, which varies the frequency of the wave in an irregular way according to a pattern on the plate. A similar key plate at the receiving end removes the distortion. If an enemy should happen to find out the pattern being used, the key plates can be changed.

"The sending wave cannot be jammed in this system because the enemy would have to vary the frequency of his wave in precisely the same way."

WLOF, Orlando, Fla., has appointed Barr-Smith Co. as national representative, excluding the southern territory which will continue to be represented by B. Frank Cook, Atlanta.

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Rex Davis

L.B. Wilson

Fifty Grand I
WCKY’s MOST POPULAR NEWS COMMENTATOR

6 STRAIGHT YEARS
4 TIMES DAILY....

KY
CINCINNATI

POWER. CBS
Equipment Economy

NEITHER stations nor sponsors need have any qualms about the transmitter adjustments ordered into effect Dec. 1 as a wartime equipment conservation move. Actually, the one decision really in the operating house which may, in any way, affect all stations, means no diminution of service area worthy of mention whether the station is large or small.

It does mean an infinitesimal loss of quality, a comedown from the extremely high standards always enforced by the FCC, but even this loss will not be discernible to the human ear. Best of all, no station suffers to the advantage of another, and the whole industry should benefit from the increase in the life of components which the change will afford—estimated by FCC engineers at anywhere from 20 to 60%.

This approach to the problem of equipment economy was not done hastily or with any thought of crackdown in mind. The Commission ordered its engineers to conduct field tests in an eastern city last summer where all six broadcast transmitters, varying in power from 250 to 50,000 watts, were asked to adjust themselves to the 1 db. reduction. The tests were entirely successful. Not even the station staffs, who were pledged to secrecy, let alone the public, noticed any difference whatsoever.

The ear attunes itself to new conditions very readily and, like the sound of transcriptions made specially for broadcasting, no one could discern any difference from the original.

American broadcasting, some of its segments fearing extinction because of the equipment shortage, thus meets that problem, in part at least, with the cooperation of the Commission and its engineers. And so far as the economic problem is concerned, the Commission took cognizance of that, too, when it ordered discretionary reductions in the 1 db. reduction. The tests help counter not only the loss in local sponsorship but the technician shortage in some communities. Fulltime stations may now operate as little as six hours a day, picking their own times according to the convenience of their audience and clients, if they find they must curtail.

Further curtailments may be forced as the war continues and as the business situation shakes down. It may be that some stations will want to suspend operations entirely without losing their licenses. The FCC appears to be fully cognizant of this desire and sympathetic toward it. But it does not want to order any station off the air yet and is unlikely to do so in the light of radio's recognition as an industry essential to the war effort. It recognizes that some stations most seriously affected by the changing economic picture are the very ones in remote areas which the Government is most anxious to keep on the air.

There is no disposition to order any station off the air. But if some do ask to suspend, for good reason, there is ground to expect that they will regain their licenses when the war is over, though it is practically a certainty that their equipment will either be purchased or borrowed for other essential needs, broadcasting or otherwise.

It is something of a tribute to the staying power of the industry that since Pearl Harbor, though six holders of construction permits for new stations surrendered their CPs for inability to get equipment or unwillingness to venture into new radio enterprise in these trying times, only four licensed stations have actually gone off the air. The reasons are not clear in all instances, though in the case of one (KFPL, Dublin, Tex.) it gave up the ghost voluntarily because of inability to get technicians. One other, the high school-owned, non-commercial station WSVS, Buffalo, also voluntarily surrendered its license. The other two apparently were victims of the times—the 1,000-watt KXXX, Kansas City, and the 100-watt KIDW, Lamar, Col., both of which defaulled their license renewals. In no instance was there any appreciable loss of service in their areas, which are otherwise well covered by other stations.

Uncle Sam Steps In

AGAIN the Government's machinery prepares to go into action against the American Federation of Musicians in its recording strike and in its local strike against the last broadcasters. After delay on Capitol Hill, Senator Wheeler at last has named a five-man subcommittee to go into the heart of the AFM's stranglehold on the broadcasting, phonograph and juke-box industries.

Preliminary evidence uncovered at Senator Clark's short probe before the Senate ordered an AFM inquiry was so damaging to the union that a complete investigation was inevitable. Thus while the union escaped a Federal court injunction on a legal precedent based on jurisdictional technicalities, it now faces a wide-open exposure of its strangling operations by a Senate committee. Senator Clark showed his mettle in the preliminary probe by fearlessly going into the vulnerable operations of the AFM.

Still another Government weapon may enter the music melee. This time it is the War Labor Board, and AFM talk would indicate that the union wants no part of this generally pro-labor administrative agency. The WLB angle rises out of the possibility that negotiations such as those between the Detroit AFM Local No. 6 and Stations WJR WXYZ WWJ, might bog down before the local mediation boards.

If strike threats become serious, the stations might ask the U. S. Conciliation Service to intervene. Assuming the stations are firm in refusing to yield to unreasonable demands, the battle will then be to the death, which at present has little inclination to approve such business-as-usual demands as shorter workweeks along with creation of unnecessary jobs.

Frankly recognizing itself in the minority as a result of its postcard survey, the founding directorate of the projected American Broadcasters Association has voted to disband it. Granted that disaffection toward NAB still prevails, it is too much to hope for that internal unity can now prevail and that any needed reforms can be effected from within the framework of NAB?

Untold Saga

WHEN THE WHOLE story of radio's role in the current American invasion of Africa can be told, it will provide a saga in the history of broadcasting. For obvious reasons, both our military and civilian battlers on the psychological war front cannot give out all details as yet. Indeed, we can only conjecture just how the French were bombarded with Allied messages as the invasion proceeded; did our forces, as the Nazis always have done, make radio stations one of their first quarries, or did our Army Signal Corps land portable broadcast transmitters on the beaches with them?

We do know that President Roosevelt's message to the French people, in France and in the invaded colonies, was one of the signals for invasion. We do know now that the President transcribed his messages in his own French, and had them translated onto transcriptions in a score of languages, well ahead of the operation. We know that the secret was well kept by everyone who worked on the radio end.

These went out via our own battery of shortwave stations and of course must have been carried over the BBC European and Overseas services' multiplicity of long, short and medium waves. There were also the momentous broadcasts by General Eisenhower, General DeGaulle, General Giraud and presumably by the American commanders in the field. It was a tremendous radio operation, apparently finely synchronized to the battle plan. Hitler's minions must have had a great time trying to jam this rain of frequencies, if they tried.

It was inevitable that the American shortwave stations should have been brought into an "integrated whole" in preparation for this and other military operations. It matters little now whether private or Government agents operate those stations, so long as they play their part in the military scheme properly and efficiently.
T HIS is a war of communications," Because broadcast- ing, radiotelephony, radiotelegraphy, and other forms of transmitting information are so vital, the Directorate of Communications has been organ- ized by the Army Air Forces. In charge of this fast-growing agency is Col. Alfred W. Marriner, who bears the title of Director of Com- munications, Headquarters, Army Air Forces.

Known to hundreds in the broadcast- ing industry, Col. Marriner has many ex-broadcasters on his staff to aid in developing this phase of war-waging. Indication of the rapid growth of the Directorate of Communications is found in the revelation that more than 100,000 men have been trained this year in Army Air Forces communications. The Directorate of Communications handles all communications dealing with the Air Forces.

Col. Marriner, now 51, has the finest sort of technical background for his task. Born Aug. 18, 1891, he attended the U of Illinois, taking an electrical engineering and mechanical engineering course. In 1918 he was commissioned a second lieutenant in the Aviation Section of the Signal Corps. He was ap-pointed a first lieutenant in the Air Corps on July 1, 1920.

From that point he has been through all grades of the Army, from a second lieutenant to a full colonel. Moreover, he is rated as an airplane observer.

Col. Marriner took the aeronauti- cal construction course at Massa- chusetts Institute of Technology after having specialized in gas engines. Since 1920, he has lived and worked in communications, day and night. During his exciting Army career he has had a variety of as- signments and his official record is dotted with stories of technical in- novations. Among these was the first broadcast from a Zeppelin.
MARIE HOULAHAN, formerly publicity director of KGW, San Jose, Calif., and now assigned to the publicity directorate of WEZL, Boston, according to Harold E. Fellows, general manager. Miss Houlahan will take over her new duties Nov. 16, replacing Walter J. Murphy, who has joined the CBS publicity department in New York.

ROLF H. HERTIGSGAARD, formerly of KROC, Rochester, and George W. BARR, formerly of WHBI, Virginia, Minn., have joined the announcing staff of WCCO, Minneapolis. Mr. Hertigsgaard has left the station to join WLR in the same city. James Davis Wall has been named to the publicity department of WCCO.

OWEN MACFARLAND, former announcer of WSGN, Birmingham, has joined WCHC, Baltimore, succeeding the Thomas J. Severin, who has enlisted in the Army. Macfarland was at one time past time director and later a successor of the NBC guest relations staff.

RANDY HALL, formerly producer-director of City Broadcasting, Los Angeles, and now recently with Standard Radio, Hollywood, has joined the station as coordinator of Inter-American Affairs in the latter city. Working under direction of Jack Runyon, the station's Coast radio manager, he will produce recorded programs for short-wave to Latin-American countries.

FRANKLIN MacCORMACK, former narrator on the Wayne King program, has joined the voice-over staff as commentator on Hymns of All Churches, the network program on NBC, sponsored by General Mills. He succeeds Joe Emerson, who retired recently after 12 years with the program.

JACK STAFFORD, sports announcer of KMPC, Beverly Hills, Calif., and Elizabeth Merrill of that city, were married Nov. 1 in Phoenix, Ariz. Stafford is currently calling all sports for the Army Air Forces.

PAUL MASTERS AND and Bill STOKER, announcers of Blue Network Hollywood, have been inducted into the Army. Bill Walker, of the guest relations program, has taken over Stoker's former assignment.

DAN HIXLAND Jr., former assistant program director of WFED, Monmouth Junction, N. J., has joined the staff of WHAI, Greenfield, Mass.

BILL FEIL, former salesmen-announcer of KFVZ, Fort Worth, has joined the merchandising and announcing staff of WRB, Dallas.

HARRY RORATOR, formerly of WAGA, Atlanta, has joined the announcing staff of WMAS, Springfield, Mass.

PAT KELLY, publicity director of KFRC, San Francisco, married Patti Boyd, author music librarian of KHI, Los Angeles, on Nov. 6 at San Francisco.

JEAN MOHL, recent graduate of Northwestern University for Radio, Minneapolis, has joined the staff of WOAI, San Antonio.

FRANK MARTIN, Hollywood radio and TV writer, has been assigned an announcing assignment of the weekly CBS Lights Out, sponsored by National Yeast Co. He replaces Bob Lemond, who recently joined the Army Air Force.

HELEN KUBLIN, of the Blue research staff, was married Nov. 7 to Leonardi Cohani, of the Fairchild Aviation Corp.

Many Changes at KLX

EARLE COWELL, former theatrical agent, has been added to the public relations staff of KLX, Oakland, California. Virginia Hildreth, KLX office manager, was married to Pvt. E. May just before his departure for camp. James Hayes, formerly of KMI, Phoenix, and Gene Nerman, formerly with several New York stations, have joined the KLX announcing staff. Don Moorex has joined the station as news editor, and Josephine Marston, formerly on the American consul staff in Prague, Czechoslovakia, has been appointed secretary to General Manager Adriel Fried.

JOHN WILLIAMS, chief announcer of WDEV, Waterbury, Vt., has been appointed program director, replacing Harold Deal. Stuart Perry has been named news editor in addition to his announcing duties, and Mrs. Olive Whittenmore has been appointed to the commercial continuity staff. Al San- donna, formerly theater publicity man, has joined the WDEV sales staff.

JACK WAGES, announcer-producer of KHY, Phoenix, has returned to his desk after being confined to his home with an attack of influenza.


JACK GROLLER, former announcer of WGBI, Scranton, Pa., has joined KFAC, Los Angeles.

KAY KEMPER, head of script department of KHI, Hollywood, has been transferred to the executive department as aide to Vou Urslnski. Andy Siljakovich has taken over Kemper's former duties.

PERRY RUMAGE, announcer of KMTR, Hollywood, and Pvt. Aln Sadgrass of Gary, Ind., were married recently.

PEGGY HOFFMANN BRENNEN, formerly of J. M. Mathes Inc., New York, has resigned as an NBC publicity director.

RAY MACKNESS, announcer-producer at Canadian Broadcasting Corporation, Vancouver studio, has been transferred to the Royal Canadian Air Force as pilot officer, and is going to Great Britain in charge of recording and recording equipment for RCAF radio broadcast stations in Canadian stations. Macksness has been in radio in Vancouver for the past year, serving as a ship's operator and enginer. He has been with CBC since 1938.

DON FORNES, formerly Hollywood newscaster on the nightly Pacific NBC Richmond Resevoir, has joined the accounting department.

ART FORD, formerly of WOV, New York, has joined the staff of WBYN, New York, as program director.

LEN STERNBERG, announcer of WOR, New York, is father of a baby, born Oct. 31. Virginia Cornish, of the WOR publicity department, resigned Nov. 13 to join the staff of Modernville, Chicago.

FRANK BINGHAM, a newscaster on the NBC Great Gildersleeve, sponsored by Kraft Cheese, has joined the Army Signal Corps Reserve. Ken Carpenter has assumed his duties.

HAL STYLES, Hollywood commentator for featured on the daily Face the Facts on KFWB, that city, and Leouve Cohn, the station's secretary, were married Nov. 9.

ROBERT GREENE, former announcer of KOIN, Portland, Ore., has joined the KROW, Oakland, Calif. staff.

LOU LONDON, program director of WPEN, Philadelphia, has been named publicity chairman of the newly-organized Neighborhood Society Committee in Philadelphia under the auspices of the Treasury's war bond offices.

LYLE BURT, announcer of KOMO-KJR, Seattle, has enlisted in the Navy and is temporarily stationed at Bremerton. Walsh, Alice MacLean has re-joined the station after several years absence, and Lawrence is no longer with station.

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LEITH STEVENS, musical director of NBC Hollywood, after completing two more broadcasts of the weekly NBC Albert of Dossett Show, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), will be assigned an overseas post with the Office of War Information. Stevens may head OWI radio division in Australia. It was reported.

JACK MATHER, Hollywood announcer, has been assigned to the weekly NBC Thursday Night Lou Show, sponsored by Lever Bros. (Swan soap). He replaces Frank Graham.

TOM NOONE, formerly announcer of KFW, Wichita, Kan., has joined KFSL, St. Louis. He replaces George Dvorak who joined the Army Air Force.

BERNIE SMITH, formerly farm editor and public relations director of KFRE, Los Angeles, has been in- duced into the Army.

RAY SCHULTZ, in the publicity department of NBC, Hollywood, has joined the Navy. Herrie Nicholls, formerly in the advertising department of I. Magnin & Co., Los Angeles women's apparel store, has taken over Schultz's duties.

MAX HUTTO, formerly NBC Hollywood producer and now in the Army Air Force, is stationed at Sturbridge Field, Ark.

RAY ANDERSON, of the CBS Hollywood news bureau, has joined the Army.

LOWELL SMITH, formerly announcer of KFSL, San Bernardino, Cal., has joined KNX, Hollywood, in a similar capacity.

JOHNNY GREEN, New York writer on the weekly CBS Blondie program, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), is currently in Hollywood, making preparations with Tom Mc Knight, producer of William lava & Co.

PHIL WALTER, formerly announcer of WZCZ, Sturgis, S. Dak., is now with the Army's S3rd Chemical Co., at Herbert Smart Airport, Miami, Ga.

HERBERT O. MORGAN, formerly of WCAE, Pittsburgh, has been promoted to the rank of chief of the Army Air Forces at the Oklahoma City Air Depot, where he is assistant operations officer.

RAY HUNT, formerly of WHAS, Louisville, has joined the announcing staff of WITZ, Charlotte.

RUTH FREISS, formerly of KUJ, Walla Walla, Wash., is now in charge of the transcription library of KSL, Salt Lake City. James Buttsler Clark, formerly of KFPR, Spokane, has joined the announcing staff of KSL.

TED WILLIAMS, formerly racing expert of KPAC, Los Angeles, has joined the staff of WIND, Chicago, after an absence of several years, to resume his turf announcing job on the afternoon Sports Edition broadcasts.

HAL CULVER, announcer of WLS, Chicago, is the father of a boy born Nov. 4.

DUNCAN T. JENNINGS, formerly assistant to Carl Coezer, sales manager of A. S. Boyle Co., Vernon, Calif. (Old English household cleaner, polish), has joined KTFN, Phoenix, as continuity man. Mr. Jennings at one time was radio director of Logan & Arnold Inc., Los Angeles agency.

SUE FOSTER has resigned as office manager of the NBC production department, New York.

KATHRYN CRAVEN, co-founder of WNEW, New York, will serve as national radio contest chairman for the National League of American Pen Women for the fourth consecutive year.

AL BRAMSTEDT, announcer of KFPO, San Francisco, has resigned to return to KFAR, Fairbanks, Alaska.

