WOR is a great station grown greater in 1942.

For instance—WOR’s women’s programs have twice as many listeners today than they had in 1941.

This station’s evening dramatic and news programs have 30 to 50% more listeners than they had last year.

WOR covers 15 prosperous industrial cities of more than 100,000 people each. And the retail sales in these cities for 1943 are expected to greatly top those for 1942.

Approximately half of all spots placed on all New York stations in 1942 were placed on WOR—And not, mind you, by all the big buyers, but lots of little advertisers who know a good thing when they hear it.

WOR also brings you 12% more homes with radios in 1942 than it did in 1941—Not mentioning the fact that this great station also covers 63 of the nation’s largest military camps and naval bases.
This is the third in a series of advertisements showing WLS coverage, by counties, in Midwest America. These 20 counties comprise the first, second and third congressional districts of Wisconsin.

From This Part of Wisconsin

ONE Out of THREE Families Wrote Us!

From this southern part of Wisconsin WLS received 82,565 letters last year, representing 37% of the radio homes in the area. That’s intensive coverage — definite evidence of listening from more than one of every three radio homes!

This is but one small part of the WLS Major Coverage Area, which extends over the greater portions of Illinois, Indiana, Wisconsin and Michigan. Throughout this great area, people listen ... and respond ... to WLS.

Black figure: Radio Homes, 1940
Red figure: WLS Mall, 1941

Represented by
John Blair & Company

WLS
CHICAGO

890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station

 chimpanzee
President
Glenn Swayne
Manager

Management Affiliated with KOY, Phoenix, and the Arizona Network — KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL
He is either the initiator or chief endorser of every worthwhile project for local betterment. When people want something done, they give the job to a busy man, and he is the man. Then he in turn sells the project back to the people. It's essentially a selling job, and he puts the same intelligence and drive into the job that he gives to his own business. When he speaks he is listened to with respect because he is always associated with successful undertakings.

There are Yankee Network stations in 20 New England cities.

Each of these stations is like a leading citizen. It is called on to participate in every civic enterprise. When patriotic committees wish to get a message to the people quickly and forcefully, they turn to the local Yankee station.

Each station is thus closely identified with the civic life of the community. Its part is essentially a selling job. And whether it is participating in a patriotic or local business promotion, it has earned the goodwill and respect of the community. It has the loyal listenership of that community, and this acceptance is a vital part of its sales influence in purely commercial broadcasts.

When you are making up your advertising schedule for this market, consider the long established acceptance of these 20 stations, that give you a sales grasp of all New England.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

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

Why, Mrs. dePuysterpiddle, you're not there!

She's gone to buy up time on station KFAB . . .

It isn't surprising that smart buyers will stop whatever they're doing when they get the chance to grab a choice spot on KFAB. For this station offers thorough coverage of the farm markets throughout Nebraska and her neighboring states. These farm markets are circulating the largest income in the history of middlewest agriculture. And the effect of the income is doubled and tripled by the cycle in which it is being spent; from farmer to storekeeper to doctor to grocer to wholesaler to farmer and around again.

If you would clean up in this area, don't delay. Speak up now for some of the time still available on this station!

**CONTENTS**

- Transmitter Tube Replacements Promised . . . . 9
- FCC's War Rules Go Into Operation . . . . 9
- FCC Probes Network Wire Charges . . . . 10
- New NBC Organizational Setup . . . . 11
- BWC to Study New Manpower List . . . . 12
- Serials and Casts Going to War . . . . 14
- Quiz Ratings Drop, Says Chappell . . . . 14
- Tax Ruling Sought on Free Time . . . . 16
- Delay Seen in Senate AFM Probe . . . . 16
- Death of Maj. Gen. Saltzman . . . . 16
- Personnel Losses Shown in Study . . . . 18
- U. S. Recognizes Radio's War Effort . . . . 20
- 16th District Urges Rules Changes . . . . 23
- Radio, Juke Box Disc Fees Planned . . . . 26
- New Agency Setup for General Baking . . . . 35
- Fly Lauds Radio's War Effort . . . . 41
- Fly Describes Radio's War Effort . . . . 41
- Fighting Axis on the Radio Front . . . . 42
- Agencies Urged to Rush Copy . . . . 54
- Minneapolis NAB Meeting Renames Hayek . . . . 54

**DEPARTMENTS**

- Agencies . . . . 34 Merchandising . . . . 22
- Agency Appointments . . . . 40 Network Accounts . . . . 52
- Behind the Mike . . . . 32 Other Fellow's Viewpoint . . . . 35
- Bookshelf . . . . 30 Personal Notes . . . . 31
- Buyers of Time . . . . 27 Purely Program . . . . 27
- Classified Advertisements . . . . 53 Radio Advertisers . . . . 37
- Control . . . . 52 Studio Notes . . . . 51
- Editorials . . . . 30 Station Accounts . . . . 36
- FCC Actions . . . . 52 We Pay Respects . . . . 31
- Meet the Ladies . . . . 38 Hix Cartoon . . . . 54

Subscription $5.00 a Year @ Canadian and Foreign, $6.00
Published every Monday, 32nd Issue (Yearbook Number) Published in February

**CROWDED and BUSY . . .**

We're already apologizing to tourists as they elbow their way around Tampa's crowded streets trying to locate "two rooms with bath" for the "winter season". Frankly, we're sorry, but Tampa's too busy trying to take care of the housing needs of war workers and an ever-increasing army personnel to think much about "seasons". Army and shipyard payrolls give Tampa a plus in purchasing power that is year-round—quite ungeo-graphically, all peaks and no valleys. Of course, we'll miss the tourists. But Tampa offers you a richer market this "winter season" than ever before. And so does WFLA—the NBC station in the Tampa area.

**FOR THE OMAHA AUDIENCE, USE KOIL**

Page 4 • November 30, 1942
Nashville’s total volume of radio advertising for 11 months of 1942 is running well ahead of last year. Merchants as well as national advertisers are cashing in on a continuing boom market.

WSIX offers ample coverage of this market. Not only in power and frequency (5,000 watts on 980 kc) but in proven listener preference does this station meet the specifications of time-buyers who know.

For full information on this market and on the station’s rates and availabilities, contact WSIX or

Spot Sales, Inc., National Representatives
Get up among these

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

CLYDE F. COOMBS
VICE PRESIDENT AND MANAGER, KARM, FRESNO

1925 Graduated in engineering at Utah University, and employed by G. E. Co., Schenectady
1926-30 Radio engineering, General Electric Co., including development, design and erection of broadcasting stations
1930-34 Design, engineering, construction and sales for RCA Mfg. Co.
1934-38 Account Executive for ABC in San Francisco
1940-41 Account Executive, KARM (250 watts)
1941-42 KARM raised to 5000 watts, full time
1941-42 KARM completed new plant and offices.

"0, THE ENGINEERS have hairy ears and live in caves and ditches"—but not Clyde F. Coombs! Leaving a distinguished career as a successful radio engineer, Clyde came over into the sales side of radio back in 1934. Since then he has proved his ability by developing into an all-round authority on radio, sales and merchandising in Central California—and even helped build the original audience-participation show (Who Am I?) which still holds the West Coast record for mail response!

But why should you, as an advertiser, be interested in the personalities and abilities of the men who manage radio stations? Ah, friend, why indeed? Because good station-management means as much to you as it does to the station's own stock-holders—dividends on your money. In radio just as surely as in your own line of business, good management insures good values to the patron.

Here at F&P we know that few advertisers can afford to run around inquiring into the management of the stations they propose to use. So we've done it for you. When you choose a station that we represent, you can bank on receiving from that station every value that good management can provide. Because we represent only well-managed stations, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

FREE & PETERS INC.
Transmitter Tube Replacements Promised

High Preference to Be Provided if Necessary

ADEQUATE supplies of radio transmitter tubes will be allotted for civilian use to keep broadcasting stations operating, according to WPB Radio & Radar Division officials.

No special program for transmitter tubes is contemplated at present, said Frank H. McIntosh, chief of the Foreign & Domestic Broadcast Branch, but he added that "it is the policy of the Radio & Radar Division to keep essential radio communications, including broadcasting, in operation." As evidence of this he remarked that "so far as known, no station has yet complained that it would have to suspend operations for lack of tubes."

Tube Allocation

Transmitter tubes will continue to be allocated, he said, in the regular manner under Maintenance Order P-133. However, he added, the Radio & Radar Division intends to give only preference ratings to tubes that will actually get broadcasters the tubes they need. "If a station has difficulties getting its parts, we'll give them ratings necessary to procure the tubes."

Plans to make P-135 ratings effective involve providing factories with necessary authority to produce tubes to supply essential radio service. The program has been in operation for some time, but was retarded until WPB was able to show that the industry had been converted to a wartime basis.

Meanwhile, plans for the WPB tube replacement program and the Victory Model line of replacement parts for receiving sets [Broadcasting, Nov. 23] are now almost completed, and WPB will present them at Industry advisory committee meetings early in December. Mr. McIntosh said WPB hopes to have both programs in regular production on shortly after the first of the year.

The twin programs for receiver parts and receiver tubes will be designed to keep listening sets in operation for the duration. Plans provide for production of 150 fast-selling types of tubes, instead of 350 types permitted under Tube Order L-76, and of a limited variety of the most important volume controls, resistors and condensers.