FRANK CADDY, former announcer of BBC, London, has joined KFAR, San Francisco.

DAVE VAILE, announcer of KQV, San Francisco, recently resigned to join CBS Hollywood.

FRANK MULLIN, writer of the three-weekly quarter-hour serial, Red Ryder, has been elected president of the Western region of the Radio Writers Guild, succeeding John Boylan. Paul Franklin, writer of the thrice-weekly serial, Skeezix, has been transferred from the San Jose studios of KQV to the San Francisco studios.

VIRGINIA MIKULAK, wife of "Tom Mike" Mikulak, Oregon and Minnesota football star, now an Army major overseas, recently joined the continuity department of KGO, San Francisco.

BILL EDWARDS, announcer of WHN, New York, recently became the father of a girl.

KEITH KERR, has taken over the announcing duties of Tom Noone of KFW, Wichita, Kan. Noone is joining the announcing staff of KFI, Los Angeles.

STANLEY F. CAREY has been named chief announcer of WNY, Newburgh, N. Y.

Radio Writers Elect

ARCH OBOLER, Hollywood producer of the weekly CBS Lights Out, sponsored by Ironized Yeast Co., has been elected vice-president for the Western region of the Radio Writers Guild, succeeding John Boylan. Paul Franklin, writer of the three-weekly quarter-hour serial, Red Ryder, sponsored by Langendorf United Bakers Inc., on the Blue Pacific Coast stations, was elected national president by the Western group subject to the Army and Chicago committee of the Midwest, Chicago, New York and Chicago.

Roy Parker, chairman of the radio department of the Authors League of America and Western region of the RWG Council. Other Western region council members voted into office were John Dunkel, Hal Finley, John Culeel, Ernest Wallace, Sam Moore, Ashland Scott, Everett Tomlinson, Shirley Wardle, George Backus and David Novin.

AT A-gun on the board for an additional year.

‘New Yorker’ Considers

Dorothy Parker Column

DOROTHY PARKER, verse-writer, and a former book reviewer for the New Yorker Magazine, has been invited by that publication to contribute a series of articles on radio. If the offer is accepted, it will be the first time the magazine has carried reviews of broadcasts since the death of Ring Lardner in 1933.

Reason given for the hiatus in radio column in the magazine is that no acceptable material had been submitted. Miss Parker was to appear on NBC’s Information Please Nov. 15, having last taken part in the program in 1939. A regular weekly column on radio has started in the Saturday Review of Literature [Broadcasting, Nov. 2].

FRANK GRAHAM, who portrays all characters in the CBS series, Cosmos Jones, has been given a similar assignment in the Monogram film, "Adventures of Cosmos Jones."
Orchids for All

ORCHIDS will be air expressed from Hollywood to mothers and fathers of all soldiers, sailors and marines attending the Christmas morning broadcast of the BLUE Breakfast at Sardi's cooperatively sponsored half-hour program. Servicemen will be special guests that morning of Tom Breneman, m.c., featured on that six-weekly show, with party being financed by contributions of the regularly attending guests.

Pacific Council Elects

AT THE annual meeting of the Pacific Council of the American Assn. of Advertising Agencies, Dan B. Miner, president of Dan B. Miner Co., Los Angeles, and Joseph R. Gerber, president of Joseph R. Gerber Co., Portland, were re-elected governors for two-year terms. Governors continuing in office are: Raymond P. Kelley, secretary-treasurer, Syverson-Kelley Inc., Spokane; James C. Knollin, president, Knollin Adv. Agency, San Francisco; Terrell T. McCarty, president, the McCarty Co., Los Angeles. Officers were re-elected for 1942-43, as follows: Dan B. Miner, chairman; Joseph R. Gerber, vice-chairman; Terrell T. McCarty, secretary-treasurer.

FRANK SILVERNAI]L

EARLY experience in the talent end of radio has given Frank Silvernail, timebuyer of Young & Rubicam, New York, a special advantage in buying time for his accounts—a behind-the-scenes insight built up when, with Norman Clark, he was part of the South Sea Islanders program on WEAF, New York, in the station's early days.

His entrance into the entertainment world was preceded by the position of assistant national sales promotion manager for General Outdoor Advertising in New York, as well as several years in sales for various companies and a year of banking. Born in Rochester, N. Y., Frank is a graduate of the U of Rochester and spent two years in the Army during World War I as a first lieutenant of infantry in the 78th Division, one year in France.

1932, after four years as scheduled talent on WEAF, he became merchandising counsel of NBC, staying with the network until 1935 when he rejoined the advertising department of J. C. Penney Co. in the New York office. This merchandising and general advertising background led again to the radio field, to which Frank seems to have been irresistibly drawn at various stages in his career. He joined Stephen Slesinger in New York, promoting that company's NEA radio program service.

Frank entered the time buying field in 1938 when he joined Pedlar & Ryan, buying time at that agency for Chipso and Camay, both Procter & Gamble Co. products extensively promoted by radio; Lady Esther Co. (cosmetics); Vitalis, a Bristol-Myers Co. product.

Since April, 1941, at Young & Rubicam, Frank has handled Gulf Oil Co. network and Gulfspay spot radio, Postum and La France-satin a daytime radio for General Foods. He now handles the Kate Smith Speaks program on CBS for Swansdown and Calumet, General Foods products; spot radio for Iglehart Bros. Swansdown Family Flour and Birdseye Frosted Foods; all radio for the various Grape-Nuts products; the BLUE program Duffy's Tavern for Mint-Rub and Sal Hepatica; the NBC Eddie Cantor show for Ipana and Sal Hepatica; and spot campaigns for those same Bristol-Myers products.

Married to the former Ruth Drew of Wilton, Me., Frank has a 13-year-old son, John.

Carrier and Gray Named To Standard Oil Posts

IN A GROUP of personnel changes in its advertising department, Standard Oil Co. of New Jersey, New York, announced last week that Vernon G. Carrigan has been appointed assistant to J. A. Miller, advertising manager, to handle administration and distribution.

Robert M. Gray has been named assistant to Miller in charge of creative work, production and media; Barry F. Medlaughlin was placed in charge of the company's publications, as well as all sales department publicity; Donald O'Brien continues to manage all radio operations, including the Esso Reporter program, and E. F. Phillips has been named editor of the Esso Marketer and the Esso Dealer.

HALD WAGNER, formerly advertising manager of Deep Rock Oil Co., Chicago, has joined the Local Loan Corp., Chicago, as advertising manager. Company, which has 44 branches in principal cities, is using radio primarily in New York, Chicago and on the West Coast, placed direct.

For Every Member of the Family

For Every Advertiser in the Twin Cities Market!

THE NORTHWEST'S MOST POPULAR RADIO STATION

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

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

New York Chicago Detroit Atlanta
Los Angeles San Francisco

Blue Network

WISN MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA

The Katz Agency, Inc. Representatives

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Agencies

HENRY O. PATTISON Jr., formerly in charge of creative work for various accounts of J. Walter Thompson Co., New York, since for the last ten years, joins the copy department of Benton & Bowles Nov. 16. A graduate of the Massachusetts Institute of Technology, Pattison was at one time technical editor of Aviation Magazine and has managed an agency of his own.

HERBERT SANFORD, assistant in charge of radio in the radio department of N. W. Ayer & Son, New York, is taking a leave of absence in December to become a lieutenant in the aviation branch of the Navy. No replacement has been named yet by the agency.

CURT PETERSON, radio director of Marechall & Pratt, New York, has been called up for induction by the Army on Nov. 4.

BURENE RERRICK, radio director of Leo Burnett Co., Chicago, has returned after an absence of six weeks due to illness.

RALF M. SPANGLER, head of General Adv. Agency, Hollywood, recently joined the Coast Guard as yeoman first class after eight months of recruiting at Long Beach, Cal.

ROBERT M. HIXSON, executive of Hixson-O'Donnell Adv. Los Angeles, has returned to New York City after a leave of absence in Chicago and Washington where he conferred on winter advertising plans.

BURTON DURKER, account executive of Bosford, Constantine & Gardner, Portland, Ore., recently was elected president of the Advertising Federation of Portland. H. E. Short, executive of Sargent & Baum Adv., that city, is secretary-treasurer.

WILLIAM BLEES has been transferred from New York to Hollywood as Young & Rubicam executive on the Consolidated Aircraft account.

ESTY STOWELL, business manager of the radio department of Benton & Bowles, New York, and with the agency since 1936, has resigned to join the Marine Corps Reserves with a lieutenant's commission. Walter Craig, who joined the agency Nov. 1, having recently resigned as program director of KMOA, New York, has taken over Stowell's duties.

HENRY HELBELLEVE has left the publicity department of N. W. Ayer & Son, New York, to join the staff of the Philadelphia Record.

MELVILLE H. SMITH Jr., former account executive of N. W. Ayer & Son, Philadelphia, has resigned as assistant advertising manager of White Labs, Newark, returning to the agency field with James G. Lamb Adv. Agency, Philadelphia.

H. W. VOELLER, owner of Pan-American Enterprises, Hollywood, agency booking radio programs and talent for South America, has been inducted into the Army. His associate, William T. Mulchr, has assumed management of the agency.

SAMUEL GRODEN, formerly of the production staff of Pettengel & Fenton, New York, has joined Jasper, Lynch & Associates, Los Angeles. This production manager, Murial L. Spanier, has been named publicity director.

HELENE BURTON, New York commercial writer of Young & Rubicam, has been transferred to that agency's Hollywood offices to collaborate with Al. Sculzone on West Coast produced network shows.

H. W. KASTOR & SONS has moved its Los Angeles offices to 10214 Cheviot Drive, that city.

ROBERT H. KNOLLIN, Los Angeles manager of Knollin Adv. Agency, has joined the Army. His father, James C. Knollin, who heads the organization, will divide his time between San Francisco headquarters and the Los Angeles office.

CARLETON H. SIECK, formerly radio director of H. Charles Sieck Inc., Los Angeles, is now in Army officers training school.

JOSEPH LEWELLEN, account executive of West-Marcus Inc., Los Angeles agency, has been inducted into the Army.

WHILE WILSON, formerly of Benton & Bowles, Hollywood, has joined Ward Wheelock Co., that city, as Hollywood representative. She replaces Mary Garvin.

JULES BUNDIGUS, West Coast publicity director of Benton & Bowles, Hollywood, has resigned to join the Navy as yeoman.

MICHAEL TARMAN, in the radio department of Feldman-Blum Corp., Beverly Hills (Cal.) talent agency, has been inducted into the Army.

VINTON HALL, account executive of McCann-Erickson, Los Angeles, has been appointed in the Navy to rank of lieutenant (j.g.).

TOM D. SCHOLTZ, radio director of Scholts Adv. Service, Los Angeles, has been inducted in the Merchant Marine as radio operator. His agency duties have been taken over by Fred Montgomery.

BYRON BROWN and Ed Farnsworth, account executives of West-Marcus Inc., Los Angeles agency, have been drafted by the Army.

MEL SMITH, Los Angeles manager of Robert Smith Adv. Agency, having joined the Navy as lieutenant (j.g.), the office has been discontinued for the duration.

W. AUSTIN CAMPBELL, having been inducted into the Army, has discontinued his Los Angeles agency for the war duration.

H. C. MCCOLLUM Jr., has been appointed space buyer at Benton & Bowles Inc., replacing Bronson Tweedy, now an ensign in the Navy.

ALEXANDER CHARLES, formerly of WINX, Washington, has been appointed in the Army as account executive of that city, as timebuyer.

DON BANDING, executive vice-president of Lord & Thomas, has returned to his Los Angeles headquarters after conferences in Chicago and New York.

HARRY JORDAN, formerly of State Farm Adv. Agency, Chicago, has joined Schimmeler & Scott as account executive. David Lewis, formerly of Harry Atkinson Inc., Chicago, has joined the copywriting staff.

Seeds Promotes Guedel

JOHN GUEDEL, writer and producer of People Are Funny, sponsored on NBC by Brown & Williamson Tobacco Corp., Louisville, has been appointed vice-president and radio director of the Russell M. Seeds Co. in charge of all Pacific Coast operations. Mr. Guedel, formerly vice-president and radio director of the Dan B. Miner Co., Los Angeles, joined the Seed Co. agency last April. He will supervise production of the Seeds network programs out of Hollywood sponsored by Brown & Williamson: Red Shelton and Co. (Raleigh cigarettes), Tommy Dorsey (Raleigh cigarettes and tobacco), People Are Funny (Wings) on NBC; Dick Joy and the News (Avalon cigarettes) on CBS Pacific.

Twin City Merger

CONSOLIDATION OF D. S. Manson & Associates and the Gold Adv. Agency, Minneapolis agencies, into the firm of Manson-Gold Adv. Agency, has been announced. The Manson agency had specialized in radio, and the Gold agency in newspaper, outdoor and transportation advertising. Jean Hadley has been appointed radio director.

C. H. WOLFE, for the last two years advertising manager of Pabet Sales Corp., Chicago, Dec. 1 will join the Bow Co., New York as executive on the Proctor & Gamble account. Before joining Pabet, Mr. Wolfe was sales promotion manager of Simon & Schuster, New York, of Radio-Phonograph Co., Chicago, and of Ralston-Purina Co., St. Louis.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARBRIGHT SONATA

the most unforgettable melody since
"My Sister and I"

Lyrics by Helen Bliss
Music by Henry Manners
and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')
to be featured by Judy Canova in her forthcoming
Republic picture "Chatterbox"

Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, INC.
580 Fifth Ave.
New York City

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GEORGE COREY, chief documentary writer of the BLUE'S This Nation at War, now in England as an accredited war correspondent, to present four broadcasts of the series from that country (BROADCASTING, Oct. 19), will launch the first program Nov. 24 in the regular 10:15-10:45 p.m. period.

Format of the broadcast will be "person to person" talks between U. S. war industry workers building weapons of war in this country, and the fighters using them overseas. Featured on the programs will be: A flier who once worked in an airplane factory, speaking to his former companions; a bomber pilot speaking to a relative in a defense plant; an aerial gunner addressing someone making aerial instruments; and a seaman conversing with a shipyard worker.

In addition to the regular radio audience, thousands of defense workers will be hearing the program over public address systems, while war workers speak directly to the fighters in England, reporting on their jobs, and asking how equipment is responding under combat. Corey is gathering material for the broadcasts also from American troops in England. The American portion of the programs is being written by Sam J. Slater. This Nation at War is presented on BLUE in cooperation with the National Ass'n of Manufacturers.

OPA's Answers

LEON HENDERSON, director of the Office of Price Administration, has started a series of broadcasts presented on CBS through arrangement with the OPA under the title of A Hundred Million Questions. Second of the series was heard Thursday, Nov. 12, 6:30-6:45 p.m., with Mr. Henderson answering questions on price fixing, rationing and other subjects under the jurisdiction of the OPA.

Whenever possible, Henderson is to conduct a question and answer forum on the air, permitting participation in the broadcasts by members of local rationing boards, city officials, businessmen, shopkeepers and others.

"Who Am I Bid?"

NEW AUCTION TWIST is the theme of Wednesday night half-hour program, Crazy Auction, on WWC, Chicago, featuring Bert Julian as m.c. The show is broadcast from the Paramount Theater, Hammond, Ind., and consists of an auction of articles, such as ashtrays, wearing apparel, card tables etc. After bidding has ceased on a specific item, the bidder is invited to the stage where, through the use of a gag or stunt, he is allowed to reduce the price offered for the auctioned article.

BAILEY'S SWITCH (Ky.)
AIN'T EXACTLY E-SEN-SHUL!

Take our word for it, brethren—Bailey's Switch and all the other little towns in the State, combined, ain't Kentucky's main terminal! The Louisville Trading Area, y'see, has 57.5% of Kentucky's buying power—makes 17.1% more retail purchases than all the rest of the State. So why pay extra to cover the Bailey's Switches—when WAVE reaches the 242,077 radio homes in the Louisville Area, at lowest cost? . . . Send for all the dope, now!

LOUISVILLE'S WAVE

N. B. C.
FREE & PETERS, INC.

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

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JUVENILE FUN-SHIP

BUILT AROUND the theme of the Good Ship Opportunity, bound for entertainment harbors and manned by merry-making juvenile seamen, a new program, Uncle Tom's Juveniles, Sundays, 9:30-10 a.m., on WTAG, Worcester, gives youngsters an opportunity to demonstrate their dramatic, dancing or musical talent and gain radio experience. Recruiting talent for the show are "Uncle Tom" Hal Wil- lis, director and children's coach, and Hazel MacFarlane, co-director.

Navy Info

INQUIRIES concerning men in the service or of general interest relative to the Navy will be answered by Admiral John Downes, commanding the Fifth Naval District, in a weekly quarterly station shown in the Naval Training Station on WLS, Chicago. Program, titled Meet Admiral Downes, is present- ed in cooperation with the Navy and is under the direction of Al Boyd, WLS production manager.

War on Syphilis

U OF KENTUCKY has prepared a series of 10-hour programs titled Venereal Diseases—Our Hidden Enemy, to meet a Kentuckiana problem. When local stations fearing audience offense, hesi- tated to use them, the recordings were offered the National Ass'n of Educational Broadcasters for use by member stations. KOAC, Cor- vallis, Ore., was first to use them. Other Western stations have re- quested the series, the university reports.