At WPB, officials made clear that materials were available for the receiving set program. Chief restraining factor is a desire by the Radio & Radar Division to get adequate reaction from the industry before freezing the lists of Victory models and replacement tubes.

Parts in the Victory Model line will bear a Victory label, but the tube program is expected to be parceled to manufacturers in proportion to their war-time production engaged in war work, may not participate.

Meetings Planned

The tube program will be discussed at a session of the receiving tube advisory committee, which will meet Dec. 1. The parts industry committee meeting later this month will study the parts program. The American Standards Assn. will meet Dec. 1 to assign type numbers to 'Victory' parts.

Because of the nature of the transmitter tube problem, a WPB spokesman told Broadcasting, no special production program is necessary. Under pressure of a tremendous expansion to meet military needs, the entire output of transmitter tube manufacturers now goes to the armed forces. WPB confines its efforts to reserving stock piles at the factories for civilian use.

Mr. McIntosh pointed out that in the competition for raw materials, and for the finished tubes, conservation measures put into effect by the FCC and the Board of War Communications will definitely help the replacement tube picture. "The problem," he said, "is to show the need for sacrificing a small fraction of total production now going to military use in order to maintain broadcasting."

At first, one spokesman said, the situation was far more serious, for the transmitting tube industry in 1941 produced only $5,000,000 worth of supplies. In a year-and-a-half, output has jumped to $280,000,000.

"In other words," he said, "only a minute fraction of present production is needed to keep broadcasting going, for the $5,000,000 production of 1941 supported the entire 23,000 licensed transmitters needed for broadcast, police and other radio work."

But Not Plentiful

He warned, however, that despite this "pleasing" leap in production figures, tubes would not be plentiful. "Tube production has kept up with tank and plane production," he said, "but the margin of difference doesn't leave much room for complacency."

"Moreover," he added, "we must now supply the entire Allied world with tubes and parts." The spokesman said that demands are particularly heavy in Latin America. "While we do not anticipate special production of parts, particularly receiving sets, for this market, we may find it desirable to release some of our inventories," he said.

FCC's War Rules Go Into Operation

Savings of Equipment Is Basis of Station Regulations

ALL BROADCASTING stations will go on a full wartime technical operating basis tomorrow (Dec. 1) when two FCC equipment conservation orders readjusting operating standards go into effect. Changes involve a 1 dB reduction of transmitter radiated power and relaxation of normal engineering standards [see texts of orders in Broadcasting, Nov. 19].

Can't Be Detected

According to the FCC Engineering Department, most stations have already completed arrangements for the changeover, and some began operating on the new standards during the last fortnight. FCC tests previous to adoption of the orders, and observations since some stations began functioning under the new rules, show that the changes cannot be detected by the listener.

Application of the relaxed engineering and transmitter adjustment rules is part of a program drawn up by Board of War Communications to make broadcasting equipment last through the war. The plan is also favored by the WPB Radio & Radar Division, which considers conservation essential to insure a sufficient stock of transmitter parts [see story on this page.]

The FCC also has ordered a survey of spare parts held by all radio licensees [Broadcasting, Nov. 23] and will encourage sharing of such extra equipment. Only point in the original BWC conservation program yet not treated is permission for voluntary suspension of operation by stations facing insurmountable war problems.

FCC Chairman Fly at his press conference last week implied that no significant action on voluntary suspensions could be expected at this time. Mr. Fly, speaking on the need for continued radio coverage of outlying areas, said he was afraid the very stations in remote areas most urgently needed would be the ones to suspend under the plan.

In a statement to the radio industry prepared for Broadcasting, FCC engineers restated directions for operation under the new regulations. The order, they said, "is designed to increase the life expectancy of vacuum tubes and other critical transmitter components."

The statement warns that compliance is expected of all licensees, and requests licensees to refrain from making special requests for non-compliance. "Uniform observance thereof will not adversely affect interference or service conditions," the FCC said, "whereas permission of a few exceptions will in most instances do so."

FCC Instructions

FCC's summary of the change follows:

Effective Dec. 1, 1942, Commission Order No. 107 suspends Section 3.52 (Continued on page 44)
Lower Network Wire Charges At Issue in FCC Toll Probe

Fly Says Reduction Would Permit Small Stations To Get Institutional Service

NEW REDUCTIONS in long-line wire charges for national and regional radio networks will be considered as part of the inquiry into rates of the AT&T Long Lines Dept. ordered Nov. 21 by the FCC, Chairman James Lawrence Fly said last week.

The FCC order, the fourth against the corporation in five years, directed that hearings should be held Dec. 16 to determine whether long-distance toll charges should not be substantially reduced. According to the Commission’s statement, the Long Lines Dept. earnings for nine months ending Sept. 30, 1942, on an annual basis, range between $47,000,000 to $62,000,000, depending upon allowable rate of return and income tax rate.

The Commission said that this constitutes 5.57% on the net book investment before Federal taxes and surtaxes, and 14.92% after new 1942 Federal normal and surtaxes.

Would Ease Problems

Commenting on the FCC inquiry order, Chairman Fly said, “These excess earnings bear heavily at this time both on the cost of the war and on the cost of living.” At his press conference last week, Mr. Fly enlarged on the case “as a very fortunate” factor in easing the problems of small radio stations.

“We want to do everything to encourage extending broadcast network services,” the Chairman said, “particularly to the far reaches where service is needed.”

As a like manner, the spread of this service has been the long haul charge to reach these stations,” he said. “The very places where network programs are most needed are cut off by toll expense. Any rate reduction to meet this need would be a fortunate result.”

In three previous FCC-AT&T rate investigations ordered in the last four years, rate reductions were obtained through negotiations. Though the corporation has not officially replied to the Fly-Ford order, the AT&T Long Lines Dept. ordered Nov. 21 by the FCC, Chairman James Lawrence Fly said last week.

Mr. Gifford said the circumstances under which the FCC ordered the inquiry “would seem to make no sense.” Referring to Chairman Fly’s statement on the effect of long distance charges on the cost of living, the AT&T executive declared, “If I fail to see how by any stretch of the imagination a reduction in long distance rates would help win the war.” He pointed out that the firm’s advertising urges the public to reduce its use of long distance facilities, while the Commission’s action, lowering rates, would have the opposite effect at a time when “lines are overloaded.”

At the time of a rate reduction agreement reached in June, 1941, the FCC estimated that networks spent approximately $5,376,000 for local line wire facilities. The saying was estimated at the time amounted to $250,000, and an additional $25,000 for other lines.

Last Year’s Cut

The 1941 reduction totaled about $14,000,000 of all Long Lines Dept. income. The FCC figure for broadcast transmission’s total payments to the firm was $7,968,940 for telephone line facilities, including local and as well as interconnection and operational costs. At networks at that time spent $5,178,750 for network service lines, and an additional $733,375 for facilities for 25 M&O stations. Five regions spent $197,214 for wire hookup service.

At his press conference Nov. 23, Chairman Fly said that the FCC was anxious to do everything possible for the small station, and that this rate reduction might be beneficial.

“Small stations today have a difficult situation”, he said. “Network advertising, mostly good will and institutional programs sponsored by firms with nothing to sell—too few to go around—is available in larger cities, but the little stations are not getting much of this business. Revenue of the retail businesses on which they depend is tending to dry up.”

He reiterated that FCC hopes to do something about this through its proposed AT&T rate reduction.

SENATE Judiciary Committee last week reported favorably a bill (HR-719) directing the Postmaster General, by Powering 1941, to extend censorship of communications to messages between the United States and its territories, and possessions. The bill had been passed by the House.

SENATE VOTES BILL FOR SMALL FIRMS

RELIEF from burdensome paper work is possible for smaller radio stations as well as larger stations as the result of the Senate passage by unanimous vote of a bill (S-174) sponsored by Senator Murray (D-Mont.), chairman of the Senate Committee on Small Business. The bill now goes to the House.

The bill’s principal objectives aim at coordination and reduction of Federal reporting services and to lessen the responsibility on business in general, with particular emphasis on the smaller business, of furnishing many reports and diverse information to various Federal agencies.

Another concern of the committee is the wartime position of many small businesses. Last week it was learned that the committee is willing to study the problems of smaller radio stations affected by various wartime effects of a reduced economy. This attitude was made known to a representative of the NAB but no positive action is expected there before the return of Neville Miller from a tour of district meetings or possibly before the next board meeting, likely in January.

Proposed Net Program Offered to Paramount

PARAMOUNT Pictures, New York, has submitted to the House of Representatives a 24-hour program submitted to it for possible network sponsorship by the Women’s Institute of Audience Research and proposed by Dr. Charles Grew, director of the Institute and head of its radio department.

It is understood the program takes stories and talent programs as well as carrying specific and institutional advertising. Directed by Mitchell Grayson, the audition transcription now under consideration by Paramount executives features at least 8 small radio stations.

Blue Drops Chimes

FURTHER emphasizing the separation of BLUE and NBC in independent and competing networks, the BLUE will discontinue Dec. 1 the ringing of chimes as chain breakers, a move off thereafter with the words, “This is the BLUE network.” The three notes, NBC symbol shared by all, will continue to ring.

“Their use is being discontinued,” the network has already decided, “until now, will not be replaced by the latter network until the conclusion of the war. It was found that equipment needed to develop a new symbol involved the use of strategic war materials.”

Pabst Music Series

PABST SALES Co., Chicago, has a new weekly music program on WGN, Chicago, to tie in with its famous Pabst Blue Ribbon beer.

Jive, heard 8:30-9 p.m. series started Nov. 2 and will continue for three months. The series is a recorded dance music nightly except Tuesday, when the program is live. Agency is Lord & Thomas, Chicago.

GREETINGS to Mutual’s newly named president, Miller McClintock, executive director of the Advertising Council (right) is all extended by Alfred J. McCoaker, chairman of the MBS board at a dinner at which the network’s executives and staff met their new chief. It is anticipated Mr. McClintock will take over about Jan. 1.
NBC Adopts New Organizational Setup

Fast Action Sought By Plan, States Trammell

AN EXTENSIVE revision of NBC's organizational setup, embodying the establishment of a number of planning and supervisory committees to "expedite planning and action on the major functions of the company" and the creation of two new departments, was announced last week by Niles Trammell, NBC president, at a dinner meeting of some 200 executive employees of the network at the Waldorf-Astoria, New York.

At the same time the creation of a junior management committee, whose activities will be closely coordinated with those of the network's management board, was revealed to the employees of an NBC executive group, including all of the company's New York executive personnel, was announced. [See separate story on this page.]

Group Thinking

In a letter to vice-presidents and department heads, dated Nov. 24, Mr. Trammell called special attention to "two forward steps in our organization setup. The first is the creation of seven executive committees which have been established to expedite planning and action on the major functions of the company. Each of these committees is composed of executives most familiar with the problems to be dealt with by such committee. Coordinated group thinking and common understanding of the company's problems are certain to aid substantially in carrying out the company's policies and attaining its objectives."

The second equally important step," he stated, "is the establishment of a separate service organization. The war has greatly increased the activities of the network in this field. Today public service is more important than ever. This fact has been recognized by the establishment of a separate public service department."

Reporting on NBC's operations for the year to date, Mr. Trammell said that despite the loss of approximately 400 employees at the time of the separation of the NBC from NBC, of 85 more when the Artiste Service was separated and of almost 400 additional employees to the government and the military services, we have maintained this year not only to maintain but actually to increase the quantity and improve the quality of our service to the public, the Government and American business."

NBC network news, he reported, are more than 7% ahead of last year and the increase in time sales of $10.5 million over 1941 is more than 10%. He quoted the CBS report for Nov. 16 as showing that NBC has 31 of the 50 most popular

Two New Management Groups Formed Among NBC Officers

TO SUPPLEMENT the work of NBC's management committee, comprising all the network's officers and key operating executives, in planning and directing the general network policies and operations, NBC has created two additional management groups, whose establishment was announced last Tuesday at a dinner meeting of some 200 NBC New York executive employees at the Waldorf-Astoria.

First new management group is a junior management committee of 17 members, chiefly of assistants to heads of departments. Easton C. Woolley, assistant to William S. Hedges, vice-president in charge of stations, is head of this new committee and will act as liaison between it and the senior management committee of which he is also a member.

Executive Group

Second new group is made up of all executive personnel of NBC's New York headquarters staff, approximately 200 persons. Both of the management committees are also members of this group, known as the Executive Group. Unlike the management committees, which meet on call, about once a month, this larger group will assemble three times a year, in the spring, fall and winter quarters. The dinner session last week was the first meeting of the group.

Purpose of the organization of this Executive Group is to familiarize all executives with the overall problems of network operations as well as with those of their own departments, to encourage them to contribute suggestions and criticisms to the company's management, was outlined by Niles Trammell, NBC president... and Frank E. Brown, vice-president and general manager.

Mr. Trammell also announced the formation of several new executive committees to guide the major activities of NBC and of other organizational changes [See story on this page].

Various phases of the outlook for NBC during the coming year were also discussed, with special attention given to war problems of programming and publicity.

Management Group

Membership of the NBC management committee, comprising all the network's officers, including divisional vice-presidents stationed outside of New York, plus Clayland T. Morgan, assistant to the president; Albert E. Dale, director of the department of information; Charles B. Brown, director of advertising and promotion; W. F. Brown and various special personnel; Mr. T. Morgan, assistant to the president, will serve as secretary. Mr. Mullen as chairman.

Mr. Trammell is chairman of the new Program Committee, whose functions are to "formulate and review program policies and program content. It will function as a creative group in the development of new program ideas covering both public service and commercial programming, and will give special attention to national needs arising out of the war emergency."

Members of the Program Committee, in addition to Mr. Mullen, vice-chairman; William L. Brown as chairman; Mr. T. Morgan, assistant to the president; Mr. Hedges, vice-president and general manager, "constitutes a Progress Planning Staff to conduct studies, investigations and research concerning developments promising new services."

"Such developments include television, facsimile and frequency modulation, as well as improve..." (Continued on page 50)

BROADCASTING • Broadcast Advertising

November 30, 1942 • Page 11
Revision of Occupation Titles
Planned for Communications

Six Committees of BWC Will Study New List;
Criticism by Industry

MANPOWER officials last week completed their list of communications industry occupational titles to be used by the U. S. Employment Service to guide local draft boards in deferring essential men.

The list, a revision of one contained in Selective Service Administration Bulletin No. 27 [Broadcasting, Oct. 19], will be studied by representatives of six Board of War Communications' committees meeting with War Manpower Committee representatives at the FCC today (Nov. 30), and may be issued within a few days.

Changes Effect

BWC called the meeting of its committee chairmen at the request of the War Manpower Commission, which is understood to have made some changes in the original list of essential communications employees. At today's meeting, industry leaders are to study the revised list in its semi-finished form. This may be the last revision of the list.

The War Manpower Commission pointed out recently in a statement of policy sent to 1,500 field offices of the USIA that it would be "increasingly severe in designating jobs worthy of deferment.

The present list contains occupational titles, similar to the laymen designations in Selective Service Bulletin No. 27, as well as dictionary definitions precisely defining the labor covered by each title [Broadcasting, Nov. 23].

Communications industry's list has brought critical reactions from both the industry and the War Manpower Commission. Industry officials have complained they were unable to recognize essential jobs under the laymen titles, and that many important positions were not covered, although some minor ones were.

Those invited to participate at the meeting were Committee III, Cable; Committee IV, Domestic Broadcasting; Committee VI, International Broadcasting; Committee VII, Radiocommunications; Committee IX, Telegraph, and Committee X, Telephone. Howard S. Frazier, engineering director of the NAB, and Russell P. Place, counsel, will represent the broadcasters in the absence of Neville Miller, NAB president, and chairman of Committee IV. Earl H. Gomerson, CBS Washington director, is expected to represent Committee VI.

According to telegrams sent out by the BWC over signature of E. K. Jett, PRC chief engineer, and chairman of one of the BWC coordinating committees, each of the six BWC branches has been asked to designate one, but not more than two committee members to meet with a man from the War Manpower Commission on a revised list of essential communications titles.

In calling the meeting, the BWC said it had never assumed that Occupational Bulletin No. 27 would represent the final list of essential jobs. "The list had to be studied and revised by the WMC, just as lists for others of the 37 'essential industries' are being revised," the BWC said.

Adam Hat Spots

EXTENDING its annual Christmas promotion campaign to a nationwide basis for the first time, Adam Hat Stores, New York, will use 100 stations in key cities period Nov. 30 through Dec. 23. Campaign will consist of one-minute transcribed announcements for the company's hats, with Henry Morgan, of WOR, New York, delivering the commercials in a humorous vein. Transcriptions will be heard five days a week, both daytime and evenin on a varying basis. Agency is Glickman Adv. Co., New York.

Insurance Spots

NORTHERN MUTUAL Casualty Ins. Co., Chicago, is sponsoring Harold Read on a thrice-weekly quarter-hour newscast on WBBM, Chicago; five participations a week on Eddie Chase, WXYZ, Detroit; and thrice-weekly quarter-hour live talent programs, Home folks, on WCAR, Pontiac, Mich. Agency is First United Broadcasters, Chicago.

Advice From WMC

BROADCASTERS should continue to depend on Selective Service Form 42A for deferment of essential workers. War Manpower officials advised last week, suggesting that the industry avoid the use of "up hiring" titles.

"As an essential industry, under War Manpower Commission's definitions, communications people are eligible to participate, and we have no objection," the officials said. But the WMC pointed out that the number of employees eligible for deferment under the manning plan would be extremely small in each station and that manning table machinery is "too cumbersome."

The manning table provides a schedule for replacement of draftable "essential workers". To be included in such a schedule however, a man must be not of such skill that several months will be needed to train his successor.

Recorders Act

AFTER consideration of the reply to its recent letter of protest War Manpower Commissioner Frank A. Colman of Arizona, the local list. The Assn. of Recording Studios adopted a resolution at its Nov. 25 meeting giving its approval to the revised list of "essential communications" workers. The committee which drafted the letter to take what action was necessary to solve the problem. The committee consists of: Edward E. Reeves, Reeves Sound Recording Studios, and chairman of the ARS; Ezekiel Rabinowitz, Audio-Scrip tions; Maurer Wolsky, Rockhill Radio; Robert Hyndman, G. Schirmer Recording Studios, and Warren Trott, New York attorney.