Entertaining War Workers

WAR WORKERS in factory, on the farm and in the home are in- vited to participate in a noontime 25-minute informal news and music series, Music and the Story, on WREX, Lawrence, Kan. Personal interviews, timely topics, news re- ceived from various war factories, farm groups plus music variety features are featured.

Educational Features

ASBURY PARK High School is cooperating with WCAP, that city, in a two-weekly series of forum discus- sions. The School in War Time, Phases of school life are featured. A permanent line has been installed from the auditorium and gym of the high school.

Tennessee farmers hit pay-dirt in December.
The burley tobacco markets open next month putting hundreds of dollars in pockets of thousands of farmers. And WJHL is the only single station that can reach the farmers served by the five big markets in this area.

1000 WATT • 910 KC • BLUE NET

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

BROADCASTING • Broadcast Advertising
Meet the LADIES

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

EDNA WHITTINGTON

Entering radio as a receptionist with WIP, Philadelphia, in January, 1936, Edna Whittington has since become a versatile radio woman putting in her bit in every department where the station employs women. "Dick" as she is pleasantly hailed by her associates, now finds her place in the organization as chief continuity writer and keeper of 6,500 records and twice that number of transcriptions.

One of her first program ideas to be broadcast by the station, sponsored by Gimbel Bros., Philadelphia, was a series of daily interviews with store and department heads throughout its anniversary sales.

Before radio, she was a successful model appearing in magazine advertisements throughout the country as well as in demand as a fashion model. Born in New York City of English-Irish parents, her schooling consisted of the Convent of the Sacred Heart, Wilmington, Del., and her High School, Norristown, N. J. Subsequently she attended the Philadelphia School of Design for Women.

Currently, she writes copy for WIP sustaining musical programs, several of which are carried by MBS as Quaker City Serenade, Frasenno Frivolities, Musical Nightcap, Mood Indigo, and Cocktails for Two. Her ambition—to handle production and television ballet when WIP gets its eyes.

CAB Music Leaders

LEADING in audience ratings for half-hour, all-musical programs, as measured by the Cooperative Analysis of Broadcasting for October is Phil Spitalny's Hour of Warmth, with an 11.5 day part rating and a coincidental rating of 11.7, placing it ahead of Manhattan Round, which had the same day part figure, but a lower coincidental of 10.1. The Hour of Famous Music follows with 11.5, succeeded by The Voice of Firestone, with 9.05. CAB ratings of other programs in this category are: Prudential Hour, 8.8; Andre Kostelanets' Pause That Refreshes, 8.6; Cities Service Concerts, 7.9; and Telephone Hour, 7.4.
WKB Rule Allows Servicing of Sets

Manufacturers who customarily serviced owners of receiving sets with replacement parts will be able to continue this service, under an interpretation of General Limitation Order L-183 issued Nov. 7 by the WPB.

L-183, which went into effect Oct. 3, prohibits manufacture and delivery of electronic devices, including vacuum and gaseous tubes, except to meet preference regulations of A-3 or higher. While persons buying replacement parts for home sets did not need preference ratings, the order required that distributors obtain them exclusively through use of PD I-X, and there had been some question whether manufacturers could continue to supply consumers directly.

The order, as explained by officials of the Radio & Radar Branch, permits continuation of this service provided the firm separates its distribution business from its manufacturing, and keeps separate records for each branch. When transfers of parts are made from the manufacturing to the distributing branches, the servicing branch must obtain a preference rating just as if it were a separate form.

TWIN 60-foot television towers in the Maryland countryside just outside of Washington, where the late C. Francis Jenkins, pioneer radio inventor, launched experiments in television, were torn down last week for metal scrap.

Haakon H. Hammer

Haakon H. Hammer, 56, Pacific Coast director of INS, died Nov. 7 following a heart attack at his home in Belvedere, Cal. A world-traveler since his early youth, Hammer had a master's license to sail the seven seas, and was one of aviation's pioneers. He was born in Denmark, where his mother still resides. He leaves his wife, Opera Hammer.

FCC Order No. 94-A

Reducing Minimum Operating Schedules

At a session of the FCC held at its offices in Washington, D. C. on the 6th day of November, 1944, It appearing (1) That the demand by the military services has decreased the supply of trained personnel available for the operation of broadcast stations, and (3) that there is a scarcity of materials for the maintenance of broadcast stations, and

It further appearing that a relaxation of the Commission's Rules, Regulations and other requirements with respect to minimum operating schedules for broadcast stations will serve the public interest;

Now, therefore it is ordered:

1. That until further order of the Commission Section 3.71 of the Rules and Regulations with respect to minimum operating schedules for standard broadcast stations be, and it is hereby, suspended; and in lieu thereof, except Sundays, the minimum operating schedule for standard broadcast stations shall be one-third of the total hours it is authorized to operate between 6 a.m. and midnight, local standard time, except that in an emergency, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops.

It is further ordered, That Order No. 94 be, and it is hereby, repealed.

FCC War Order

(Continued from page 20)

have boosted the loyalty of the men whose incomes have boosted this area's buying power 18% above the national average. Other reasons why WGY excels in this booming market:

* the area's highest power
* the area's lowest frequency
* the most popular network (NBC)

Like Good Company?

WHCU's Central New York Market Means R-E-S-U-L-T-S To:

Allis-Chalmers Mfg. Co.
American Agriculturist
G. L. F. Exchange, Inc.
The F. E. Myers & Bros. Co.
International Harvester Co.
Park & Pollard Co.
Portland Cement Assn.
Salvage Sales Corp.

AND MANY MORE

Here's Your Invitation To BETTER BUSINESS

A Low Cost Producer

WHCU

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BROADCASTING • Broadcast Advertising
warning that meticulous care should be given oxide coated and thoriated tungsten filament tubes. It advises applying plate voltage gradually to prevent impairing the emission of these tubes. High plate voltage may cause overloads which cause tube elements to release gas and thus destroy the emission efficiency, the FCC warns.

The manual also points out that after long use, metal parts may become brittle, and severe shocks may damage the tubes. Along the same line, it recommends that filaments be kept lighted to eliminate the shock from alternate heating and cooling of the elements. When the silence extends an hour or more the filaments should be extinguished, however.

The manual discusses in detail the construction and care of all types of tubes, giving hints for prolonging their use. Included also is advice about storage space for tubes, the precautions to avoid contamination of thoriated and oxide tubes that have been damaged through overloading.

Though no details of the book on wartime station management may be published, the instructions distributed by the FCC cover precautions to be taken against sabotage, hints about personnel protection, advice about what to do in case of bombing or shell fire, fire fighting, how to protect the primary power supply, alternate studio setups, auxiliary transmitters and antenna, emergency repair parts and spares, and, finally, direct war functions of radio.

Charles A. McMahon

Charles A. McMahon, 63, for 22 years editor of Catholic Action, national organ of the Catholic Welfare Conference, died in Washington Nov. 8. He was active in the radio field and for more than 10 years was a member of the executive board of the Catholic Hour, broadcast on NBC each week under the sponsorship of the National Council of Catholic Men.

Tin Restriction

USE of tin for radio and radion equipment, when it is for the account of the armed forces, and where it is required by specifications, is exempt from the restrictive provisions of Tin Conservation Order M-43-4, according to an official interpretation issued Nov. 7 by the WPB Director General for Operations.

EARL BLAKESLEY has been promoted to chief engineer of KFNF, Shenandoah, Ia. First woman control operator, Freda Knodle, also doubles as an announce.

DENNIS R. DAUGHTY, radio engineer until 1938 when he took up the work of running a bakery, has joined W3SPH, Philadelphia, FM adjunct of WFL, as transmitter engineer. He served in the last war as a radio operator.

COLIN RUTLEDGE, of the control staff of CHML, Hamilton, Ont., has joined the Royal Canadian Navy.

DEFORREST T. LAYTON Jr., formerly of the engineering staffs of WTRY, Troy, and WHYN, Holyoke, has joined WAGC, Augusta, Ga., as chief engineer, replacing Jack Joplin, who has joined the Army Signal Corps.

GEORGE L. McCLANATHAN and Howard M. Stile, of the engineering staff of WFL, Chicago, have joined the Army Signal Corps.

J. KNOWLES, transmitter operator of CKY, Winnipeg, was recently married to Lillian Stevenson.

CLAUDE SNIDER, formerly chief engineer of CKX, Brandon, Man., has been promoted to major in the Royal Canadian Artillery. Following a period of service overseas, he is now stationed in Canada.

FRED BARRY, technician of KOMO, K2, Seattle, left last week for Mass., Institute of Technology, where he will engage in research work.

G. HAROLD BREWER, chief engineer of WJZ, Hagerstown, Md., has entered the civilian pilot’s training course at Scranton, Pa. Replacing him is George W. McIntyre, formerly of Bell Telephone Co. of Penna.

ROY ROBERTS, of the engineering staff of WFL, Chicago, has resigned to join the Navy.

ROBERT L. HENDERSON, engineer of WBZ-WBZ, Boston-Springfield, has joined the Navy as a warrant officer and is now serving in the Caribbean area.

CBC Arctic Broadcasts For Far North Resumed

FOR THE 22nd consecutive year Canadians living in the Arctic and sub-Arctic regions will receive messages from friends and relatives throughout the long winter by radio. Started in 1921 as a Saturday night service by KDFA, Pittsburgh, the service has since been carried annually by Canadian stations.

For the ninth consecutive year the Canadian Broadcasting Corp. resumed the weekly Northern Messenger service Nov. 15, a service started by its predecessor, and before that by KDFA. This year, due to wartime restrictions and early shutdowns to save equipment, the service will not be carried by a national network, but goes on from CKY, Winnipeg, and CBK, Wausau, Sask., after the day’s regular broadcast activities, or from 11:30 p.m. (CST). This year also, messages are being recorded at Toronto and at Montreal in English and at Montreal in French, then sent to CKY and CBK with all messages being checked at Ottawa first for wartime security reasons.
PROFESSIONAL SERIES
New England Optometrists
Combine Sponsorship

WEIM, Fitchburg, Mass., is presenting a transcribed series each Sunday titled The Marvel of Vision, produced by the Better Vision Institute. The program is unusual in that it is sponsored by a professional group. All optometrists in Fitchburg, Gardner, Leominster and Montford join in the presentation.

The program is completely institutional, commercial time being used for two purposes: (1) To promote greater attention to care of the eyes. (2) To acquaint the public with the services of an optometrist as compared to similar practices. Names of individual contributors are not mentioned. They are referred to only as the optometrists of the cities participating. The program was sold by means of a meeting and audition, arranged by the station and attended by the entire group.

R.C. TREE FRUITS LTD., Vancouver (apples) has started spot announcements on a number of Western Canadian stations. Account was placed by Canadian Advertising Agency Ltd., Kelowna, B.C.

REGENT KNITTING MILLS LTD., Montreal (knitting wood) has started spot announcements for its baby knitting book on CKAC, Montreal. Account was placed by Stevenson & Scott Ltd., Montreal.

LONGINES-WITTNAUER Co., Montreal (watches) has started Sunday half-hour transmitted programs on a number of Canadian stations. Account was placed by Russell T. Kelley Ltd., Montreal.

KERR BROTHERS Ltd., Toronto (candy) has started Saturday evening hour Sunday session on CHCR, Hamilton. Account was placed by Ellis Adv. Co., Toronto.

Shreddies in Canada

CANADIAN SHREDDED WHEAT Co. Ltd., Toronto (Shreddies) on Nov. 10 started its five-minute transcription Today's Adventure with Gordon Sinclair, Toronto newspaper-globe trotter, Monday thru Friday, on CHNS, Halifax; CHSJ, St. John's; CHSC, Charlottetown; KJLB, Moncton; CFCL, Montreal; CFPL, London, Ont.; CKCO, Ottawa; CFBR, Toronto; CKY, Winnipeg; CCKK, Regina; CFQG, Saskatoon; CFAC, Calgary; CKRM, Edmonton, Alta. An HNB, Vancouver. Account was placed by Cootfield Brown & Co., Ltd., Toronto.

Falls City Beer Using 10 Hours on One Outlet

FALLS CITY BREWING Co., Louisville, through Anfenger Adv. Agency, St. Louis, has placed 10 ½ hours of advertising weekly on WKGV, Charleston, Va. Set for a 52-week run, the campaign includes UP newscasts, sports and late evening dance combinations, Monday through Saturday.

Utilizing their consumer slogan, the program on WKGV is titled Morning News Get Together, Let's Get Together on Sports, 11th Hour News Get Together and Let's Get Together and Dance. Joe Matthews, WKGV sportscaster, and Sam Balter are featured on the sports show. Ray Fenner handles the late evening shift. Series is produced by Vernon Morel, radio director of Anfenger from the agency's St. Louis office.

McCann Hour Sponsors


TO PROMOTE the start Nov. 9 of the new Lockheed & Vega Aircraft Corp., program starring Orson Welles. CBN has issued a large red-white-and-blue folder on the story of American aviation, along with its usual program promotion envelope.

DO YOU NEED

Send for this Book Today

You'll want it for Facts on the big Iowa market

In the future of the Iowa market, you'll want this new book from the Iowa State Fair. Written by one of the top agricultural economists in the country, it covers all aspects of the Iowa market and is packed with facts and figures to help you plan your business.

Here's a survey conducted by Dr. F. L. Whon, Univ. of Chicago, that covered the Iowa market in 1942. It's packed with over 100,000 facts and figures that will help you make better decisions.

You'll want it to start your business or expand it. The book is available now for just $5.00. If you're interested, send for your free copy today.

Address Dept. RS, CENTRAL BROADCASTING CO. Des Moines, Iowa
Persistence Wins

Prior to July, 1941, the two department stores of Davenport, Ia., were decidedly cool toward use of radio. During that month, however, Frank Gorman, new to radio, joined the WOC staff, resolved to change that attitude. In October 1942, 15 months later, Parker's signed a 52-week contract for an early evening network, seven days weekly. During the same month—and on the 112th call, Petersen's also signed for 22-weeks with WOC's popular woman commentator, Mary Louise Marshall, to an exclusive contract for a daily program devoted to the war effort.

WGAC—Newspaper Tieup

WGAC, Augusta, is running a series of quarter-page ads in the Sunday Augusta News, under the theme "Meet the Voice." A large picture of an announcer and description of his work appears. The ads are to be repeated to county newspapers.

Spots Talk

Advertisers who have used WOR, New York, for spot announcements, are listed in a promotion piece titled "Week of Spots." Included are success stories and a comparison table of cost-per-1000 homes for WOR and another leading metropolitan station.

Wingo to Y & R

Otis T. Wingo Jr., formerly Washington editor of Executives War Digest and Washington commentator for WMCA, New York, and the Atlantic Coast Network, has joined the public relations department of Young & Rubicam, New York. Another addition to the same division is Harold A. Smith, previously promotion manager of Liberty magazine.

promotes Noel Coward Film

Martin Starr, former radio producer and commentator of WHCA, New York, has joined United Artists Corp., New York, to handle radio promotion. His first assignment is Noel Coward's picture, as yet unreleased, "In Which We Serve." Promotion was launched last week with a quarter-hour musical and dramatic program on WINS, New York. Similar promotional tie-ins will be presented on other Hearst-owned stations and on the networks.

THE 5000 WATT
Voice of the Tri-Cities
Rock Island—Davenport—Moline

"As many radio homes as Delaware, Nevada, New Mexico and Wyoming together."

WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

In the Salt Lake Market—

NBC's Parade of Stars Keeps 'Em Listening to

K

Y

D

The Popular Station
Salt Lake City

Utah's Only

W

C

B

CASTING

Broadcasting • Broadcast Advertising
THE BBC TURNS TO WOMEN
Girl Engineers and Executives Are Efficient;
Women Comprise 20% of Staff

COMPLETE mobilization of men and women in Britain's all-out war
has brought women in increasing numbers to highly important tech-
nical and executive positions in the BBC. They are replacing men as
announcers, junior executives, pro-
ducers, scriptwriters, monitors and
have even invaded the most sacred
masculine stronghold, the engineer-
ing department.

Before the war 7% of BBC's staff
women were. The proportion at the
beginning of 1942, according to the
BBC publication London Calling,
had risen to 25% and is still climb-
ing. Every week more male staff
members disappear into the armed
services.

There are changes also in the
age groups of women employed in
BBC. Several years ago the ma-
J0riety of women employed in secre-
tarial capacity was between the
ages of 20 and 30. Recently it was
found that the British Government
has been calling these women into
active service and their work is be-
ing done by young girls of 10 and
17, as well as older women who have
come out of retirement to aid in the
war effort.

Promotions are rapid. Secreta-
rries become announcers, presenta-
tion assistants or scriptwriters.
There is more opportunity than
ever before for women to write radio
plays, scripts, or plan and pro-
duce special features, and fresh
talent is constantly discovered.

Women are trained for the skilled
exacting tasks of the Monitoring
Service and work side by side with
the men. Control operators and as-
sistants take the BBC Engineering
Training School course—a month of
theoretical study of principles of
electricity, magnetism and so on,
with two months of practical
training in a specialized branch of
the work.