BELL TELEPHONE Co. of Canada, Montreal, on Dec. 7 starts a spot campaign on the theme "Don't Telephone Home This Christmas" on 10 Ontario and Quebec stations daily till Christmas. Account was placed by Cockfield Brown & Co., Ltd., Montreal.

Victor Sholis Is Feted;
To Enter Army Shortly

VICTOR SHOLIS, since February, 1941, director of the Clear Channel Broadcasting Service, formed by clear-channel stations to represent their interests, was guest of honor at a farewell party Nov. 28 at the Washington Hotel of Louis G. Caldwell, counsel for the Service. He is expected to be inducted into the Army shortly.

Mr. Sholis is former political editor of the Chicago Tribune, who came to Washington in 1939 from KFBS, that city, for temporary origination of the five-week five-minute program, Gracie Fields, sponsored by American Cigarette Co. (Pall Mall), Monday through Friday, 9:55-10 p.m. (EWT). Shifted back to Chicago with broadcast of Nov. 30, the series will emanate from the West Coast for several weeks during Miss Fields' film assignment.

Network recently acquired Hollywood Radio Playhouse under lease, but that structure will not be ready for occupancy in time to accommodate the program shift. Located at 10 and Cadden Pl. and seating 300, the playhouse will undergo extensive alterations before network programs will originate there, according to Don E. Gilman, Western division vice-president. It will also be utilized by NBC on a monthly rental basis.

CBS, Hollywood, to meet a similar spot shortage, is also contracted for rental of a KFWB studio to house the thrice-weekly Harry James, sponsored by Liggett & Myers Tobacco Co. (Chesterfield cigarettes). Program moves from New York to Hollywood in early December so that James can complete an MGM film assignment.

Crash Kills Frear

LT. ROBERT H. FREAR, 26, former chief announcer of WIBX, Utica, N. Y., was killed last week when his Army P-39 plane crashed as he was about to land at Cross City Field, Fla., after a routine training flight. Lt. Frear, an experienced civilian pilot, had received his Army commission only ten days before the fatal accident. The funeral was held at Utica last Friday afternoon. At WIBX he had edited the Farm and Weather Reports, and handled the Socony-Vacuum news cast seven times daily.

Networks in Hollywood
Seek More Studio Space

FACING a lack of accommodations for new programs, BLUE, Hollywood, on a month-to-month basis, has rented a studio from KFWB, that city, for temporary origination of the five-week five-minute program, Gracie Fields, sponsored by American Cigarette Co. (Pall Mall), Monday through Friday, 9:55-10 p.m. (EWT). Shifted back to Chicago with broadcast of Nov. 30, the series will emanate from the West Coast for several weeks during Miss Fields' film assignment.

Network recently acquired Hollywood Radio Playhouse under lease, but that structure will not be ready for occupancy in time to accommodate the program shift. Located at 10 and Cadden Pl. and seating 300, the playhouse will undergo extensive alterations before network programs will originate there, according to Don E. Gilman, Western division vice-president. It will also be utilized by NBC on a monthly rental basis.

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if you're now using radio in the Charleston, West Virginia market

—or planning to do so in the future

—you should see the Crossley Study just completed.

5000 on 580

WCHS

John A. Kennedy, President Howard L. Chernoff, Managing Director

Charleston, West Virginia

represented by THE BRANHAM COMPANY

CBS Affiliate
Serials and Their Casts Going to War

Soap Operas Take Active Part by Assisting in OWI Campaigns

LONG-ESTABLISHED serials, along with their casts, long dear to many a daytime radio listener familiar with their daily tribulations, are now working for the war effort with startling effectiveness.

Entirely aside from their weekday appearances on regularly scheduled commercial serials, the heroes and heroines of the "soap operas" have taken on the additional task of performing special dramas on the NBC Victory Volunteers series and the CBS Victory Front programs, both of which are produced by the advertising agencies concerned, CBS and NBC in cooperation with OWI.

CBS has set aside the Monday through Friday 9-10 a.m. while NBC presents its OWI serials five times weekly 10-10:15 a.m.

Facilities Donated

The networks supply their facilities and air time. The project donate their services as a contribution to the war effort. This includes actors, actresses, advertisers and their advertising agencies, announcers, directors, narrators and special guests, with the American Federation of Radio Artists waiving all talent fees.

The war magazine for each week's presentations usually tie up with a nationwide war information campaign currently in progress, thus emphasizing the importance of that particular day, as well as presenting information about it to listeners through a familiar medium.

One of the themes selected to date in the OWI project used as its subject the need for converting heating facilities from fuel oil to coal. This campaign, double辽g up as a cold weather message, came to life during the week of Oct. 26 on NBC with the cast of Lorenzo Jones enacting five quarter-hours of human interest comedy built around Lorenzo's futile attempt to invent a gadget to heat his home without coal or oil.

On the Sad Side

On the tragic side, CBS presented a grim picture of "the nature of the enemy" by the cast of Life Can Be Beautiful. No listener tuning faithfully to the five episodes of that story could escape the formal message it presents on what could "happen here", or the theme that "life cannot be beautiful" under Axis domination.

Using the dream technique, the story told of a young girl's dream that the Nazis had come to this country, how they sentenced to death. A nurse, trained in the art of assisting, how a cripple in the shop is sent to an institution from which include price control, the merchant marine, women in the war, "V-Homes", the United Nations, and children in wartime.

Purposely, the OWI keeps its schedules of advance programs flexible, so that an unexpected war information campaign with no previous notice can be made the theme of a particular serial with a comparatively easy shift of dates or programs—facilitated, of course, by the full cooperation of the networks, advertisers, agencies, and talent.

Such well-known figures as Clifton Page and John W. Vandercook for NBC, and Conrad Nagel, Ben Stroock and Kabbin Hawk for CBS have already served voluntarily as guest speakers, to present pleas relating to the topics dramatized.

Setting an Example

Turning from the OWI series itself to the regular commercial versions of the daytime serials, many of the characters in the 80 odd serials currently on the four major networks are setting an example by joining the armed forces, setting up day nurseries for children of war workers, or making other effort to help the Allied cause.

The Gal Sal, CBS serial sponsored by Anacin Co., owns an aircraft factory and has gone into victory farming. Chief, star of Life Can Be Beautiful (Procter & Gamble Co., CBS), dances with soldiers in a canteen and has three beaux, all in the armed forces. Against the Grain, NBC, was the first serial to place its characters in locales affected by the war, and is currently laid in Denmark, its characters battling with Axis agents in the underground movement. One of the cast of Young Dr. Malone (General Foods Corp., CBS and NBC), is now in England on a special war mission; Mollie of The Goldbergs (P&G, CBS), enthusiastically runs a day nursery. Joyce Jordan, M.D. (CBS), is a doctor in a war factory, and is active in promoting a day nursery and Victory foods.

All the family and most of the friends of Pepper Young's Family (P&G, CBS and NBC), are in some phase of war work. Stella Dallas (Chas. H. Philipps Chemical Co.), only works in a munitions factory, but also sponsors a sewing society for war workers.

Although these examples are selected from less than half the current serials now on the networks on a five-weekly basis, they do illustrate how the "soap opera", the situation, the dramatic, is proving its metal under wartime conditions.

New Vitamin Account

DePree Co., Holland, Mich., has appointed Betty Williams Williams of New York as agency. Company will use radio in Minneapolis area to promote Wheatland Brand monocaps, a vitamin capsule. Phyll Stew- art is account executive.

BUY A BOND and sign a plane, was theme of the recent War Bond drive of CBS Hollywood, when Lockheed P-38 Interceptor went on display for a week in the network's forecourt. Bond-buyers autographing the P-38, which was under constant military guard, are (l to r) Eleanor Parette, of network exploitation department; Ben Paley, West Coast production manager, and Harry W. Witt, sales manager of KNX.

Average Rating of Quiz Programs Drops, Says Chappell; Serial Dramas Decline

IN A SORT of postscript to his analysis of the loss of appeal of the daytime serials [Broadcasting, Nov. 23], Dr. Matthew Chappell, consultant to C. E. Hooper Inc., has released comparable data for listening to quiz shows and serial dramas during the past two years.

From January, 1940 to January, 1941, he states, the average rating of quiz programs dropped from approximately 13.0 to 11.3, while the number of sponsored network hours devoted to such programs rose from 4½% to 7½% a week. From January 1941 to January 1942 the average quiz show rating rose from 11.3 to 12.1, while the weekly total of network hours dropped from 7½% to 6%. AVERAGE RATING

When all other things are equal," Dr. Chappell states, "the above two-year comparison on quiz programs represents the norm on established types of radio programs. That is to say, when the total number of programs offered increases above a certain point, the listeners are divided more ways. And as the people listen less to each program, the 'average rating' goes down. Trends in total interest in a classification can be judged only by observing the changes in total listening which result from the inter-working of both factors, 'average rating' and 'total hours',
For “Extraordinary Heroism...Great Devotion to Duty...Meritorious Public Service” in Covering the News at Oran

The United States Army Awards the Order of the Purple Heart to Leo S. Disher, of the United Press

Major-General Lloyd R. Fredendall, of the A.E.F. in Africa, on November 22nd awarded the Order of the Purple Heart to United Press War Correspondent Leo S. Disher.

The citation accompanying the award read:

“Leo S. Disher, Jr., while serving with a United States landing force in the capacity of war correspondent, at the harbor of Oran during the early morning hours of Nov. 8, 1942, distinguished himself by extraordinary heroism and meritorious performance of duty against an armed enemy during the attack on that port.

“In the face of withering enemy fire, although several times wounded, Disher remained at his post on the vessel which was taking him ashore and continued to report for the public press a lucid, accurate and detailed account of the action, in which the greater part of the military and naval personnel aboard the ship became casualties.

“After being ordered to abandon ship, Disher swam to shore and, although again wounded four times, continued to perform his duty in an exemplary manner. With complete disregard for his personal safety, Disher displayed great devotion to duty and rendered meritorious public service by recording the details of the attack on the harbor of Oran.”
The third man to serve as head of the radio regulatory authority in this country, Maj. Gen. Charles McKinley Saltzman, chairman of the Federal Radio Commission in 1930 to 1932, died at Walter Reed Hospital in Washington last Wednesday after a brief illness. He was 80 years old.

Colonel Saltzman served as the Army's chief signal officer, was in his seventy-second year.

A native of Panora, Ia., where he was born on Oct. 18, 1871, Gen. Saltzman retired from the Army Jan. 1, 1932. He was a member of the Radio Commission on May 2, 1929, succeeding Sam Pickard and W. W. H. Monrad, who resigned as chairman. President Coolidge appointed him chairman on Feb. 16, 1929, succeeding Judge Ira E. Robinson, who resigned as commissioner. Gen. Saltzman resigned July 19, 1932, to return to private life.

Retirement. He was succeeded by Gen. Saltzman as chief of the Signal Corps, now stationed abroad. The younger Saltzman, also a West Point honor graduate, was an executive of the New York Stock Exchange before the war.

Funeral services were held Nov. 27 with interment at Arlington National Cemetery. High Government officials, as well as former colleagues, were present. On Nov. 27 the FCC adopted a 24-hour experimental radio period over Gen. Saltzman's passing.

Delay in Starting AMF Probe
By Senate Group Is Foreseen

But Clark Resolution Has Status of Law and Will Not Die With End of Current Congress

Sine die adjournment of Congress when the year ends will not kill the Clark resolution for a Senate investigation into the ban on transcription and phonograph recordings invoked by AMF President James C. Petrillo, according to Congressional partisans.

War Bond. A newspaper could not.

Newspapers will have to consider such ads, the Internal Revenue Bureau says, normal business expenses and can deduct only the cost of ink, printing, newspaper etc., just as they would for any other

Whether or not this interpretation will also be placed on radio efforts on behalf of the war program has not been decided. Some observers at the Revenue Bureau feel that radio stations might well be given a more liberal deduction than is now allowed newspapers.

These observers also believe stations should be given the right to deduct something for such campaigns as they may run to increase War Bond sales etc. Extraordinary expenses, they claim, such as the use of additional switchboard operators to handle War Bond calls etc. should be deductible.

It is not considered likely, however, that radio stations will be given the full 5% deduction for "contributions.

Hearings on the resolution (SRS-268), introduced last August, are tentatively scheduled to begin Dec. 7, but the crunch of wartime activity and the holiday season likely will necessitate a delay.

Whereas pending legislation customarily dies with the adjournment of Congress, it was pointed out authoritatively that the Clark resolution, having been adopted by the Senate, has the status of a law. It thus carries over into the next session and until such time as the mandate of the Senate to the investigating subcommittee has been fulfilled.

Subcommittee to Meet

The subcommittee is headed by Senator Clark (D-Io). Other members are蜒Dean of the Senate (R-N.H.), McFarland (D-Ariz.), and Tunnell (D-Del.). Senator Clark said last Friday he planned to get the subcommittee together toward the end of the week, in the hope of setting a definite hearing date.

First witness to be called under present plans, will be Mr. Petrillo himself. The union leader steadfastly has refused to explain why he arbitrarily invoked the recording ban five months ago, in the face of wartime requirements. Plead from high Government officials identified with the war effort that the ban be relaxed have been all but ignored by the AFM head.

When he failed to answer an inquiry from Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, proposing negotiation of some sort of settlement, the AFM promptly announced formation of the subcommittee to conduct the inquiry, pursuant to Senator Clark's resolution.

Precisely when the hearings will begin is yet to be decided. Senator Clark said he would be guided by the judgment of a majority of the committee. It may be possible to get the panel before the Senate, he said. But even if that does not come about, his plan is to initiate the fullscale investigation early in the new session.

The accepted unanimously by the Senate, carries a $5,000 initial fund. In addition to the Clark resolution, there also will come before the committee the Clark bill (S-2874) for amendment of the anti-trust laws to outlaw strikes that interfere with the war effort for the war's duration and six months thereafter. Introduced a month ago, this bill is pending before the Interstate Commerce Committee.

In addition to the subcommittee membership of five, it is expected Senate Wheeler will participate in the inquiry, because of his interest in the recording strike.

Orchestra Unionized

There was little discernible activity in the music situation on other fronts during the last week though preparations were being made for presentation of industry testimony to the Clark subcommittee. Some question arose last week whether the major networks themselves would participate in the proceedings, probably leaving the industry case to the NAB, which retains Kaye, Scholer, Farnham, Friedman, a known New York attorney, former executive head of Broadcast Music Inc. and expert in the music-copyright field, as its chief counsel in the events over the coverage of the hearing.

Regarded as of some significance was the disclosure last Thursday that the Boston Symphony Orchestra, the major entity in the United States which had remained outside the union fold, had come to an agreement with AFM and Mr. Petrillo has been barred from the air by AFM because of its non-union status.

The agreement, it was said, would enable the orchestra, directed by Mr. Koussevitzky, to return to radio work. Off the air since 1940, it is expected that the Boston Symphony will be heard on CBS shortly. It also may resume recording work, though the Petrillo ban, as now interpreted, would stop recorded performances for radio, juke boxes, or other mechanical means.

STELLA UNGER, newspaper columnist and Hollywood news correspondent, will be featured on the BLUE in a five-week quarter-hour program, Your Hollywood News Girl, starting Dec. 7.
With the Army welcoming 18-year-olds, with kids by the thousand rushing to enlist at once, it occurred to Westinghouse Station KYW that Philadelphia's first contingent deserved a real salute—and that Philadelphians deserved to hear and feel the mood of the departure.

So Will Osborne's dance band, the singing Andrews Sisters, and the KYW audience dedicated a half hour at the railroad station to the war's youngest volunteers.

Dedicated? They never had a better time! The audience heard, not a sad farewell, but a picnic, a jive session, and a block party all in one. The kids took over the music, the girls, the station, and the whole salute. Wisecracks and rumbas mixed hilariously with farewell kisses and catchy songs. And KYW's millions dried their tears, and laughed until the tears came back, and realized the war was in the right hands now.

Advertising men sense this mirror of America in Westinghouse programs. They recognize it as an essential public service, as the essence of modern showmanship, as a sure-fire audience guarantee.
Personnel Losses Of Stations Shown In Study by NAB

NEW LIGHT on the manpower problems of individual station operators is revealed by answers to the NAB manpower survey now being compiled. The survey includes a random sample from 614,919 stations licensed by the FCC as of Sept. 15.

On the basis of returns, the survey concludes that stations suffered a 22.5% turnover during the two-year period from Oct. 19, 1940 to Sept. 15, 1942. The analysis shows that 25.2% of the persons employed Oct. 19, 1940, were lost to the industry during the period. The remaining 45.3% left the station for other jobs or to enter Government service.

Changes at Locals

NAB's report on the survey was prefaced with a warning statement that reports tended to emphasize the importance of small stations' problems, and that figures might have been admitted low because of market conditions, the report added.

On this basis, the survey showed that the average station employed 22.5 persons in 1940, and 21.1 in 1942. For these figures, the percentages of turnover meant that 4.7 persons went into military service and 10.9 of the 22.5 took other jobs.

Broadcasters employ draft-age men, 18 to 45, in 68.7% of the jobs, the survey indicated. Of these, however, 78% are in Selective Service Classification 3A; 7.3% in 1A or 1B; 5.1% in 4F. Of the 3A men, 67% have children, and will be among the last called for service.

Highest manpower losses are among technicians, particularly among technical employees of local stations. During the two-year period, clear-channel stations had 56.5% manpower turnover; regionals 69.9%; locals 96.8%.

Reports indicate that some locals had better than a complete turnover in first-class technicians, a double turnover in second class technicians, and a complete turnover in program employees. Individual returns showing losses during the two-year period were not as great as the number employed in October, 1940, were not uncommon.

The average station in the NAB survey had 4.1 persons listed as essential for continued operation. The average station employs 4.9 women, the survey shows, an increase of 6% in two years.

Alpha Catalog to AMP

RADIO rights to the catalog of Alpha Music, formerly handled by BMI, are being handled by Associated Music Publishers, according to a letter sent by AMP to its licensees. Several radio stations have been caught in AMP's control until Jan. 1, otherwise the change was effective this month.

Schwimmer Aids OWI

TO ASSIST the Radio Bureau of the Office of War Information in the preparation of tailor-made spots on behalf of the war effort, the OWI has appointed Walter Schwimmer, partner of Schwimmer & Scott, Chicago agency, as advisor and consultant. Mr. Schwimmer will report directly to William B. Lewis, bureau chief, and Douglas Meservey, assistant chief, and will work with a panel including Robert Knapp, J. J. Warner, Roderick McKenzie, Fred Vessey and David Lewis. He will serve without pay.