Girls completing the course are
sent to the posts men previously
handled—blanks and lonely spots,
only requiring long and late hours.
They suffer the same hardships and

their masculine co-workers report
that they are as keen, efficient and
reliable as the men they have re-
placed.

As these skilled women are called
for Government service, new ad-
justments are made in BBC. The
gaps in the ranks are filled by
new workers who have been
Proomed by BBC's constant and
resourceful mobilization of human
material.

Christmas Seal Drive
GROUP OF 12 well-known radio
stars have contributed their services
for quarter-hour and spot announce-
ment transcriptions for the 36th an-
nual Christmas Seal campaign of the
National Tuberculosis Assn., which
starts Nov. 25. The NTA will dis-
tribute the discs through its local to
stations throughout the country to use
during the drive. Radio stars assisting
include Kay Kyser, John Nesbitt,
Jack Benny, Bob Hope, Eora Stone,
John Kieran, Jay Jostyn, Lanny
Gray, Raymond Goes, Donald
Herring, Lanny Wiltch, for Santa
Seal Drive.

WING TABOR WESTMORE, char-
acter impersonator who was heard
during the Twenties on WABC and
WEAF, New York, has returned to
the air on WNBC. New to the West, a
weekly program titled the Gay Head
Cappers' Society. Character sketches
and stories are presented on the pro-
gram, with Westmore as the sole actor.

FEMININE NEWSCASTER
commercially sponsored in attractive
Connie Moffatt (Ruth Anderson),
who writes, edits and presents a
six-weekly 15-minute program on
KFRG, San Francisco for O'Connor
Moffatt Co., San Francisco
department store. Account is ser-
ved by Ruthrauff & Ryan. Bel-
ieved to be the first woman con-
centrator to be sponsored in Cali-
ifornia, Miss Moffatt very definite-
lty has telelegenous attributes.

CBS Training Girls
WITH organization of a "junior
workshop" for 75 feminine staff
members of CBS Hollywood, that
network is currently offering a pro-
gram of training, aimed at prepar-
ging girls with talent for positions
vacated by men leaving for the
armed forces. Under direction of
Frances Farmer Wilder, West
Coast director of education, the
workshop will be preceded by several
weeks of classroom instruction
covering: voice projection, contact
production, direction, transcription
operations, sound effects, writing,
publicity, announcing and news
writing. Network officials from
various departments will act as
teachers.

PRUDENTIAL INSURANCE Co.
of America, New York, on Nov. 15
relished its regular 5-5:30 p.m.
broadcast of The Family Hour on
CBS, to make way for a special
Philippines Commonwealth Day pro-
gram. Highlights of the broadcast
were speeches by President Roosevelt,
President Quason of the Philip-
pin and President Camacho of Mexico.

CHEMICALS INC., Oakland, Cal. (Van-
), as Sidley Garrity Adv. Agency, San
Francisco.

Loma Linda Food Co., Arlington, Cal.,
to Geith-Pearson Adv. Agency, San
Francisco.

THE SWEETS Co. of America, Hoboken,
N. J. to Duane Jones Co., New York.

C. S. DENT Co. & Co., division of Grandpa
Soup Co., Cincinnati (Dent's tooth gum,
tooth drops, ear drops), to Keeler & Stites
Co., Cincinnati.

M. A. MANNA Co., Philadelphia (coal),
to Gray & Rogers, Philadelphia.

SAPOLIN Co., New York (Millo-Lax)
to Duane Jones Co., New York. Radio
will probably be used.

CARTER PRODUCTS Co., New York, to
J. Walter Thompson Co., New York, for
new product, Superin Aspirin. One-min-
ute spot announcements will be used, al-
though no details have been released.

Wine Account
McKessson & Robbins, New
York (Liquor Division), is cur-
tently using radio for its Sande-
man ports and sherries and Santa
Alicia wines in selected markets
through Ivey & Ellington, Phila-
delphia. The campaign consists of
transcribed spot announcements,
with varying basis on WMCA, New
York, for the Sandeman brands,
and on WABC, Bridgeport, WNAC,
Boston, and WEAN, Providence,
for Santa Alicia Wines.

INDIANA'S PROGRESSIVE RADIO STATION
WISH
Never Out-Promises
But
Always Out-Performs

To Reach the Indianapolis Market
That's why leading Local and
National Spot advertisers
prefer WISH for Results
in the Indianapolis Market
REPRESENTED NATIONALLY BY
FREE & PETERS, Inc.

CAPITOL BROADCASTING CORP., INDIANAPOLIS, IND.

ADVERTISING
November 16, 1942 • Page 49

BROADCASTING • Broadcast Advertising
OWI Cuts Distribution Of Press Information Except by Local Agents

NEW REGULATIONS issued to all Federal agencies by the Office of War Information sharply curtail the issue and distribution of "non-essential" information for the duration of the war. News release distribution, pamphlets, speeches and periodicals are affected by the OWI order, which curtails or eliminates 523 Government publications.

The new regulation is based on recommendations of the recently created Inter-Agency Publications Committee composed of Government information men, and is effective at once. Among the changes inaugurated are discontinuance of mailing press releases from Washington to newspapers throughout the country; except for specialized releases, news releases will be issued to local papers from field offices; recipients of free periodicals or other publications will be queried as to necessity of continued receipt during the war. Speeches, except by department or agency heads, will be summarized, and then furnished only to wire services and Washington correspondents.

Libraries designated by law as depositories of official publications or bona fide libraries to whom the service has been available in the past may continue to receive printed and processed Government publications on request.

War Won't Kill Advertising
(Continued from page 22)

port the thought that both the corporations who provide the money for advertising and the public who provide the incentive and "market" are still "sold" on the need of its continuance. Suppose the war does take in two-thirds of all national income. It is obviously a rapidly rising variable and if it reaches $120 billion, as it well may next year, there will still be $40 or more billion of "civilian" consumer money and market. That's the equal of 1932 or 1933 when more than $1 billion were spent for advertising—and more could and should have been spent at that time.

The attitude of leading corporations and their boards of directors affords a constructive item for- advertising men to mull over. Most of them are still paying and paying well, merely to "keep the name" or "keep the brand" or "keep the service" before the public, wisely reasoning that war will not now and forever and that the days to come will probably offer the most gorgeous period of "selling activity" ever seen in these United States.

One of the most inspiring activities of the advertising field as a whole today is the way it has taken hold in the emergency, revamped its outlook, and seized the war-inspired opportunity for Conservation. The automobile and tire and rubber ads, the telephone ads, the millions of "plug" radio, newspaper and billboard for bond sales, for USO and other worthy war activities and organizations are beautifully illustrative of the worthy role advertising can play and is playing in the national emergency.

Post-War Period

And then there is the nebulous period of the peace. We all fervently look forward to peace and victory. If we are realistic, we also view this period-to-come with a certain amount of apprehension. I do not profess to know when or how it will come. And I have little confidence in any specific "blue-print" of the future. But I do know that this era-to-come is going to provide us with the most significant challenge of all time. Advertisers are going to have an amazing opportunity to "show their stuff."

The real problem of the future is to revamp our economy, replace the tools of war and the products of war with those of peace. That will, necessarily, involve the cleverest leadership we have ever been called on to produce the "—great depression" of the early '30's will be a "pikker" by comparison as we seek to replace 25-35 millions in peace-time pursuits, to make the great substitution of peace-time goods and services for those of wartime.

In this effort, the advertising man has a major role. His task will be that of selling sound and enduring POLICIES for the future. No one of us has sufficient foresight or wisdom to know specifically what will be the most intelligent business and advertising policies of 1945 or 7 or whenever it is that we are first given opportunity to exhibit again peace-time economic statesmanship. But the following may be suggestive of some worthwhile points of attack:

As advertising men why not seek to imbue in every way possible the price-makers in industry with the goal of price-reduction? Not quality-cutting or high-profit-per-unit production, but genuine, long-term market stimulus through passing on to the consumer every conceivable gain in technological progress, every economy in physical distribution? (Hasn't the game of our democratic capitalism and its chief nemesis always been recurring depression and inadequate purchasing power—a disease that has played into the hands of reformers and radicals the world over? Isn't this the most practical way, far more than bread-lines and doles and so-called "unemployment insurance"? And isn't it likely, if broadly practiced, to be far more profitable in the long run to have such a continuous broad market?)

Dangers Ahead

As financial advertising men, there's a tremendous challenge, the challenge to contribute to the restoration of the best parts of living, workable, democratic capitalism. Will it re-emerge, to be sure; but it will be weakened by two sets of forces unless we are careful to nurse it and nurture it back to full health and vigor—wartime, governmental controls and the contest with national socialism, both of which, we shall probably find, have sapped it, made it anemic.

Financial advertising men can do a whale of a lot if they spread its message of powerful, unbeatable individualism, if it is connected with a broad social viewpoint, by insisting on such things as truth-in-securities, more honest men and more honest markets, full and more helpful information, equitable financing costs, fewer "take-outs," fair service charges.

Most of us, of course, have preached these things, but in the world of tomorrow more have got to practice than just the public (usually pretty fair and pretty discerning in the long run) will recognize them, not as claims or promises but as the real thing in action. In other words, it's the old, old, prescription but cast in a new role and so re-vitalized that it can't help winning if we prescribe it on a broad enough front.

WHAM KEPT 'EM BUYING IN 51,880 RETAIL OUTLETS

WHAM gives you intensive coverage of the buying areas surrounding Rochester's 4,745 retail outlets...of Monroe County, New York. WHAMLAND'S 51,880 OUTLETS. Here is the rich 64-county buying area where WHAM's clear channel, 50,000 watt signal stands for selling prestige.

Day and night, twenty-four hours per day, WHAM brings its audience-chosen programs to 900,000 radio homes...at approximately one-third the cost of localized coverage of the same area.

National Representatives:
GEORGE P. HOLLINGBERY CO.
50,000 Watts...Clear Channel...1180 Kilocycles...Full Time...Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"

Page 50 • November 16, 1942
CHOOSING SITES for a network of emergency communications stations should New Orleans be bombed are three of WWL's engineers, active in the War Emergency Radio Service, an auxiliary group to OCD. Gazing over the city are (1 to r): Francis Jacob, president of Local 139, IBEW; Jefferson Davis Bloom, WWL, chief engineer; Bobby Grevenberg, transmitter operator.

PROGRESS FOR AM IS SEEN BY EDDY

FREQUENCY modulation "is not nearly so important an advance as heretofore believed," and the core of the problem lies in radio receivers," according to Lt. William Eddy, USN, speaking before a recent meeting of the Chicago Radio Management Club.

"On the contrary the core of the problem lies in the radio receivers, and once manufacturers build sets capable of receiving on a wider range, standard AM broadcasting will sound practically on a par with FM," he said.

Lt. Eddy indicated that advances made by the Army and Navy radio divisions would shed new light on the post-war future of broadcasting, television and ultra-high frequency transmission.

"The techniques already in actual use in the armed services undoubtedly will be utilized in commercial radio after the war," he added.

"Not only are we developing equipment, but we are also training the men to handle it—men who will be available for commercial radio as soon as the war is over," Lt. Eddy, inventor and pioneer in television, formerly in charge of Balaban & Katz television station WBBZ, Chicago, was recently recalled to active duty to take charge of the B & K Navy Radar School, run in conjunction with the television station.

The meeting was preceded over by Buckingham Gunn, radio director of the Chicago office of J. Walter Thompson Co., who was elected president of the club, succeeding Earl G. Thomas, formerly radio director of the Chicago office of McCann-Erickson, who was recently commissioned a captain in the Army.

PAUL SULLIVAN, former CBS commentator now with WMCA-New York, has started a five-weekly news period on the latter station.

KSTP

50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS * SAINT PAUL
Represented Nationally by Edw. Petry Co.

The Other Fellow's Viewpoint

Small Station's Plea

EDITOR, BROADCASTING:

Let me say that I think the 13th District meeting at Dallas last week was very helpful to every broadcaster who attended. However, those who should have attended were the smaller stations— I imagine that they did not come because of lack of time, manpower or finance.

One of those questions that I think these smaller stations would have wanted discussed more fully was that brought up by Joe Carri- gan of KWFJ, Wichita Falls, to wit: "The Government is spending money to advertise for the Army, etc., in the papers—why shouldn't they do the same thing in radio?"

I noticed that the attitude of the bigger stations seemed to be that even if the Government were willing to pay for such radio advertising that they would still be willing to run it gratis. This is something I don't quite understand. Radio is doing plenty in the war effort, but the smaller stations can't continue to do so if they don't get revenue in some form.

I call your attention to the article "War Lament of the Puzzled Locals", page 20, Nov. 2, BROADCASTING and to the editorial in the same issue, "Death and Taxes." Newspapers get the money at every chance. Our local editor-publisher, Col. Carl Estes, once said to our organization "You boys have the good-will but I get the revenue!" They pushed special pages and all of that sort down the merchants' mouths and they got the money—we got the good will. It is time now that we must have a certain amount of money or we won't even be able to provide the good will facili-ties.

JAMES L. CURTIS, KKFO, Longview, Tex.

Nov. 8, 1942

Discs for Alaska

TO HELP entertain servicemen sta-tioned in Alaska, the Don Lee Net-work has shipped 91 discs totaling 22 hours of transcribed MBS programming to that country. West Coast program librarians checked over 1,200 transcriptions before making the final selections.

PAUL SULLIVAN, former CBS commentator now with WMCA-New York, has started a five-weekly news period on the latter station.

WBNX

CREATING

Amicizia
Freundschaft
Priyazn
Anistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000 listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's popu-lation is foreign born or of for-eign parentage.

Winner of the PEABODY CITATION for Public Serv-ice to Foreign Language Groups.
Radio Stars Likely To Give Up Movies

Wage Limitation Forces Choice Between Screen, Air Careers

MAJORITY of radio talent now engaged in both radio and screen activities will probably confine themselves almost exclusively to radio when the $25,000 salary limitation goes into effect Jan. 1, 1944, Hollywood advertising agency executives indicated last week.

The choice of medium will rest squarely on the merits of both fields in a star's personal popularity, the agency people pointed out, but general opinion is that radio people will follow the example of Jack Benny, who has already indicated that he will give up the movies.

Agencies predict, however, that network programs using guest talent, will have to focus attention on secondary feature players, those rating $500 for a single performance. Movie stars whose 15% charity allowance was not been used up may do radio work provided the money is turned over to some philanthropy, such as the Hollywood Canteen or Motion Picture Relief Fund.

Some of the predominately radio people with additional motion picture activities who are affected are Jim and Marion Jordan (Fibber McGee & Molly), George Burns and Gracie Allen, Jean Hersholt, Eddie Cantor, Hal Peary (Great Gilderseiss), Bob Burns, Arthur Lake and Penny Singleton (Dagwood and Blondie Busnated), Irene Rich, Bing Crosby, Bob Hope, Red Skelton, Bud Abbott and Lou Costello.

Gilmans a 'Colonel'

DON E. GILMAN, BLUE western division vice-president, has been made an honorary colonel of Kodiak Island, Alaska. Honor was conferred upon him by Gov. Mary Sather. It was the result of a mock political campaign conducted by KODK, and was given for Mr. Gilmans willingness to go out of his way to aid and comfort those traveling with him.

Official Wage and Hour Definitions

Under Fair Labor Standards Act of 1938, Sec. 13(a)(1)
(See story on page 18)

REGULATIONS

Section 451.1—Executive

The term “employee employed in a bona fide executive capacity” in subsection (c) of the act shall mean any employee—

(A) whose principal duty consists of the management of the establishment in which he is employed or of a recognized department or subdivision thereof, and

(B) who customarily and regularly directs the work of other employees therein, and

(C) who has the authority to hire or fire other employees or whose suggestions and recommendations as to the hiring or firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight, and

(E) who is compensated for his services on a salary basis at not less than $40 per week (exclusive of board, lodging, or other facilities), and

(F) whose hours of work of the same nature as that performed by non-exempt employees do not exceed 20 percent of the number of hours worked in the workweek by the non-exempt employees under his direction; provided that this subsection (F) shall not apply in the case of an employee who is in sole charge of an independent establishment or a physically separated branch establishment.

Section 541.2—Administrative

The term “employee employed in a bona fide administrative capacity” in section 13 (a) (1) of the act shall mean any employee—

(A) who is compensated for his services on a salary or fee basis at a rate of not less than $500 per month (exclusive of board lodging, or other facilities), and

(B) (1) who regularly and directly assists an employee employed in a bona fide executive capacity (as such terms are defined in this regulation), whose such assistance is nonmanual in nature and requires the exercise of discretion and independent judgment; or

(2) who performs under only general supervision, responsible nonmanual office or field work, directly related to management policies or general business operations, and who is not primarily engaged in the performance of services requiring special training, experience or educational attainment, and which requires the exercise of discretion and independent judgment.