EXECUTIVE LINEUP CHANGED BY WLW

REALIGNMENTS of personnel and functions within the WLW WSAI broadcasting organization have been announced by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting.

Affected by the change are: Walter A. Callahan, who takes over the general management of WSAI from his duties as administrative assistant to the offices of the vice-presidents; Archie Grinolds, WSAI head, who joins the WLW New York office; E. K. Bauer, stations' business manager, who becomes administrative assistant to Mr. Shouse; and Robert E. Dunville, WLW vice-president and general sales manager.

Joining the organization as comptroller will be Elmer Boos, prominent Cincinnati, associated for many years with the Cincinnati Street Railway Co. as treasurer and chief auditor. Mr. Boos will have charge of accounting and auditing.

FM Letter Resumed

FORTNIGHTLY newsletter of FM Broadcasters Inc. will be resumed Nov. 30, the national trade association of FM stations has announced. It will be edited in Washington by Dick Dorrance, former general manager of FMBI. Numerous leaders of the directors of FMBI to reverse their original decision to suspend publication. These interested persons urged the editorial committee to resume the newsletter by writing FM Broadcasters Inc., 752 National Press Bldg., Washington, D. C.

P & G Seeks Serial Replacing ‘Storm’

PROCTOR & GAMBLE Co., Cincinnati, has decided to continue sponsorship of the NBC five-times weekly serial Against the Storm, following by Sandra Michael, scriptwriter of the series, for a release from her five-year contract, and its replacement that now [BROADCASTING, Nov. 23]. The program will continue for Ivory Soap Monday through Friday, 11:30-

Griffin to Be V-P

FOLLOWING a report two weeks ago that Frank H. Griffin, former president of the Stirling Group, New York, would join Compton Adv., New York [BROADCASTING, Nov. 23], that agency last week announced that Mr. Griffin would definitely become a vice-president of the company about Jan. 1, 1943. Compton Adv. went to the Scotty-Vacuum Co. account when the Getchell firm is liquidated next week. Mr. Griffin, who will probably serve in a supervisory capacity for that account. No further information was available as to the nature of the duties to be performed by the new advertisement veteran.

Two weeks ago, it was announced that the Getchell branch office and personnel would be absorbed by Compton after Feb. 1.

Compton Adv., New York, agency head, has made no announcement of a replacement, but is considering a serial version of Snow Village Sketches, Miss Michael will continue as own-er and co-author wrote her brother of Lone Journey, another P & G serial on NBC promoting Dreyf. Agency for the latter show is Blackett-Sample-Hunter, Chicago.

Another P & G cancellation was indicated last week, when the spot campaign for the new soap was reported going off the market Dec. 6. No confirmation was made by Biow, agency in charge.

AFRA Seeks to Confer on Living-Cost Raise

NEGOTIATIONS for increases in the basic sustaining agreements of the American Federation of Radio Artists with the major networks proposed increases in the cost of living since the contracts were signed are expected to get under way this week. Union notified the networks recently that it was invoking the clause in its contracts providing for such increases [BROADCASTING, Nov. 23].

A meeting of AFRA officials with executives of NBC, CBS and Blue networks and of Mutual, WGN, Chicago, and the Don Lee network, which signed individual contracts with AFRA early this week, according to Emily Holt, executive secretary of AFRA. At this meeting arrangements for negotiations will be made or, if the network representatives are unwilling to negotiate, the question of submitting the matter to arbitration, as provided in the contracts.

Films for Industrials

THE AMERICAN Film Institute, which marks its 10th year in existence this year, will hold its annual mid-year conference September 12-13 at the Boulder Dam Hotel, Boulder, Colorado.

BROADCASTING • Broadcast Advertising
RESTS DURING STANDBY PERIODS

Mean Longer Life For Your Transmitting Tubes

It pays to let transmitting tubes “take it easy” during standby periods! Even though such care might not be considered normally, it now looms important in gaining the last possible hour of operation from tubes that may be difficult to replace.

HEATER-CATHODE TYPE TUBES—Where some operating delay can be tolerated, it is a good practice to drop the heater voltage as much as 20% during long or frequent standbys. This conserves the cathode and minimizes contamination of the grid by active material evaporated from the coating.

TUNGSTEN AND THORIATED-TUNGSTEN-FILAMENT TYPE TUBES—Every time a filament is turned on or off, it passes through a temperature range in which it has reduced strength. This repeated action may cause warping and, eventually, grid-filament shorts. Rather than turning off the filament during short standbys, reduction of filament voltage to 80% of normal will prevent warping, will enable the filament to come up to operating temperature quickly, and will avoid evaporation of emissive material.

During standby periods, tubes using thoriated-tungsten filaments should have their filament voltage decreased to 80% of normal provided the periods are of less than 15 minutes’ duration. For longer standby periods, the filament voltage should be turned off.

Tubes using tungsten filaments should have their filament voltage decreased to 80% of normal for standby periods of less than two hours. For longer periods, the tubes should be shut down. At reduced voltage, a tungsten-filament tube will last about ten times as long as at normal voltage. Its hot filament also acts as a “getter” to maintain a high vacuum within the tube.

Care should always be taken in starting up tungsten filaments, and never should the filament current exceed, even momentarily, a value of more than 150% of normal. Wherever possible, it is wise to operate the filaments of all types of tubes on the low side—perhaps 5% down when only light loads are involved. As previously explained, even this small reduction may actually double tube life—a mark well worth shooting at these days, even at the possible cost of some slight decrease in station efficiency.

Transmitting Tubes

RCA MANUFACTURING CO., INC., CAMDEN, N. J. . . . A SERVICE OF THE RADIO CORPORATION OF AMERICA
Banking on the Radio Industry
Letter Addressed to American Broadcasters Through 'Broadcasting' By Secretary of the Treasury Henry Morgenthau Jr.

Dear Sir, Code:

As the Treasury Department moves into full stride in its payroll savings campaign, 10 TO THE PROGRESS BY NEW YEAR'S, we at the Treasury Department are impressed, once again, with the fine cooperation of the entire broadcasting industry. Without exception, all four of the major radio chains (CBS, NBC, ABC, every local station, has given freely of broadcasting time, talent and promotional ideas to reach the public with our War Bond messages.

The cooperation of the radio industry with the Treasury Department not only has been unselfish and complete but it has been and is productive of magnificent results. Merely one example of what you have helped to accomplish may be seen in this fact: In October, there were 25,380,000 American men and women putting $287,000,000 of their pay into War Bonds every month through payroll savings.

Now we are banking on the radio industry -- with confidence -- to help the Treasury Department sign up 30,000,000 working men and women in payroll savings for Bonds equal to at least ten per cent of their gross pay.

There is no need to tell you how important the success of this drive is to the successful financing of our war effort, and to the checking of inflation.

The radio industry has proved its understanding of our War Savings Campaign through its generous cooperation. On behalf of the Treasury Department, I should like to extend my thanks and congratulations.

Sincerely yours,

[Signature]

THE SECRETARY OF THE TREASURY
WASHINGTON
NOV 21 1942

U. S. Recognizes Radio's War Effort

Key Officials Laudatory Of Industry's Part In Beating Axis

REASSURANCES that the role of broadcasting in the war effort is not going unrecognized, are contained in a series of letters to the NAB from key Washington officials whose agencies have made the most frequent calls upon radio for aid in their various appeals to the public. Addressed in most cases to President Neville Miller, the letters in the main set forth attitudes and policies of the respective agencies toward radio's whole-hearted devotion of its facilities, all on a gratis basis, for the various campaigns for which the Government has sought the assistance of the industry.

Even FCC-BWC Chairman James Lawrence Fly, often labelled as anti-NAB, took occasion last month to write to Mr. Miller to state his belief that "unanimous recognition should be given to the necessity for preserving this service at peak efficiency so that it may continue its manifold contributions to the prosecution of the war." Mr. Fly's significant letter follows in full text:

"Essential, Says Fly

It seems to me that the importance of radio broadcasts in the national war effort is self-evident and can hardly be overestimated. Effective mass communication of information as to why we fight, what we are fighting against, and the efforts which are now being made and must in the future be made to guarantee victory is assured if radio stations can operate at full efficiency. Officials of other agencies of the government may well be able to inform you better than I of the part radio has played in achieving public cooperation and response to specific civilian endeavors throughout the Nation.

In addition, the elimination of war scrap collections and war bond subscriptions, to name only the most obvious. The Office of Civilian Defense has, I believe, placed a great deal of reliance upon radio to inform citizens of the steps necessary for the adequate protection of the public in the case of airplane attack. The armed forces have been aided in recruitment drives and in various ways in reaching the use of station facilities.

You know, the Office of War Information has issued several editions of the Radio War Guide, and even the most cursory examination of this document should reveal the essential character of the information which can be and is being conveyed to the public through the medium of radio.

Over and above this sketchy list of specific services performed by radio, I cannot emphasize too strongly the vital role it plays in the maintenance and building of morale. Radio transmits the thoughts and feelings of the people, bringing reality and proportion of the necessity for emergency measures to its importance in providing entertainment and recreation during periods of rest should be by no means be minimized.