Section 541.3—Professional

The term “employee employed in a bona fide professional capacity” in section 13 (a) (1) of the act shall mean any employee—

(A) engaged in work—

(1) predominantly intellectual and varied in character as opposed to routine mental, manual, mechanical, or productive work, and

(2) requiring the consistent exercise of discretion and judgment in its performance, and

(3) of such a character that the output produced or the result accomplished cannot be standardized in relation to a given period of time, and

(C) whose hours of work of the same nature as that performed by non-exempt employees do not exceed 20 percent of the hours worked in the workweek by the non-exempt employees; provided that where such nonprofessional work is an essential part of the type of work customarily incident to work of a professional nature, such essential and incidental work shall not be counted as nonexempt work; and

(D) requiring of knowledge of an advanced type in a field of science or learning customarily acquired by a prolonged course of specialization in higher education and study and distinguished from a general academic education and from an apprenticeship or on-the-job training in the performance of routine mental, manual, or physical tasks, or

(E) predominantly original and creative in character in a recognized field of science or learning, such as, for example, the case of Sidney Chure, as opposed to work which can be produced by a person endowed with general manual or intellectual ability and training, and the result of which depends primarily upon the exercise of discretion and independent judgment, or

(F) compensated for his services

on a salary or fee basis at a rate of not less than $500 per month (exclusive of board, lodging, or other facilities); provided that this subsection (B) shall not apply in the case of an employee who is the holder of a valid license or certificate permitting the practice of law or medicine or any of their branches and who is actually engaged in the practice thereof.

Paul Franklin Is Elected Head of Radio Writers

PAUL FRANKLIN has been elected national president of the Radio Writers Guild at the following regional meetings held last week.

He succeeds Henry Fisk Carlson, who has been continued as a senor in the Army Air Forces. Vice-president of the eastern region is John H. Wilson, midwestern region, George Roosen; western region, Arch Oboler.


Denny's New Series

GEORGE V. DENNY, moderator of America's Town Meeting of the Air on BLUE, is also moderator of a morning series of discussions relating to war activities, and inaugurated on WMCA, New York last week. Originating from Town Hall, New York educational organization of which Mr. Denny is president, the Monday programs are given over to symposiums on various member countries of the United Nations. A Tuesday broadcast started with a discussion of war aims by individuals representing a cross-section of the United States. Monthly series will run for a period of 20 weeks.
SHORTWAVE SERIES REVISED BY CBS

A REVISED program schedule for programs shortwaved to South and Central America on WCR, WCD and WCBE, CBS international stations, has been announced, effective immediately, including additional dramatic and educational programs, new broadcasts every hour on the half-hour, and three hours of additional air time per day.

Two of the new programs are Cultural News, conducted by Jose Santos Quijano, and Mail Bag, with Carlos Videla answering questions submitted by listeners. Both are members of the CBS shortwave department. An innovation for the Portuguese schedule on WCBE will be a series of weekly interviews with Brazilian citizens visiting in the United States.

With the new schedule in effect, broadcasts to Spanish-speaking South American countries are heard on WCRC from 5:30 p.m., an hour and a half later than before, through midnight. The Central American program service on WCD starts at 7:30 p.m. instead of 6 p.m. and continues until 2 a.m. instead of the former 11 p.m. sign-off. Portuguese broadcasts are now heard on WCBE, 8-11:30 p.m., instead of 4-11 p.m.

New Features Scheduled In Met Opera Programs

INNOVATION in the BLUE broadcasts of the Metropolitan Opera Co., 1949-50 season will be intermission features, keyed to the fact that the entire series is to be dedicated to the United Nations. One intermission period each week will be devoted to an “Opera War Victory Party,” bringing the radio audience talks from opera stars and leading nationals of our allies. The “Opera Forum Quiz,” will occupy another intermission period, with Olin Downes, Robert Lawrence and Dr. Sigmund Spaeth, music critics, featured. News and anecdotes about the opera world will be presented in an additional program, when there is a third intermission. Title will be The Metropolitan Opera Column of the Air.


Packs a SUNDAY PUNCH in GEORGIA’S Fastest Growing Market

Canadian Stations Plan

A Radio Audit Bureau

PLANS for a Canadian Radio Audit Bureau were discussed by G. Walter Brown, chairman of the Canadian Broadcasters Association, at the annual meeting of the Assn. of Canadian Advertisers at Toronto Nov. 12. He reported that the study of radio measurement by the committee has been divided into two different types of measurement: volume and coverage, which are to be measured by radio methods and by the use of a map, respectively. The committee has also been studying the various ways in which it is hoped to develop a method by which the value of the market embraced by these areas can be determined. For the measurement of program popularity, the committee is studying the various methods now in use in Canada and the United States and will recommend the one best suited to Canadian conditions.

The CAB research committee was set up last February, and consists of G. Walter Brown, chairman; Henry Gooderham, CKL, Toronto; and Walter Hendry, CKGB, Timmins, Ont., representing the broadcasters; Lou Phener, Canadian Cellocton Products, Toronto, and Tom MacReynolds, Colgate-Palmolive-Peet Co., Toronto, representing the ACA; Adrian Head, J. W. T. Thompson Ltd., Toronto, and Ray Barford, J. J. Gibbons Ltd., Toronto, representing the Canadian Assn. of Advertising Agencies.

PET MILK, along with KMDS, St. Louis, and Gardner Adv. Co., fetes Mary Lee Taylor, starting her tenth successive year on CBS with a two-week daytime program of household hints. Among the table are: (1 to r) Wendell B. Campbell, general sales manager of KMOX; Mrs. Ernie Proetz, executive vice-president and account executive of Petel milk account; E. A. W. Schnebelren, secretary and media director of Gardner Adv. Agency; Jack L. Van Volkenburg, assistant manager of WBBM, Chicago; William T. Nardin, general manager of Petel Milk Corp.; C. J. Hibbard, advertising manager of Petel Milk; Gordon Ellis, announcer; Miss Taylor; Arthur Casey, director of public relations for KMOX.

Lucky White

BUILT around the catch line, “Lucky Strike Green Has Gone to War,” American Tobacco Co. (Lucky Strikes) on Nov. 9 launched a campaign on its three network programs to publicize switch in the field of its cigarette pack from green to white. Government use of all green dye for camouflage work caused the tobacco company to change its colors. Transcontinental shows plugging the alteration include the weekly NBC Kay Kyser’s College of Musical Knowledge, NBC Information Pleasure and CBS Year-End Hit Parade. Lord & Thomas figures radio comedians will seize opportunity to “pug” the campaign, thus making the changeover more effective.

Edna May Oliver

EDNA MAY OLIVER, 59, noted motion picture character actress, who starred early this summer in The Remarkable Miss Tuttle sponsored by NBC for Lever Bros. Co., Cambridge, died Nov. 9 in Hollywood after a lengthy illness from an intestinal disorder. Miss Oliver was forced to retire from the radio series in August because of illness, and was replaced by Mary Boland, stage and screen star. Born Edna May Nutter in Boston, Miss Oliver had a long career on the stage and in numerous motion pictures.

RADIO STATION WMC MEMPHIS, TENN.

Owned and Operated by THE COMMERCIAL APPEAL

5,000 WATTS 790 Kc. CBS NETWORK


Edna May Oliver

Latest national report by C. E. Hooper, Inc. shows WMC in Memphis carrying 13 of the 15 top programs in popularity, the second station carrying only 2 (rated No. 8 and No. 13 in popularity) among the first fifteen.

Now, with the new night-time power — 5,000 watts, with its scientifically modern radiating system, WMC offers even more coverage and finer reception in this great mid-south market where it reaches nearly 400,000 radio homes.

WMC is represented nationally by The Branhman Co.

For Spots that SELL, Call a Branhman-man
Advertisers Mustered for War

(Continued from page 10)

tempts to get from the interested Government agencies a picture of the message they want presented to the public. Then the objectives are stated—what they want to do and what they want the people to do. Third, the advertising approach, the techniques to be used, are outlined.

Next, a copy platform is set up as a basis for what they are going to tell the people. At this stage the plan is mimeographed and distributed to the OWI media chiefs, the interested Government agencies and anyone else concerned, and a conference is held for a general discussion. Finally, the media men go to work, priorities are established, facilities allocated, and the advertising goes out.

He outlined a few of the 64 Government campaigns, including transportation conservation, which comprises voluntary tire conservation, fuel rationing, planned relocation rationing plan, bus and rail travel conservation, consumer deliveries conservation, truck conservation plan, car pooling, salvage, including scrap metal, rubber, rags, paper, fats, etc.; Treasury War Bond and Stamp sales drive; anti-inflation campaigns; interpreting price controls to public and trades and teaching anti-hoarding; rationing campaigns, including fuel oil, gasoline, sugar, coffee, meat; conservation, with household equipment, foods, clothing, homes, etc.; manpower problem, very serious at the moment and requiring localized treatment; nutrition; war information, involving 16 Government agencies; recruiting, for the armed forces; OCD, recruiting and education.

Following these talks there was an off-the-record question and answer session, with William B. Lewis, OWI radio chief, and H. Andrew Dudley, deputy director of the Bureau of Campaigns, assisting Mr. Cowles and Mr. Dyke in explaining OWI operations to the advertisers.

British Experiences

The necessity of concentrating some civilian industries into certain plants, with others closed or converted to war work, for the purpose of releasing materials, labor or facilities needed in the war program, was discussed at the Wednesday afternoon session by Arthur B. Burns, chief economic advisor, Office of Civilian Supply, War Production Board.

He outlined the three main problems of concentration as the selection of the plants to remain in production, the arrangements made to enable closed plants to continue providing goods to their customers, and the compensation, if any, to be paid to the closed plants. Since the concentration program is so new in this country, Mr. Burns drew chiefly on the experiences of England in his examples.

"The WPB will certainly endeavor to prevent any such unequal distribution of scarce products. Furthermore, some manufacturers' distribution organizations perform valuable repair and maintenance services, and the Board has no intention of destroying these organizations except where the demands of the war program necessitate it. Essential repair and maintenance services must obviously be maintained.

"Policy with regard to brand names is equally undeveloped. Bicycles are now produced in only two plants and carry no brand names, but stove manufacturers, having been limited in the materials they may use, are not prevented from placing their names on their product. The pressure of war is very likely to require the simplification of many products, and manufacturers may prefer not to have their names on these products.

"In some industries it may prove difficult to maintain all brands and be unfair to maintain some. In this matter the desires expressed by business will be an important guide. But the primary test in making policy with regard to supplies of goods to closed plants and with regard to brand names will always be the potential gain to the war program."

Simplification Plans

Howard Coonley, deputy director of the Conservation Division of the WPB as well as chairman of the board of the Walworth Co., described the Government program of standardization and simplification to reduce the number of types of products and parts to produce greater interchangeability.

In addition to the savings in materials and labor, this may also save lives if not battles, he said, stating that in the present war United Nation tanks have been kept out of action for lack of nuts and bolts and similar small parts which might have been taken from other tanks if there had been any interchangeability.

The necessity of setting standards and quality definitions for certain types of products was discussed by Willis S. MacLeod, chief of technical operations, Standards Division, OPA, who said that quality levels and price ceilings go together. It should not interfere in any way with advertising of these products, he stated. Mr. Willis was the last speaker of the afternoon, which concluded with the business session and the election of officers for the coming year.

Some Jolting News

Speakers at the Wednesday dinner meeting were Donald Nelson [see page 11], and Capt. the Right Honorable Oliver Lyttleton, British Minister of Production, who recently arrived in this country. Capt. Lyttleton did not touch on advertising but discussed important problems of the war of concern to England, America and the other United Nations.

George S. McMillan, ANA Secretary, who headed a panel discussion on some of the wartime problems facing national advertisers, which opened the Thursday morning session, jolted his listeners at the outset by reporting that the paper mills have been frozen to a monthly production based on that for April, 1942, which may lead to a limitation in the size of newspapers and other publications, and followed up with the even more disturbing news that the supply of
The best information we have," he stated, "is that when the supply is gone the sets might go out at the rate of 60,000 a day, which will affect your listening audience."

[Editor's Note: Inquiry Friday at responsible quarters at the War Production Board failed to substantiate Mr. McMillan's assertion, the source of his information being a puzzle in the light of recent WPB assurances of a reasonable supply of replacement tubes].

Industry Experiences

Stating that more than 100 industries are being studied with a view to possible concentration, which he termed the greatest threat to consumer acceptance of trademarks and brand names, Mr. McMillan urged national advertisers to study the situation and plan in advance how it can best be met if it does arise in their particular fields.

Such questions as the desirability of using a company name or trademark on a product inferior to that normally produced deserve careful study, he said, and should not be put off until an immediate decision must be made. He cited the new White Knight Mattress recently brought out by the Simmons Co., who in their introduction advised advertising men that the fact is that they are bringing out this all-cotton mattress as a war-time measure while the steel that formerly was used in its Beautyrest products is now all going into war uses.

George W. Penny, advertising manager of the Rumford Chemical Works, described the success of his company in conserving the tires used by Rumford salesmen by encouraging the use of public transportation. They are giving through bonus payments for reduced mileage, with the result that after four months the total mileage had been reduced by one-third. We production now, advertising manager, Carrier Corp., told how his company, with most of its production converted to Government work, is advertising to maintain its position in the industry, so it will not be forgotten when peace arrives. "We can't accumulate funds today for advertising tomorrow," he declared, "but we can advertise today for the accumulated buying power of tomorrow."

Sylvania's Researches

Alfred McQuillan, Sylvania Electric Products Inc., described the research into probable post-war conditions conducted by his company, which is analyzing its accounts to determine which will be active in the days immediately following the end of the war when many manufacturers will be engaged in reequipment from war to peacetime production.

The new advertising campaign designed to get people to buy War Bonds now so they can buy Hot Point electric kitchens after the war, which serves the dual purpose of aiding the Government now and keeping the Hot Point name alive for the duration, was outlined by W. A. Grove, advertising manager, Edison General Electric Appliance Co.

War-Slanted Copy

Following the panel discussion, T. Mills Shepard, vice-president of Daniel Starch Inc., reported on a study of readership of advertising in 17 recent magazines, which showed that nearly half of the advertisements had some kind of a war slant. Study indicated that men are more interested in war-product and war-slanted copy than women, although they both are generally more interested in future-inspirational copy and in copy stressing conservation than in that devoted to straight product selling, he reported.

Dr. Henry C. Link, vice-president of the Psychological Corp., reported on the second survey of public attitudes toward wartime advertising conducted for the ANA, stating that the public believes that industry is doing a good job to help win the war higher than it was six months ago. Other conclusions drawn from the survey, which comprised 1,000 interviews with individuals making up a cross-section of the country's population, are:

What People Think

1) Growing confidence on the part of the public in the role advertising is playing and can play in the war effort; (2) an appreciation of this advertising, but also a critical attitude discriminating between different types of advertisements; (3) a sincere appeal of scrap salvage and War Bond advertising; (4) a belief that advertising about Army-Navy "E" awards contribute to national morale.

People, it was found, want advertisers to talk to them about their regular products, but above all how to conserve what they now have; they want the companies to tell about their war efforts, but without too much boasting; and they continue to expect advertising to provide them with a clear picture of the future for which we are fighting.

Speaking at a copy panel discussion Thursday afternoon, Dr. George Gallup, vice-president of Young & Rubicam and founder of the Gallup polls, pointed out that this public disfaste for boastful advertising is not war phenomenon but has caused most complaints about advertising for some years. He said that a small group, recently asked if they favored a tax on advertising, said they thought it would be a good thing and he urged that the advertising industry, which has sold every type of war product, can do something about its public relations. Dr. Link, Mr. Shepard, and R. H. Bernard, vice-president of Owens-Illinois Glass Co., participated in the discussion, which was prefaced by a satirical slide-film presentation on wartime advertising, presented by CBS, with Jascha Frank as writer and producer.

KINO'S 'Victory Harvest' played for five weeks as a special road show in rural Oregon and netted $8,509,170 in actual cash purchases of War Bonds and Stamps. The Treasury was so enthused over the campaign that, along with the Portland (Ore.) station, it is giving the plan available for use by other stations (and in Chuck) Myers, KINO president, went to Washington Nov. 5 to report on the plan at a special luncheon, which was attended by (l to r): Ted Gamble, former Oregonian newspaper assistant to Secretary of Treasury Morgenthau Jr. in charge of the War Savings Staff; Capt. Leland F. Lovette, Navy director of public relations; Col. E. M. Kirby, chief of the Army public relations department's radio branch; Mr. Myers.

Buying Time for 'E's

RETURNING to network radio for the first time since 1929, A Schrader's Sons, Brooklyn, a division of Scovill Mfg. Co., will be the 15th war industry plant to use BLUE facilities for broadcasting ceremonies in connection with special government awards for production achievements. The entire BLUE network will be used for the program, scheduled for 16-Nov. Lowell Thomas will serve as m.c. Participating in the presentation of the same series of awards, known as the "E" pennant, will be company and military officials. Agency is E. M. Freytag Associates, New York.