The War Manpower Commission and the Selective Service System have classified radio broadcasting as an essential service. It is my belief that unanimous recognition should be given to the necessity for preserving this service at peak efficiency so that it may continue its manifold contributions to the prosecution of the war.

From Federal Security Adminis- 

(Continued on page 28)
BUY WGBI

For today's test...
LET'S TAKE SCRANTON!

• Whether you have advertising or products to test, you need a market that’s hot and you need real coverage in that market. WGBI gives you BOTH! It gives you Pennsylvania's prosperous Scranton—Wilkes-Barre area (the nation’s 19th market) . . . and it gives you coverage that’s complete!

• WGBI is the only regional or clear channel station serving this spending population of 629,581. Outside stations just don’t get in over the Pocono mountains. And even if they could they’d be up against the hard fact that 98% of all daytime listeners and 96% of all nighttime listeners throughout Scranton’s home county tune in WGBI regularly. (Dr. Starch and Staff Survey.)

• Is it any wonder that so many advertisers who took WGBI for example, KEPT WGBI FOR GOOD!

SCRANTON PENNSYLVANIA
WGBI
CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT
FRANK MEGARGEE, President
JOHN BLAIR
& COMPANY
National Representatives
A N EXCITING and authentic reminder of the war being fought in the cellars of Nazi occupied Europe was available to listeners last week who wrote in to WQXR, New York, after the 10 p.m. broadcast of "La Libre Belgique" (Free Belgium) on Nov. 26. The broadcast was a dramatization of how an underground newspaper was printed in the cellars of an occupied country, with those distributing it facing almost certain death. A complete copy of "La Libre Belgique," dated June 1, 1941, recently reached the Belgian Information Center, New York, and reprints were offered to listeners requesting it.

The newspaper gives as the name and address of its editor "Peter Pan, Jardin D'Egmont, Bruxelles," a statue in a park of the Belgian capital. The address of the editorial offices is that of the German military commander at 1 Place du Trone.

B & W House Organ

Dr. Malone's Kits
FIRST-AID KITS have been distributed to radio editors by Benton & Bowles, New York, as promotion for the NBC daytime serial, "Dr. Malone." Card enclosed with each gift bears the names of the two leading characters, General Foods Corp., New York, a B & B account, sponsors the program on behalf of Post Bran Flakes.

Newspaper Tieup
SIX DAYS a week, 7:15-7:30 a.m., the Boston Traveler sponsors over WEEL, that city, "The Traveler Goes Work," and at 4:45-5 p.m. "The Traveler Goes Home." Programs are largely news and interviews with plugs for the newspaper. Interviews include talks with reporters, editors, feature writers, camera men, business office and composing room employees.

Farm Problems
TO PUBLICIZE IN rural communities its National Farm Radio Forum the CBC is sending to cooperative societies, farm community centers, rural post offices and other rural distributing posts a folder on its farm broadcasts. The folder lists the 44 CBC and privately-owned stations carrying the farm broadcasts and the forum for discussing the wartime problems of the farmer. A list of coming discussion subjects is detailed.
16th District Urges FCC to Ease Rules
Operator Requirements Are Held Too Strict at This Time

AFTER unanimously re-electing Harry R. Spence, KXRO, Aberdeen, Wash., as district director for a two-year term, the 16th NAB District, meeting in Portland Nov. 19-20, adopted a resolution to be forwarded to the FCC petitioning that agency to relax some of the regulations covering operator requirements. The resolution sought relief from this phase of the growingly acute manpower problem at Northwest stations, and was introduced by Marshall H. Pengra, KVAN, Roseburg, Ore.

The meeting, like all of the preceding district meetings, after hearing NAB President Neville Miller’s report on the AFM-Petriello situation, unanimously endorsed the NAB stand. Speakers at the two-day session, presided over by Mr. Spence, included: Ralph Block, OCD regional director; Eugene Carr, Office of Censorship; Ensign Philip N. Bladine, Navy public relations; Sgts. R. N. Vernstrom and W. J. Vessey, Marine Corps; Palmer Hoyt, publisher of the Portland Oregonian; Lew Avery, NAB director of advertising.

Support Retail Plan
Stations pledged financial support to the retail promotion plan after hearing Mr. Avery at a sales session presided over by Arthur Gerbel, KOMO-KJR, Seattle. The proposed OWI station plan was later presented to the whole group by Carl Haverman, BMI, acting for OWI, and Branch chief, William B. Lewis, and it was unanimously endorsed. Among guests at the meetings was Harris Ellsworth, part owner of KRNE, Roseburg, Oregon, newly selected program man from Oregon. Attending were:

Attending Portland Meeting
Harry R. Spence and Fred G. Goddard, KXRO; Clar Wheeler, Warren E. Stoffer, Ralph R. Cronise and Hal Hyer, KWL; James C. Wellons, KAST; Frank H. Logan, KNID; Joe Chvital, KELA; C. O. Shattuck, KWIL; Sheldon P. Sackett and Ben Stone, KDOEKVAN; Lee Bishop, KNED; Mr. & Mrs. Tom Olsen, KGY; Hank Swartwood, Harry N. Buckendahl and Ted Kochman, KALE; Mary Elizabeth Gilmore, KBP; Arden X. Pangborn, H. Quentin Cox, Homer J. Welch, Norman J. Sugg and Harold C. Singleton, KKE; C. W. Myers, Art Kirkham and Ted W. Cooke, KON-KALE; Chester R. Dungan and Charles Cook, KWW; Jerry W. Jerman and Art L. Morey, KWAJ; Marshall J. Pengra, KVAN; Robert S. Nieland, KEVR; Arthur Gerbel Jr., Charles A. Backie, John Pearson and Beatley Stevens, KOMO-KJR; D. A. Rosenthal, KOI; Robert N. Triebe, KBRC; Florence Walker, KX; Harvey Wasson, KUOG-KEA; A. O. Moore, KMO; Barney Kenway, KODL-KWRC; S. W. McCready and Sidney Leeman, KVAN; Donald A. Wike, KU; J. A. Murphy, KMO-KIT; Jennings Pierce, NBC station relations; Gerald King, Standard Radio; Carl Haverman, BMI-OWI; E. J. Goshe, KBR; Joe Trexler, Associated Program Service; Trewer Dean, Washington State Defense Council (Radio Director); Frank L. Hill and L. W. Trombly, KQRE; L. L. King and Ralph E. Smith, KFUN; J. F. Hildreth, KIRG; George Lodlom, nat’l. chief of radio, OCD Washington; Mal Carlson, Selective Service, Oregon; Florence Clements, OWI, Seattle.

You CAN’T Ignore this Amazing Gain

The biggest news in the radio business today is the spectacular way WCAE has zoomed to the top in Pittsburgh.

Eight months ago WCAE was trailing the three other network stations in the race for afternoon listeners. Then things started to happen. WCAE started to climb. One by one the competing network stations were "polished off," until now WCAE is running in a photo finish for first place.

The "Tune Factory Program" - MUSIC and NEWS every afternoon from 1:00 to 5:30 — has sparked tremendous surge of WCAE to the top.

The facts speak for themselves! WCAE can deliver an afternoon audience far greater than two of the other network stations and only 3/10 of 1% behind the leader!

For availabilities and complete information consult WCAE or THE KATZ AGENCY

New York Chicago Detroit Kansas City Atlanta Dallas San Francisco

PIGGY PITTSBURGH, PA.

1250 K.C. 5000 WATTS

MUTUAL BROADCASTING SYSTEM

November 30, 1942 • Page 23
We're experimenting so you won't have to

General Electric is operating today one of the world's most complete television stations, WRGB, at Schenectady. There, within the limitations of full-scale war production, G. E. is gaining practical knowledge on which to build a new industry.

For a clear television picture on a fluorescent screen is only the beginning of television. From there on out, problems still loom. What will television offer that movies, theater, concert hall, school, and radio cannot
offer? Will the television screen make a good teaching platform? Will it further the fine arts, science, industry? What has it to contribute uniquely to the church?

How, in short, will television best serve the public welfare? How best improve our lives?

General Electric electronic engineers are studying and improving transmission and reception. And studio manager and program staff are urged to give fullest expression to creative talents and ideas. For the General Electric vision is to make television stand on its own feet as a new cultural and entertainment medium, with its own important place in our affairs.

In the future, when you are planning your television station, General Electric will be ready with a wealth of experience in television programming and techniques. General Electric today is scanning tomorrow. Radio, Television, and Electronics Department, General Electric Company, Schenectady, New York.
Plan to Collect Radio, Juke Box Fees On Recordings for Live Music Proposed

A PROPOSAL to form a National Foundation of Music, which would collect from juke box and radio performances of recorded music and use that money to employ live musicians for public performances, is advanced by Bernard B. Smith, New York attorney, as a solution to the present AFM ban on recorded music, in an article, “What’s Petrollo Up To?”, in the December issue of Harper's Magazine.

After reviewing the history of the Petrollo edict and the growth of recorded music, with its concomitant decrease in employment opportunities for live musicians, Mr. Smith raises two questions:

“First, do the American people like canned music so well that they are willing for it to replace the ‘live’ variety? And second, if so, does a democracy have any obligation to those workers who are displaced by technological improvements?”