Silver Fox Spots

PETER FOX BREWING Co., Chicago, is adding distribution of Silver Fox Beer into Southern markets with the placement of a five-minute program and two one-minute spots daily on KFVS, Cape Girardeau, Mo.; two one-minute daily spot announcements, I, War Bluff, Mo. and WAML, Laurel, Miss.; three daily spots on WMJ, Memphis, and WSCR, Chicago, is agency.
Broadcasters Urged To Prepare Lists Of Essential Jobs Under Manning Plan

Broadcasters, along with members of 36 other industries listed as “essential to the support of the war effort” were urged by the War Manpower Commission last week to study their employment needs with the view in mind of preparing a “manning table” to aid local Selective Service boards in the orderly replacement of essential men who may be called for military service.

Although a score of broadcast jobs have been defined as critical by Selective Service National headquarters, and local boards have been so advised, Paul V. McNut, WMC chairman, has warned the “deferrals are temporary, and do not constitute exemptions.”

“The purpose of these deferrals,” he has stated, “is to prevent breakdown of essential activities so that other workers—women and those not qualified by physical condition or age—can be trained to replace those required for the armed forces.”

Boards to Use Plan

National Selective Service headquarters on Nov. 6 instructed local boards in the use of manning tables as an official guide in granting temporary deferments so that critical men may be replaced. Under the manning table plan, drawn up by WMC and Selective Service, an employer lists all essential jobs involved in operating his organization, along with the minimum time needed to train replacements.

Lists will be studied and approved by State Selective Service headquarters, and a time-value allotted to each job for replacement. The employer then files Form 42A with the local board, giving the name of the employee holding the critical job. National Selective Service headquarters has advised local boards that they should defer these men for the time permitted by the State board.

General opinion in Washington was that use of the manning table should give station operators sufficient time to replace their techni-
FROM 1 BARN TO 2 MILLIONS
Livestock Broker Credits Radio for
Rapid Business Expansion

By MERVIN CLOUGH

"I'VE NEVER been as lucky as the day I stopped Bill LeBarron on the street in Gothenburg and asked for 15 minutes on his radio station," Col. E. C. Stickleman, typical western cattle buyer and auctioneer of Gothenburg, Neb., made that statement in crediting the success of radio in building his livestock commission business into one of the leading livestock sales firms in the Midwest.

A business that in 10 years has grossed more than 20 million dollars sales volume, and averages more than 2 millions in yearly sales volume. A business that began via "ranch-to-ranch" visits in a second-hand touring car, and newspaper advertising, in May of 1931.

In the summer of that year Stickleman, beset by bank failures in Iowa, packed his wife, five sons and a daughter into the auto and headed west to the Nebraska cattle country. He had long been a cattle buyer and auctioneer in many sales blocks in Iowa, Missouri, South Dakota and Minnesota. The family landed in Gothenburg, where Stickleman was able to secure lease on a small acreage.

Started With One Barn
Here, with only a small barn, and one acre of pens built by the colonel and his five boys, Stickleman opened his livestock commission company. All his contacts the first year were made by driving thousands of miles in the cattle country adjacent to Gothenburg. He made these personal contacts to follow up his small newspaper advertising budget. However, Stickleman realized there was need for him to expand—to serve an even larger area with his livestock sales.

First Radio Contact
Thirty-five miles west of Gothenburg KGNF, North Platte, was serving the farm and ranch area in which Stickleman was building his sales service. With expansion in mind, Stickleman cultivated the acquaintance of the two LeBarrons, Vida J. and W. J., who operated the radio outlet, and decided to use 15 minutes weekly. Although he knew nothing of microphone technique, Stickleman’s experience as an auctioneer gave him a definite style from which he has patterned his delivery on these 1932 broadcasts.

He continued his visits to the ranch and farm homes, following up his radio contacts in person. The program was broadcast each week for the next year, with consignors at the sales barn growing in number as the months passed.

During the heavy fall marketing season in 1938, Stickleman expanded his radio time 15 minutes, using a half-hour for a few months, resuming his quarter-hour spot early in the winter.

Price Forecast Added
First Stickleman programs were devoted entirely to news of the previous week’s sale, and invitations extended to both buyers and sellers to attend the following week. Later, names of the consignors were added, as well as a list of what their livestock brought that week in the auction sale. Also presented was information and suggestions for the coming sale, an indication of what prices might be, and whether the stock would be available for buyers.

Three years ago the program was sold for a noon half-hour spot, retaining its Friday 12:45 p.m. period, but adding the extra quarter-hour. In this program was added sales information from the Sutherland Livestock Commission Co. at Sutherland, Neb. Stickleman had opened this additional sales company to accommodate the livestock men in the western part of the area covered in his broadcasts.

To add variety to his program, Stickleman supplemented his sales news and market data with musical selections from the KGNF transcription library, making dedications to listeners in his audience.

What Radio Has Done
Facts prove what radio has done for the Stickleman Livestock Commission Company!

Three years after the company’s broadcasts were first heard, the firm was handling livestock from nine western States. Horses, cattle, sheep, and hogs are all marketed at top prices, and word of the service rendered at both Gothenburg and Sutherland has increased consignors of livestock as the years roll on. Nearly any week it is possible to mingle with buyers from Iowa, Missouri, and points as far away as Illinois, Ohio, Indiana, Pennsylvania, New York, West Virginia, Georgia, Kentucky, Michigan, and Florida.

In place of the small barn and single-acre pens that expanded the full assets of the Stickleman firm at the outset in 1931, now stands a huge white sales barn, and 12 acres of pens and corrals.

The barn is equipped with a modern auction sales ring, seats many hundreds, and is complete with office facilities and a modern cafe. The 12 acres of pens and corrals accommodate the large numbers of livestock handled each week by the firm.

When paid tribute in July, 1941 by friends, neighbors, and business associates on the occasion of the 10th anniversary of the opening of his first barn, Col. Stickleman gave his family full share of the honor, and was explicit in his praise for the part radio has had in the success of his livestock sales company.

As he said, "It has been through the use of radio that the ranchers and farmers have been serviced with market news; the business men of Gothenburg have received added income; and my family has had the pleasure of building an excellent business and home among friends."

CELEBRATING the first month of Occident Flour’s new Golden Down News on WKBX, Youngstown, Karl Bates and Jay Millner, program announcers invited three station receptionists to a party in Studio A. Under the Occident hats are (1 to r): Elaine Rhodes, Wim- fred Corkill, Mr. Bates, Mr. Millner, Ginny Walshag.

Plug That Hurts
COMMERCIAL on Nov. 29 broadcast of the weekly NBC Chase & Sanborn Show, sponsored by Standard Brands (coffee, tea), will operate under unique handicap. Offset- tional value of usual plug is the current interpolated Government message assigned by OWI to that program. Message stresses scarcity of coffee and necessity of using it sparingly.

FM News Tieup
THE New York Herald-Tribune will supply all news for the three daily news periods scheduled by WSYNY, FM station of Metropolitan Television Co., which begins operations Nov. 16 as New York’s eighth FM station. To be known as the “The Information Station,” WSYNY will operate from 3 to 9 p.m. daily, Marcus Duffield, of the Herald-Tribune’s editorial staff, will supervise the newscasts, scheduled for 3:50-4, 6:30-7 and 8:30-9, Sunday through Friday, and for 3:30-3:45 and 8:30-9, Saturday.
Covering the AEF
(Continued from page 14)
will be made to the five sponsors whose shows were interrupted.
WOR, New York, called Mutual, first flashed its announcement at 9:08 p.m. during the Chicago Theatre of the Air program, and MBS made arrangements for its affiliates to break the news locally at the times they selected.

MBS also carried a special program between 1:18 and 1:37 a.m. Nov. 8 consisting of a two-way conversation between Dave Driscoll, MBS director of war services, and Paul Schubert, Mutual naval expert, speaking from Bridgeport. WOR at 1:55 a.m. presented a special talk by Andre Phillippe, Free French Commissioner of the Interior.

Blue Roundup
The BLUE cancelled two of its remote band pickups at 11:30 p.m. and 12 midnight to present the speeches of Pres. Roosevelt and Gen. Dwight D. Eisenhower, in command of the Allied forces in North Africa; William Hillman from Washington; Roy Porter from New York; Dean Dickson, San Francisco.

NBC again broke its rule against broadcasting recordings to carry the President's French speech at 11:30 p.m., marking the third time it has carried a recorded program. The two previous times were recordings of the burning of the dirigible Hindenburg, and the abdication of King Edward VIII of England. First comment from London on the new offensive was presented Nov. 7 by NBC when it called in Alex Yablunevich at 9:42 p.m. and again at 11:12 p.m. for special commentaries.

Throughout the remainder of the weekend, the networks relied on their regularly scheduled news reports to handle the developments in Africa as they were relayed to this country. No further commercial programs were interrupted, nor were any broadcasts possible from the area of the new front itself.

The CBS correspondent in Cairo, Winston Burdett, was heard Nov. 8 in his usual roundup period—9 a.m. to 2:30 p.m., when NBC brought in a report from Grant Parr, his correspondent in Cairo, on its 9 a.m. news roundup Nov. 8.

With the Troops
With the fighting forces in North Africa, it was reported, are Charles Collingwood for CBS, and John McVane, covering for both the BLUE and NBC. As BROADCASTING went to press, neither correspondent had been heard directly from any of the areas invaded by the Allies, although it is probable that broadcasts from the invaded territory may be set up when broadcasting facilities are available.

One of the more interesting phases of listener reaction to radio's thorough coverage of the invasion developed at WOR, New York, after the station had broadcast a recording of the President's message to the French people in their native language by Pres. Roosevelt on Nov. 8. Telephone calls poured into the station urging WOR to repeat the recording, on so insistent a basis that it was presented on Nov. 9 at 7:30 p.m., with an English translation, and again on WOR locally at 11:15 p.m.

OWI Bulletins
Setting up a triple "network system", the Office of War Information, which took control of shortwave facilities early this month, went on the air at 8:57 p.m. on Saturday night with 15-second spot announcement bulletins in six languages on about 21 shortwave stations.

The three-pronged system broadcast on the European beam in English, French, German and Italian on one group of stations; the second group consisted of stations with strong beams in the Mediterranean area transmitting in English, French, Spanish and Portuguese; and a third centered on France and French possessions with quarter-hours in French interspersed with five minutes in English.

All broadcasts presented on these "networks" were written, produced and directed by the OWI, which reported that two of the special programs included frequent presentations of the President's speech as well as the soundtrack of an old newsreel featuring the late Marshal Poch speaking in French to an American Legion convention in Paris on "Comradeship in Arms". The French national anthem, "The Marseillaise", was also played frequently throughout the night.

From 9 p.m. Saturday night when the first news of the invasion broke until midnight Sunday, the full force of the press and radio divisions of the Office of Coordinator of Inter-American Affairs concentrated on material for transmission to Latin America using the three CBS international stations as well as other transmitters. CIAA newswriters turned out some 50,000 words of spot news, commentaries, communiques, and announcements for translation into Spanish and Portuguese. Reactions to the news of press and public officials in Latin American countries were amassed in the CIAA New York office and transmitted back to Latin America on Nov. 8.

Estamos En Guerra, a news documentary program broadcast on CBS shortwave stations and rebroadcast on 23 Latin American affiliated stations, was rewritten Sunday around the North Africa event, and featured Vice-President Wallace giving, in Spanish, the President's message to the French.

For Brazil, Sunday night, the President's talk was shortwaved to the official Brazilian network, followed by a Portuguese translation, and later a commentary by Dr. Julio Barrata, head of the Coordinator's Brazilian department.

To augment the numerous shortwave news broadcasts by CBS given every half-hour from Saturday until Sunday night, a flow of background material was broadcast from the CBS shortwave studios by Mario Camargo, Alejandro Sux, Julio Barrata, Roberto Unanue, and Alberto Zalamea, all prominent in Latin America as news analysts.

Many of the CBS Latin American programs were fed to other stations for rebroadcast, including WRUL, WRUS, WRUW, WLWO, WBOO, WRUX and WGEA and Latin American stations of the CBS La Cadena de las Americas.

WBOS, Boston shortwave station, usually carrying NBC's shortwave programs, was not able to transmit to Europe, continent to which NBC beamed its shortwave broadcasts, until late Sunday night, because of damage to a slight fire at its transmitter in Hull, Mass.

Band Joins Marines
PHIL HARRIS, Hollywood musical director of the weekly NBC Jack Benny Show, sponsored by General Foods (a), together with his entire orchestra personnel, joined the Merchant Marines Nov. 6. He was given rank of lieutenant (jg). Harris will be permitted to finish out his current radio contract with salary being deducted from the Merchant Marine Relief Fund. It was said.
At NAB's 13th District meeting Nov. 4-5 in Dallas were (front row, seated, 1 to 7): Claude Barrere, NBC; Thesaurus; Larry Sisk, OWI; G. E. Zimmerman, KARK; Hugh Half, WOAI; Neville Miller, president, NAB; Kern Tips, KFRC; Eugene Carr, Office of Censorship; E. P. Duflle, KGKB; George A. Kercher, Edward Petry & Co.

Second row: Alex Keesee, WFAB-KGKO; Joe B. Carrigan, Leslie Pierce, KWFT; M. E. Danbon, KGKB; James R. Curtis, KFRO; Frank O. Myers, KCMI; Howard Barrett, KBBC; Eugene J. Roth, Bob A. Roth, KONO; Jack Keaule, WOAL.

Third row: Ralph W. Nimmons, WFAB-KGKO; Wm. G. Fields, Lee Myres, WRR; Wm. A. Roberts, KRLD; Ed Lally, George Cranston, H. R. Turner, WBAP-KGKO; Harold Hough, WBAP; J. M. Mooney, WFAB-KGKO; Lewis O. Seibert, KPLT; Lt. Lester W. Linlow, public relations office, Camp Walters, Tex.

Fourth row: Lewis Lacey, Jack O. Mitchell, KTSX; Ken McClure, WBAP-KGKO; Earle Fletcher, KAND; Charlie Nethery, T. Frank Smith, KYZY/KRIS; A. M. Herman, WBAP-KGKO; C. B. Locke, KFDM; Herbert Denny, Standard Radio; Ed Bryant, WFAB-KGKO; C. K. Beaver, KARK; Lt. H. Ben Decker Jr., public relations office, 3d Army, Southern Defense Command.

Fifth row: Willard L. Kline, KTSX; Lewis H. Avery, NAB; Tom Shugart, KGKO; T. B. Lanford, KRMD; Bert Horvall, KNET.

Denver Has 2-Day NAB Area Session

CRITICAL interest of listeners in radio's promotion of the war effort was discussed by Mrs. Dorothy Lewis, traveling representative of the NAB at the 14th NAB District meeting in Denver, Nov. 8-9. Speaking briefly of her talks with listener groups throughout the country, she emphasized that audiences are alert to the part radio is playing in the war, stressing their interest in the part the industry will play in the post-war readjustment.

The meetings of the 14th District, the largest geographic NAB unit, were attended by 49 broadcasters, government and industry representatives. Sessions were called to order at the New Albany Hotel by Ed Yocum, district director.

OWI Plan Approved

During the first day, Carl Haverrlin, representing the Office of War Information, and Robert B. Hudson, of the Rocky Mountain Radio Council, a regional consultant of the OWI, presented the new OWI station allocation plan which will go into operation Jan. 1, 1943. Broadcasters unanimously endorsed the plan.

Other speakers at the opening session were: Lt. Col. R. G. Walters, commander of Security District No. 7; Lt. Comdr. Lloyd E. Yoder, Navy public relations; 

Vitapac Test

VITAPAC Co., Chicago, is advertising a new vitamin product through Schwimmer & Scott, Chicago, marketed by mail. Company is testing an early morning quarter-hour five times a week on WGN, Chicago, and five-minute musical program three times a week on WITW, Cincinnati. More stations will be added, according to Walter Schwimmer, account executive.

Maj. L. G. Roth, Army public relations; Maj. Howard Peterson, chief, Seventh Service Command public relations radio bureau.

Mrs. Lewis talk was followed by a plea from Earl J. Glade, KSL, Salt Lake City, for more intelligent handling of announcements and government programs devoted to the prosecution of the war.

M. Carr Speaks

Eugene Carr of the Office of Censorship addressed the afternoon meeting, urging careful study of the Code, and citing examples of good and bad judgment. The session, like all other district meetings, was so far, unanimously endorsed the stand in the Petriello dispute.

Second day meeting was devoted to sales problems under the chairmanship of Wagsstaff, KDLY, district chairman of the Sales Managers Committee. A panel discussion was held in the morning, followed by presentation of the retail promotion committee plan to increase the percentage of retail advertising budgets spent in broadcasting. Lewis H. Avery addressed the luncheon meeting on "Good Taste in Radio Advertising."

Attending Denver Meeting


Red Heart's Spots

MORRELL PACKING Co., Chicago (Red Heart Dog Food) has placed six 20-second station-break announcements a week on WOR, New York, and WBIM, Chicago. Announcements, of a good will nature, explain present distribution problems and inform buyers to return to grocery stores for Red Heart if present supply is exhausted.

We like the scripts...we like the ideas...we like the program

WAGM

- If you are an ASCAP-licensed station you will like these programs, too. They are furnished without cost, and more than five hundred stations are using them regularly. If you are interested in turning your music costs into music profits, write or wire at once.

ASCAP

Radio Program Service

30 Rockefeller Plaza • New York
FOR VICTORY TODAY
AND SOUND BUSINESS TOMORROW

Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means business. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are doing their part for Victory ... by helping to buy the guns, tanks, and planes that America and her allies must have to win.

It means that billions of dollars are being diverted from "bidding" for the constantly shrinking stock of goods available, thus putting a brake on inflation. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month, can buy when the war ends!

For Victory today ... and prosperity tomorrow, keep the War Bond Pay-roll Savings Plan rolling in your firm. Get that flag flying now! Your State War Savings Staff Administrator will gladly explain how you may do so.

If your firm has not already installed the Pay-roll Savings Plan, now is the time to do so. For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.

Save With
War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

BROADCASTING MAGAZINE
Fox Fur on 10

I. J. FOX, New York, furrier, will continue his schedule of a total of 600 transcribed announcements weekly on approximately 10 stations in the New York area for the winter season, Tom Slater, m. of Mutual's This Is Fort Dix, and The Red Skelton Hour, is announcing a new series of Fox recordings now in preparation for use during the coming months. Lew Kaukor, the firm's advertising manager, placed the business.

Petriul Inquiry

(Continued from page 9)

in the light of the facts disclosed in the more than three months of the Petriul ban on transcriptions and records. The statement follows:

Committee's Statement

The ban on recordings was imposed by Mr. Petriul without prior or subsequent demand or negotiation, and in the face of the existence of many contracts between stations and locals of the American Federation of Labor which specifically provide that there shall be no interference with the free flow of recordings. The unani-
mous endorsement of the NAB's position, at all district meetings thus far held, makes it clear that the National Association of Broadcasters is accurately expressing the industry's sentiments on these points:

1. THE BROADCASTERS' INTERESTS ARE AT STAKE. Mr. Petriul, by his own oral and written statements, made both before and after his ban became effective, has not left the industry in the dark as to his ultimate objective: he is trying to obtain money from broadcasting stations through the device of forced employment. His ban was imposed in an attempt to use the recording and transcription companies as a lever to force undesired, employment, or payment in lieu of employment, on broad-
casting stations. Accordingly, the in-
ustry has come to the obvious conclusion that this is a broadcasters' problem, even though the interests of recording and transcription companies and of the juke box industry are also involved.

2. THERE IS NO REAL ISSUE OF UNEMPLOYMENT. The three months since August 1 have demonstrated that the present public concern is with a manpower shortage in relation to the war effort rather than with alleged unemployment. In common with virtually all other industries, the broadcasting industry is encountering growing difficulty in finding trained, competent, full-time employees. The effect of enlistment, induction and absorption into war industry on Mr. Petriul's union is already widespread; and this assumes added significance when coupled with the union's admission in 1940, before war factors were felt, that fully one-
half of its membership consisted of non-professionals engaged primarily in trades and professions other than music.

3. COLLABORATION WITH MR. PETRIUL IS IMPOSSIBLE. Mr. Petriul's failure to make specific demands on the affected industries presumably stems from his counsel's warning that an attempt to obtain forced employment from some broadcasting stations using recordings as a lever, would expose the president of the American Federation of Musicians to violation of law. Equal legality might well attach to successive oral demands by which service did or might ad-
vance such proposals, especially since the Department of Justice has warned, as it must do, that the 1937 IRNA deal as a violation of the anti-trust laws. Moreover, the NAB has no right or authority to suggest and no power to bind any broadcasting station to any expenditure. If Mr. Petriul elected to make specific demands on individual sta-
tions, each station affected would con-
sider these demands in the light of the individual facts and circumstances. In this connection it will be recalled that the situation is one in which competent full-time musi-
cians and enjoy good relations with their local unions, of the remainder, the majority are located in communi-
ties which either have no local union or in which competent full-time musicians are absolutely unavailable. It will also be noted that some 200 stations are even now losing money, and

any substantial increase in their bud-
gets would end the services which these stations provide for their com-

munities. Another consideration in-
volves that no proposal can be made by any party of interest which changes the legal right of the purchaser of a record to use it as he sees fit, without paying tribute to Mr. Petriul's union. Any attempt to forbid such use would, therefore, be unconstitutional. Finally, the broad-
casting industry rejects any proposal that would require it to establish a pri-

y system of employment, whether for the benefit of union musicians. Un-
employment is a condition that exists, and the current manpower shortage are both problems of broad national concern. The broadcasting in-
dustry has greatly widened the em-
ployment opportunities of musicians and is paying fair wages to those it employs. In addition, no one today should offer to substitute a man in order to keep him out of war work.

4. PUBLIC OPINION SUPPORTS OUR POSITION. Public re-
tection to Mr. Petriul's order against recordings, and to his other acts, was spontaneous. Although Mr. Petriul has sought to abridge this reaction to his campaign, the fact that the NAB issued no public statement, and only engaged in no press activity until the ban went into effect on August 1. By that time, public attitudes had already been crystallized and most of the country's newspapers had carried editorials intensely critical of Mr. Petriul's action.

5. GOVERNMENT INTERVENTION RESULTED DIRECTLY FROM MR. PETRIUL'S ACTION. The Department of Justice initiated action against Mr. Petriul before the Federal Court. The investigation of the effect of his ban by the Federal Communications Commission was initiated by the Commission. The in-
formal actions of the NAB and the United States Senate likewise came about without action or suggestion by the NAB. The NAB has cooperated with the Department of Justice, as it has with the government departments interested in the

problem. It filed a brief in the Fed-
eral case as a friend of the court, at the specific request of a representa-
tive of the Department of Justice, but it did not participate in the argument on the government's motion for a temporary injunction. The NAB has indicated, moreover, that it will par-
ticipate, to the extent that the in-
terests of broadcasters are involved, in any private litigation which may be brought.

6. ONLY MR. PETRIUL CAN SOLVE THE PROBLEM HE HIM-
SELF HAS CREATED. The situa-
tion which now exists is wholly one of 

Mr. Petriul's creation. He has failed to identify the persons, if any, against whom he asserts a grievance, or to make known what he expects these persons to do about it. Obviously, only Mr. Petriul can solve this prob-
lem. No one else can formulate a grievance for him, or determine which persons, if any, should offer what to. The NAB, therefore, does not have open to it any course but to con-
tinue to oppose the ban which is imposing hardships upon our industry and upon the public it serves.
Donald Nelson
(Continued from page 11)

of the functions of that system must be to restrict in time of war the proper exercise of the remaining functions become more important than ever. Our civilian economy is not a lot of separate pieces, scattered helter-skelter over the landscape; it's all one thing, an integrated whole which operates to keep the nation itself functioning. Every job in it is important. The jobs change, as war comes, to be sure—but they are still jobs the country needs, and the job of advertising is far from least among them.

Uses for Advertising

"What, then, are the needed uses for advertising in our war economy? As I see it, they are principally these:

"First, where a manufacturer continues to have goods to sell to the civilian market, advertising has the same role it always had—to help him sell them.

"Second, the manufacturer who is now selling his goods to the Government instead of to the civilian market may still have a proper need for advertising. He can very usefully, for instance, tell his former customers how to use and conserve and service the goods which he has previously sold. Those goods in service may well constitute the country's sole remaining stock of such articles—a stock which will have to do until the war ends. It is certainly right for the manufacturer to use advertising to help make that stock last.

"Then there are companies which, as far as the consuming public is concerned, are virtually out of business—either actually, or through conversion to war production. Where such a company expects to return to the civilian market after the war, it has a perfect right to use advertising to preserve its name and its good will. The Government fully recognizes the propriety of reasonable expenditures for advertising to preserve the value of those assets.

"Lastly, advertising has a very great usefulness as a means by which a company can participate directly in the war effort. Some extremely valuable work has already been done by the national advertisers, the great advertising agencies and the various advertising media, in supporting such things as the salvage drive, for example. I would like to pay tribute right now to the innumerable organizations in individuals which have contributed their money and skill to such campaigns. They have been a direct and genuine help toward winning the war—and I'm sure that's all the thanks any patriotic American wants in these days.

A Legitimate Tool

"The Government recognizes advertising as a legitimate tool of business and believes it has a useful role in our war effort. The var-

Meeting of AAAA Is Slated Nov. 17

Eastern Session to Consider Advertising's War Role

EASTERN annual meeting of the American Assn. of Advertising Agencies, to be held at the Hotel Roosevelt, New York, Nov. 17, will be devoted chiefly to discussions of what advertising is doing and what more it can do in the nation's war effort.

Paul Holister, CBS vice-president in charge of advertising and publicity, will report on "How Radio Is Meeting War Conditions"; Frank E. Tripp, general manager, Gannett Newspapers, will analyze current newspaper advertising; and Col. William Chase, publisher, Business Week, will speak on business paper advertising in a session on media which will be part of the afternoon meeting.

Advertising's Role

Other speakers and topics scheduled for the afternoon, when attendance will be restricted to AAAA members, are: Ken R. Dyke, chief, bureau of campaigns, OWI, "The Job Ahead for Advertising as Seen by the Government"; Dr. Kenneth Dameron, director, Committee on Consumer Relations in Advertising, "The Consumer Looks at Advertising in Wartime"; Walter von Tresckow, economist, writer and president, Halstead Traffic Communications Corp., "What Is the Place of Advertising in a Changing National Economy?"; C. B. Larrabee, president, Printers Ink Publishing Co., "Problems Confronting Advertising Under a Shift to a War Economy".

The aims, policies, projects and accomplishments of the Advertising Council will be presented during the dinner and evening meeting, to which all eastern advertising agencies, whether AAAA members or not, have been invited. Chester J. LaRoche, chairman, and Dr. Miller McClintock, executive director of the Council, will speak during this part of the program.

The council will also display a comprehensive exhibit of the advertising material prepared for various government departments working through and with the council. Exhibit will include advertising from projected campaigns not yet released as well as advertising which has already run as part of previous campaigns. New York Council of the AAAA is sponsoring the meeting.

Xmas Club Campaign

CHRISTMAS CLUB, a corporation with headquarters in New York, will inaugurate its annual pre-holiday campaign in behalf of its savings accounts Dec. 1, using a radio schedule somewhat larger than last year. Transcribed announcements will be aired about five times weekly on from 45 to 50 stations weekly. Commercial will promote a contest for the best slogan on the general subject of thrift. A total of $5,000 in War Bonds will be distributed as prizes. Brooke, Smith, French & Dorrance, New York, is the agency.

Canary Test

CANARY BIRDS Co., Chicago, has purchased a quarter-hour, six times a week on WIBC, Indianapolis, as a test for selling canaries by mail. Canaries, expressed from Chicago, sell for $9.95, collect. Agency is United Adv. Cos., Chicago.

MODERNISTIC IN DESIGN is the home of the new 50,000-watt RCA transmitting equipment of KTRH, Houston, which will soon take the air on 740 kc. Located near Goose Creek, Tex., on Cedar Bayou, the plant is equipped with spacious living quarters for the engineering staff and their families. In the background can be seen the four-antenna directional array. KTRH, Houston, now operating with 5,000 watts on 1520 kc., is about to go to its new power and wavelength...
**CLASSIFIED Advertisements**

**Help Wanted**

**ANNOUNCER**—With a sincere selling voice who can present products with conviction, good copy memory, and a keen ear for voice quality. Draft, except good copy memory, and a keen ear for voice quality. Draft, except

**SALES**—Wanted, experience. New York State.

**SALESMAN**—Wanted. Experienced salesman. New York State.

**Outdoor Equipment**—The future in outdoor equipment. Trade only.

**FEMALE COMMERCIAL COPY WRITER**—Who can write selling copy. Salary, after a successful audition, based on experience.

**SALES**—Wanted. Experience. New York State.


**Chief Operator—Permanent position with progressive local radio. Give complete details. Box 42, BROADCASTING.**

**First or Second Class Operator—Permanent position for draft-exempt able man or woman. State experience and references. Radio Station KLO, Ogden, Utah.**

**ANNOUNCER—SALESMAN**—Local market. Salary plus commission. Job has been paying up to $265 monthly. Full details in reply. Box 27, BROADCASTING.

**Combination Announcement Operator Wanted**—Excellent announcer with first class operator's license. Must be qualified for announcer. Submit transcription of newscast and commercials with application. KBEI, Pontotoc, Idaho. Experienced Announcer—News Man—Ship audition transcription and letter containing experience, draft station, photo, etc. to Henry Hickman, WBFR-AM, Baltimore, Maryland. Material will be returned.

**ANNOUNCER—Good salary, talent opportunities. Good audition transcription and details. WZTN, Jamestown, N. Y.**

**WESTERN STATION WANTS**—Experienced combination operator-announcer who can read news and write commercial copy. Qualifications, snap-shot and recording of voice, reading news and commercial copy. Fly-by-night does not apply. Desires position. Box 71, BROADCASTING.

**ENGINEERS**—Both transmitter and control for medium & 6 kw network station. State education experience, draft, expected salary, and send photo. Box 39, BROADCASTING.

**Engineer—Immediately. Pleasant surroundings. Good wages. Wire Station KFMV, San Diego, California.**

**Experienced Time Salesman—Midwest regional CBS affiliate. Excellent opportunities. Contact W. M. Bothchial, Station WTD, Quincy, Illinois.**

**Announcer—Versatile, capable, congenial. Good opportunity right man. State experience. New York State. Box 35, BROADCASTING.**

**SALESMAN**—Capable, hard worker, make real money, commission, bonuses. New York State. Draft exempt. Box 33, BROADCASTING.

**ENGINEER-ANNOUNCER**—$80 dollars weekly for 48-hour week. First ticket with limited maintenance ability only. Box 28, BROADCASTING.

**Announcer-Saleman—Live N. Y. Local. Salary—commission bonus. Complete details first letter. Box 34, BROADCASTING.**

**Two Good, Experienced ANNOUNCERS—Right salary to right men. PERMA-NENT contact Detroit. Write full details. Box 45, BROADCASTING.**

**BAILEY TORPEDOED**

**Quix Kids Business Manager**—To return to duty.

**LT. (J.G.) JOSEPH W. BAILEY,**

**USNR, formerly of Louis G. Cowan Co., Chicago,**

**and business manager of the Quix Kids,**

**sponsored on the BLUE by Miles Labs,**

**Elkhart, returned to Chicago last week after his ship had been sunk by a Nazi submarine in the Atlantic.**

**Commander of the gun crew aboard ship, Lt. Bailey related that after the freighter had been torpedoed he spent about two hours in the water, while he was picked up by one of the life boats. The morning following the sinking, the submarine came up and the commander distributed ersatz bread and German cigarettes among the torpedoed victims, informing them that they were 800 miles from land.**

**After the submarine left, the boat containing Lt. Bailey and other members of the crew was adrift for six days when it was found by an Argentine tanker bound for Buenos Aires. Lt. Bailey is expected to return to active duty within a few days.**

**JANSKY & BAILEY**

**An Organization of Qualified Radio Engineers Dedicated to SERVICE OF BROADCASTING**

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

**McNARY & WRATHALL**

**CONSULTING RADIO ENGINEERS**

**NATIONAL PRESS BLDG., WASH., D. C.**

**PAUL F. GODLEY**

**CONSULTING RADIO ENGINEERS**

**MONTCLAIR, N.J.**

**MO 2-7850**

**GEOGE C. DAVIS**

**Consulting Radio Engineer**

**Munsey Bldg., District 8456**

**Washington, D. C.**

**HENRICK F. SKIFTER**

**Consulting Radio Engineer**

**FIELD INTENSITY SURVEYS**

**STATION LOCATION SURVEYS**

**CUSTOM BUILT EQUIPMENT**

**SAINT PAUL, MINNESOTA**

**CLIFFORD YEWALL**

**Empire State Bldg.**

**NEW YORK CITY**

**An Accounting Service Particularly Adapted to Radio**

**Frequency Measuring**

**EXACT MEASUREMENTS**

**ANY HOUR—ANY DAY**

**R.C.A. Communications, Inc.**

**66 Broad St., New York, N. Y.**

**RING & CLARK**

**Consulting Radio Engineers**

**WASHINGTON, D. C.**

**Munsey Bldg. • Republic 2347**
Decisions...  NOVEMBER 10

NEW, Northeastern Penna. broadcasters Inc., Wilkes-Barre—Denied petition to hold hearings at Wilkes-Barre.

NOVEMBER 12

WMIS, Natchez, WGR, Greenwood, Miss.—Granted motion to take depositions.

WKBW-WGR, Buffalo—Granted motion postponing hearing scheduled for Nov. 20 to Dec. 1.

WTCN, Minneapolis—Granted motion to intervene. Hearing will be held on WAMC, Adams, Ill., application for modification of license.

WHUK—Columbus, O.—Denied motion to cancel hearings. Application for renewal of license. Hearing continued to Dec. 16.

WIOD, Miami—Granted motion to dismiss without prejudice application for CP.

NEW, Raymond C. Hamsatt, Talladega, Ala.—Granted dismissal without prejudice of application for CP.

WINK, Louisville—Granted dismissal without prejudice of application to modify license.

Applications...  NOVEMBER 10

KFXM, San Bernardino, Calif.—Amended CP to ask change in hours of operation of station.

NOVEMBER 11

WNAC, Boston—Proposed special service authorization for 5 kw until Oct. 1, 1944.

NOVEMBER 12

KVOQ, Tulsa—Extends special service authorization for 25 kw N, 50 kw D, until Feb. 9, 1945.

Tentative Calendar...  NOVEMBER 10

WNRO, Aurora, Ill.—Modification of license for 1280 kc with 100 w N, 250 w D, unlimited. (Nov. 15).

WALB, Albany, Ga.—Consolidated hearing for voluntary assignment of license; renewal of license for 1860 kc, 1 kw, unlimited; CP for 1850 kc, 1 kw, unlimited. (Nov. 15).

WRNL Training Girls For Engineering Staff

THREE WOMEN of Richmond, and one will return to being licensed as radiotelephone operators, second class, as a result of encouragement offered by WRNL, Richmond.

Mrs. Dorothea Brown, Mrs. Ruth Dorin and Miss Ethel Teal are at present on the station's payroll and will return to being licensed as radiotelephone operators, second class, as a result of encouragement offered by WRNL, Richmond.

There will be three houses while Miss Teal has been on "utility" duty at WRNL since her graduation from William & Mary last February. Mrs. Brown is the only one of the trio who had prior practical experience in radio, being the first woman in Virginia to obtain a shortwave operator's license, at the age of 17.

Ftc Headache Cases

EXTENSIONS until Dec. 9 were given by the Federal Trade Commission last week to D. C. Remedy Co., Durham, N. C. (BC Headache Powder) and Emerson Drug Co., Baltimore (Bromo-Seltzer), two of six federal trade remedy firms charged with misleading advertising in complaints issued Oct. 21.

Actions of the FEDERAL COMMUNICATIONS COMMISSION  NOVEMBER 7 TO NOVEMBER 13 INCLUSIVE...

TOP PRICES FIXED ON SCRAP RECORDS

MAXIMUM prices for scrap records at the present market level were established by the Office of Price Administration Nov. 8 in a move to maintain a steady flow of scrap material to permit and encourage the production of new records.

In issuing the order, OPA said that it intended to restore normal prices for scrap, "which in some instances has increased to unwarrented levels." The regulations require that when a manufacturer or dealer receives old records or scrap in connection with the sale of new records, he may not pay more than 6 cents a pound for record scrap in bulk; 4 cents for each 12-inch record; 2 1/2 for each 10-inch one.

Retail dealers must make minimum allowance for records recorded in toward new ones of 2 cents for 10-inch solid stock; 3 cents for 12-inch stock; 4 cents for 16-inch; 1 1/2 for 12-inch laminated; 1 1/4 for 16-inch laminated; 4 cents for broken record scrap.

PRINTERS Ink CorP. New York, on Nov. 15 moved its present quarters at 185 Madison Ave., to 205 East 42nd St.

MACHINE PROBLEM at KNDT, Denton, Tex., was partially solved by comedy and smooth-as-velvet voice of Eloise Johnson, 18-year-old North Texas Teacher's College student, who does a seven-hour stint daily as staff announcer. Miss Johnson bicycles from downtown studios to campus classes, and reads everything from football scores to aspirin quips.

Network Accounts

All Line Eastern Warline unless indicated

New Business

ACME BREWERIES, San Francisco (Acme Beer), on Nov. 6 started 4 broadcasts in night-time Breakfast Club with星期 on eight Mutual-Don Lee California stations (KHJ, KZZ, KPBS, KXMC, KFRE) Fridays, 6:30-8:30 a.m. (PWT). Agency: Brischner, Davis & Staff, San Francisco.

ITALIAN SWISS COLONY, Asti, Calif. (winter variety) pet, 36-year-old Motion Pictures, Inc., on Nov. 5 began broadcasts of KIAC, KCOI, KKIAC, KGCO, Monday, Wed., Fri., 9-11:45 a.m. (PWT). Agency: Leo Burnett Co., Chicago.


Renewal Accounts

CHLORINE SOLUTIONS, Inc., Los Angeles, Calif.—Renewed their commitments for 1 year, for use on 34 Mutual-Don Lee stations in 123 Blue stations, for use on 34 Mutual-Don Lee stations in 123 Blue stations, for use on 34 Mutual-Don Lee stations in 123 Blue stations, for use on 34 Mutual-Don Lee stations in 123 Blue stations, for use on 34 Mutual-Don Lee stations.

Network Changes

SERUTAN Co. Jersey City, N. J.—On Nov. 15 shifted Drew Pearson from NBC stations Tuesday, 9-9:30 p.m., to the same time added 27 Blue stations, making a total of 42 Blue stations.

CREI Students, Graduates, ATTENTION!

The CREI Placement Bureau is flooded with requests for graduates. Employers in all branches of radio want trained men. Your Government wants every man to perform his job, or be placed in a job, that will allow him to work at maximum productivity if you are or will be in need of retraining, contact the CREI Placement Bureau at once.

SEND FOR OUR FREE BOOKLET about CREI Home Study Courses

If you are a professional radio man and want to make more money, let us prove to you that we have something you need to qualify for a better engineering job. To help us intelligently answer your letter, please briefly state your background of experience and education.

Cabet IPAL RADIO ENGINEERING INSTITUTE

Home Study Courses in Practical Radio Engineering for Professional Self-Improvement

DEPT. B-11, 3224 16th Street, N.W. Washington, D. C.

Contractors to U. S. Signal Corps and U. S. Coast Guard. Providers of well-trained Technical Radiomans for Industry

Quaker Agencies

QUAKER OATS Co., Chicago, according to announcement by Donald Gallow, media director, has launched a advertising campaign featuring the Quaker Oats Red Arrow, which will appear on 400 stations in all sections of the country, and will continue throughout the holiday season. The campaign is being produced by the Red Arrow Advertising Agency, 401 W. Ohio St., Chicago.

If you are a professional radio man and want to make more money, let us prove to you that we have something you need to qualify for a better engineering job. To help us intelligently answer your letter, please briefly state your background of experience and education.

SEND FOR OUR FREE BOOKLET about CREI Home Study Courses

If you are a professional radio man and want to make more money, let us prove to you that we have something you need to qualify for a better engineering job. To help us intelligently answer your letter, please briefly state your background of experience and education.

GLENN WHEATON, Hollywood producer-director, announced that the Christmas Eve broadcast of that show with Lt. Col. Ed M. Kirby, chief of the radio branch of the Bureau of Public Relations, Wheaton currently is in New York to produce three programs.

WILLIAM GALLOW, media director of William H. Weitzen Co., Chicago, has been named treasurer of the agency, and Elkin Kaufman, formerly of Wurlitzer Radio, has been appointed vice-president and secretary. Paul Rand, art director, has become a vice-president.

Page 64 • November 16, 1942
Fly Foresees a Tremendous Post-War Expansion for Radio and Television

PREDICTING a great expansion of radio in all its phases after the war is over, FCC Chairman James Lawrence Fly on Nov. 9 urged a joint meeting of the Institute of Radio Engineers and the Radio Manufacturers Assn., at Rochester, N. Y., to complete formation of a committee or committees to work on post-war problems. He suggested that the technicians continue the development of new ideas and exchange ideas toward the solution of present problems and those "just around the corner."

Chairman Fly, commenting on the radio engineering phases of the war, said that radio equipment now in use by our fighting forces is "matching our highest hopes" but warned against overconfidence and pointed to the path ahead.

"With a bit of awe inspiring to undertake to get the experts told," said Mr. Fly Wheeler, Jett Lauded

"The datelines on daily news stories show how far ahead have our various machines of war operate," said Mr. Fly. "None operate more remotely than our submarines. Incidentally, it may surprise many of you to learn that the man who will be the IRE president in 1943 [Dr. L. P. Wheeler, chief of the FCC Broadcasting Department's technical information center], contributed a great deal to make these submarine operations possible." Over long periods he conducted research inside a "pig boat," as it lay on the bottom of Hawaiian waters. His work on electronics has done much to make our submarines the most feared in the world.

"We know that after this war our radio machine will be plunging ahead much at a far greater speed. The submarines cannot be stopped nor even permitted to slow down. At that time we will have to readjust its direction and continue to move ahead. I want, therefore, to suggest that you consider the formation of a committee or committees to work on post-war problems.

Jett a ‘Spark Plug’

Mr. Fly took occasion to praise highly the work of Ewell K. Jett, FCC chief engineer, whom he characterized as the "spark plug" of the Board of War Communications."

"In addition to the problems of readjustments, reorganization, re-
GREATER utilization of radio in education in connection with the war effort was emphasized at the Sixth Annual School Broadcast Conference held last Tuesday through Thursday at the Morrison Hotel, Chicago, while the cooperation of radio in presenting service and educational programs was praised by the 500 radio educators.

The annual banquet Wednesday evening was presided over by Maj. Harold W. Kent, executive chairman of the School Broadcast Conference, on active duty with the radio branch of the War Dept. The annual award of merit for outstanding service in educational radio during the past year was presented to Robert B. Hudson, director of educational services for the Mountain Radio Council, Denver.

A special citation was awarded to KOIR, Seattle, and to Lt. Hazel Kozel, educational director, who last week was named to舍得 WBLS, the new station to Gordon Davis, script writer, for the pledge of allegiance program broadcast by KOIR to workers in industry three times every 24 hours.

Easing Teacher Shortage

Due to the present shortage of teachers, greater use of radio in education was predicted during panel discussions, and the function of the OWI in clearing information to the schools through radio was praised as an aid to the war effort.

Thomas D. Rishworth, assistant public service director of NBC, outlined before the conference the accomplishments of the Inter-American University of the Air, while Lyman Bryson, educational director of CBS, revealed that CBS has filled 140,000 educational applications for school manuals, an increase of 30% over last year.

Dr. Bryson, who delivered the major address at the banquet, pointed out that radio has an important function as a post-war public forum, not to settle questions specifically but to provide an impartial sounding board where the real issues can be aired before the people to determine for themselves. He said that CBS at present has six research workers in its educational department studying post-war radio plans.

Regarding his work with the OWI, Dr. Bryson, who is also serving with that agency as chief of special operations, said "this bureau has had a strong field of secrecy but the fight persists chiefly to facts the public should know. Radio has been one of the contributing factors toward unifying the country, and the people through that medium of radio are better informed than they were in the previous war."

Citations to Teachers

Citations were awarded at the banquet to individual teachers for the best classroom utilization of the educational broadcasts You, America Answers on WBBM, Let the Artist Speak on WIND, and Mother Goose Lady on WAIT, all Chicago stations.

Station and network executives and educational directors who participated in the three-day conference were: Michael Hanna, WHCL, Ithaca; Chester Duncan, Lake Roberts, KOIN, Portland; Erwin Johnson, WBNS, Columbus; Jennings Pierce, NBC, Los Angeles; Judith Waller, NBC, Chicago; Thomas D. Rishworth, Dwight Herrick, NBC; M. S. Novik, WNYC, New York; Harold McCarty, Harold Engle, WHA, Madison, Wis.; Lyman Bryson, Leon Levine, CBS, New York; Prof. J. T. Frederick, Lavinia Schwarts, CBS, Chicago; William E. Drips, Blue; Richard S. Lambert, Canadian Broadcasting Corp.; Carl George, WGB, Cleveland; Mrs. Dorothy Lewis, NAB; Clarence Moore, KOA, Denver; Leonard Gross, KPO, San Francisco; Al Hollender, WJJD, Chicago; George C. Jennings, Radio Council, Chicago.

Rishworth Is Inducted

THOMAS D. RISHWORTH, NBC Eastern Division public service program manager, has been inducted into the Army and leaves for Fort Dix, N. J. Nov. 16. His duties will be assumed by William Burke Miller, who will continue as Eastern Division program manager and war program manager.

Cooper Blade Expands

COOPER SAFETY CORP., Brooklyn, in a drive to promote a new type razor blade [Broadcasting: Sept. 21] has increased its radio schedule with participations five times weekly on WJZ, New York, using Ed East's morning show plus The Klitzers six times weekly on WMAL, Washington. With announcements on WEBR, Buffalo started several months ago, Cooper is now using three stations, and will expand to other markets as soon as distribution plans are complete. Radio is being used in conjunction with newspapers and magazines. With increased restrictions on the manufacture of blades, commercials are stressing the steel conservation angle, stating that the Cooper blade allows 15 to 30 shaves to one blade. Heffligner Agency, New York, handles the account.

Smithgall Heads WAGA

CHARLES A. SMITHGALL Jr., for ten years prominent in the Atlanta broadcasting field, was named general manager of WAGA last week by George B. Storer, president of Fort Industry Co. Mr. Smithgall, for the past three years manager of Georgia Tech who was recently elected vice-president of the Georgia Assn. of Broadcasters and has served as radio director of the Burton E. Wyatt Company, Atlanta agency, succeeds Don Ioset, who has been called to the home office of the Fort Industry Co. in Toledo to fill an executive post created by induction of company personnel into the armed forces.

NRDGA Conference

NATIONAL RETAIL Dry Goods Assn. will hold a five-day conference at the Pennsylvania Hotel, New York, starting Jan. 11. "The Effects of the War on Retailing During 1943," will be discussed at the opening session on the night of Jan. 11, with Frank M. Mayfield, NRDGA president, as a speaker. Included among the topics to be considered are: "Price Regulations," Jan. 13, and "Post War Planning," Jan. 14.

Elgin’s Salutes

ELGIN WATCH Co., Elgin, Ill., through J. Walter Thompson Co., Chicago, in a salute to men in service, will sponsor two special programs of two hours each on CBS stations on Thanksgiving Day (EWT), and Christmas Day, Friday, 4-6 p.m. (EWT). Originating from Hollywood, the programs will be presented by the RCA Red Book Hour announcers, including: "Arrangements have been made to broadcast a shortwave version of the variety show which will also be televised on Mutual." The Elgin Watch Co. has assigned its entire Hollywood writer and director staff to production details.

Fanny Farmer to Radio

FANNY FARMER Candy Shops, Rochester, N. Y., following a series of tests last summer in Detroit, is changing the emphasis for advertising its stores from newspapers to radio. As the latter media for the first time in its history. Starting at varying times this winter, the company will use women's participation programs on 21 stations. Agency is J. Walter Thompson Co., New York.

GOVERNMENT GETS GRID GAME PLUGS

ARRANGEMENTS have been completed for War Bond, Army and Navy plugs, chiefly in midwestern and western States, while U.S. plugs reach eastern listeners. The arrangement has been approved by the Treasury, Office of War Information, the Army, Navy, Standard Oil Co. and other cooperators and has been scheduled in charge, as well as the three networks. Shortwave arrangements are also under way. A contest is likely to be covered for NBC by Bill Stern, with color by Ken Carpenter; for CBS by Ted Gilchrest; and for Mutual by Jimmy Breslin; Mel Allen and Connie Desmond will announce for Mutual. A record audience is expected. Given to home stations by the government, civilians travel has been restricted by the Government and attendance will be small.

Upton Close’s New Sponsor

LUMBERMAN'S MUNICIPAL Casualty Co., Chicago, sponsor of Sunday broadcasts by NBC's commentator, H. V. Wilson, until May of last year, has signed for a Sunday news program on Mutual, "Broadcasting By Upton Close’s New Sponsor." The program will be called "Fashioning the War," and its commentary. Series starts Nov. 22, in the 5:15-5:30 period. H. V. Wilson, a free agent in his radio affiliations, is currently sponsored on NBC Sundays 3:15-3:30 p.m. By A. Shefner Co., Fort Madison, Iowa, (pens and pencils). Insurance firm’s agency is Burnett Co., Chicago.
"FROM HERE ON, IT'S UP TO THE RETAILER"

Says H. R. BAKER, Field Agent for 56 Volunteer Stores associated with THE GILBERT GROCERY COMPANY, Portsmouth, Ohio.

"Now, more than ever, the movement of any one product is up to the retailer. Our experience shows that when a customer calls for a nationally advertised product, and it is out of stock, she will take any brand recommended by the grocer, at least fifty per cent of the time.

"Therefore, it would appear logical that manufacturers give more thought and attention to dealers than ever. Goodness knows a retailer has enough problems, what with price ceilings, shortages that make it hard to keep volume up, etc. Now, if these problems are further complicated by the loss of advertising help, the good will and desire to co-operate that have been built up through the years will be lost.

"The war has done one thing—it has brought into sharp focus the true importance of the dealer in relation to the whole food distribution picture. And any advertiser who now ignores this fact will be sharply reminded of it, at considerable expense, in the future."

No. 7 OF A SERIES—WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WAR-TIME ADVERTISING.
There has never been any doubt concerning the leadership of WKY in Oklahoma City. There can be none today.

Hooper's summer report for the five months, May through September, 1942, again establishes WKY's program dominance decisively.

WKY was first during 85 out of 100 weekday morning periods, 80 out of 100 weekday afternoon periods, 10 out of 12 Sunday daytime half-hours, and 59 out of 63 nighttime half-hours.

Not only that . . . during 62.8% of the time, more persons were listening to WKY than to all three other Oklahoma City stations put together! . . . . .

That's why WKY is doing such a magnificent selling job for its advertisers. That's why WKY is the station for YOUR advertising!