Fee Plan Suggested

Stating that a large number of people want live music, Mr. Smith suggests “that a National Foundation of Music be organized, composed of three members—one designated by the AFM, one by the broadcasting and recording industries, and a third by the FCC. This Foundation would collect from the places in which juke boxes are located a percentage of the revenue of each machine. (Perhaps 20%, or 1 cent out of every nickel, would be a reasonable figure.) ... A somewhat different arrangement would have to be made with respect to the radio industry.

“Stations might for instance be required to set aside a percentage of the revenue they derive from broadcasting records or transcribed music on commercially sponsored programs. (Again, 20% might be appropriate; but this could be adjusted to the various economic factors involved.)

“The station could use the money which was set aside in this way to pay the salaries of such ‘house’ musicians as it saw fit to employ, or it could turn over the Foundation that part of the money which was not so used. Such a plan would encourage the use of live musicians by stations whose payrolls for musicians already equaled or exceeded 20% of the revenue from recorded or transcribed programs.”

Mr. Smith goes on to point out that to pay a percentage of income from the use of records to Petrollo and the AFM would, when “added to the existing practice of demanding ‘standby’ orchestras and grossly oversized radio ‘house’ bands, constitute in effect a virtual recognition by the AFM that ‘live’ music must continue inevitably to increase. We shall end by having not jobs for unemployed musicians but a dole for unemployed incompetents.”

More than a Dole

In answer to his second question, he concludes: “If it became clear that the American people no longer want to hear ‘live’ music the National Music Foundation could then be empowered to see that the charge made upon the public performances of recorded music be devoted thereafter to compensation of displaced musicians during a reasonable period of vocational retraining.

“Whether men spend their lives acquiring skill in the use of a trowel or a bassoon is not of basic importance. What is important is that we should have a democracy which provides something more than a dole for those of its citizens who are robbed of their craft by the impact of technological labor-saving improvements.”

More Listening

WITH particular emphasis on radio news commentators, there has been a 25% increase in radio listeners since Pearl Harbor, George Moskovics, West Coast sales promotion director of CBS Hollywood, stated in discussion during the Nov. 18 broadcast of What’s It All About, weekly educational feature released to Pacific Coast stations of that network. He declared this trend will continue after the war, thus keeping the public informed on the peace settlement to come.

C. E. Hooper rating for President Roosevelt’s address over the four major networks Tuesday, Nov. 17, at the closing session of the New York Herald-Tribune Forum, was 48.0—the same as that reported by Wendell Willkie for his Oct. 26 broadcast on the same hookup. The chief executive’s radio audience is estimated at 36,850,000, while the former Republican candidate rated a slightly lower figure. 22,320,000.
Tune Guessing
LISTENERS are called upon to guess the titles of the recorded popular music played on the Guess the Tune program heard thrice-weekly at noon over WIP, Philadelphia. Winners selected among those sending in the correct titles are awarded movie passes for downtown theaters. Accompanying the answers with a box cover of Dr. Jayne’s Cough Remedy, sponsor of the program, brings the winner an additional $5 cash prize. The quarter-hour program is conducted by Doctor Rhythm, assumed by Howard Jones of the WIP announcing staff. The program is produced by the J. M. Korn Agency, Philadelphia.

Dental Tips
ST. LOUIS Dental Society is heard in a broadcast over WIL, St. Louis, each Monday afternoon. The program is presented in cooperation with the Office of Civilian Defense, and advises listeners on dental care and mouth hygiene as essential in the execution of a total war effort. Prominent local dentists participate.

Books Aloud
READING ALOUD from best-selling novels and popular classics, for housewives engaged in their morning tasks, Maurice Joachim, writer, producer and storyteller, has started a six-week series over WHN, New York, titled To Be Continued. Books will be read in their entirety. It is estimated that over the period of a year, the series will make available to radio listeners from 30 to 40 novels and stories.

More Radio Gremlins
TO ASSIST listeners in preserving the life of their receiving sets, NBC on Dec. 4 at 10:30 p.m., will broadcast Frankly Mr. Feebish, a drama about a “gremlin” attacks radio sets and planes. Program was written by Neal Hopkins, NBC staff writer, and Morris Mamorsky has composed special music.

Program For Pets
SATURDAY morning quarter-hour program, Animals in the News on WLT, Chicago, conducted by Dr. W. A. Young, managing director of the Anti-Cruelty Society of Chicago, covers care and feeding advice for any sort of pet animal. Amusing tales of unusual pets and the role dogs play in the war effort are also covered by Dr. Young’s discussions.

Feats of Heroes
FEATURE STORIES of the feats of America’s war heroes, It Happened in the Service, formerly heard on NBC Pacific Coast stations only, is now presented on the full NBC network with the exception of WEAF, New York.

LATENT TALENT among the announcers of WKZO, Kalamazoo, provide a quarter-hour hillbilly act for Foley & Co., Chicago (home remedies). Music makers are (1 to r): Joe Hooker, Paul Aurandt and Johnny Vandenbosch.

With two sponsored programs featuring the Metropolitan Opera Co. already on BLUE, an additional series was inaugurated Nov. 26 on the same network on a sustaining basis by the Opera Guild under the title Metropolitan Opera, U.S.A. With Lawrence Tibbett, baritone, as m.c., the program presents young artists who have already gained opera contracts for this season. The half-hour broadcasts are aired on the BLUE Thursday, 7:30 p.m., followed by a repeat on WJZ for the New York area at 11:15 p.m.

Other “Met” programs on the BLUE are: Metropolitan Auditions of the Air, sponsored Sunday, 6:30-7 p.m. by Sherwin-Williams Co., Cleveland, and broadcasts of the Saturday afternoon performances of the opera company, sponsored by Texas Co., New York.

Sears’ War Bond Show
FOUR Sunday programs, titled Peoples Payroll Party, are a new series inaugurated by KOIN, Portland, Ore., and sponsored by Sears Roebuck & Co., to boost the Treasury’s War Bond sales campaign. Format of the show is informal, with comedy by Owen Dunning, stories by Charles Robison, music by Joseph Sampietro’s studio orchestra and mixed vocal chorus. Johnny Carpenter is ringmaster and Bill Mears does the script. Director of Sears promotion in Portland, Dave Showalter, reads a letter, “Sim-Seas-Yours” addressed to former employees now in the armed forces.

Youth in War
ANALYZING elements of the home in relation to wartime circumstances and development of children, a weekly half-hour program, Our Home, a Workshop in Living Together, has been inaugurated on Pacific Coast stations of Don Lee Broadcasting System, Friday, 1:15-1:30 p.m. (PWT). Series of five weekly broadcasts started Nov. 20 under supervision of Mrs. W. K. Cobb, director of the department of home service for the Parent-Teacher Association.

It’s KOA First In Denver

Any Way You Figure It...

It doesn’t take a mathematical marvel to figure the “best buy” in Denver radio. It’s as easy as ABC to see it’s KOA... the only station in Colorado that can put 50,000 watts behind your sales messages. Not only that, but KOA is owned and operated by the National Broadcasting Company... the network most people listen to most.

Let your nearest NBC representative give you the full story. Call him today about KOA!
1 PRE-ANNOUNCEMENTS
WISH schedules at least 2 pre-announcements each day for one full week in advance of the beginning of any new program series. Best available times are used for these "advance" announcements.

2 DIRECT MAIL LETTERS
WISH will create and mail, first class, letters to the trade: jobbers, wholesalers, voluntary and national chain offices and important retail outlets. This service is available WITHOUT COST to advertisers using a minimum schedule of 13 weeks.

3 PERSONAL CALLS—SURVEYS
A member of the capable and experienced WISH Merchandising Staff is available at all times to make a reasonable number of calls on the trade, conduct surveys, or promote WISH programs. Counter displays, store signs, or simple window displays of the sponsor's merchandise are arranged.
4 DISPLAY ADVERTISING
WISH buys and schedules display advertising in Indianapolis newspapers to publicize new or established radio programs. Prior to the beginning of a program series, WISH will schedule a minimum of 200 lines of display advertising. Additional advertising is provided throughout the life of the program.

5 STREET CORNER POSTERS
For "program" advertisers, WISH will produce and display, two-color posters (32 inches long by 24 inches wide) in special display frames located on 100 of the busiest street corners in Indianapolis. These posters carry the name of the product as well as the program they publicize.

6 OUTDOOR ADVERTISING
WISH uses dominant billboard advertising, with standard General Outdoor 24-sheet posters, to keep sponsors' programs "in the public eye." At choice locations, throughout the metropolitan area, these outdoor displays call favorable attention to the programs of WISH advertisers.

7 WINDOW STREAMERS
WISH will create and provide the sponsor's salesmen or delivery men with a minimum of 300 window streamers (30 inches in length by 12 inches in width) for use in promoting WISH programs in windows or interiors of retail outlets. If desired, WISH programs will distribute the window streamers at a small cost to the client.

8 STUDIO SALES MEETINGS
WISH provides attractive facilities for large or small sales meetings to be conducted by WISH clients. For example—one WISH sponsor recently invited his 45 salesmen and their wives to attend a "preview" of his new WISH radio program. A special 15-minute entertainment feature, using the station's staff talent, was presented for their pleasure. An executive of WISH then addressed the guests, explaining the advantages of their forthcoming radio series. A special audition of the program concluded the "Preview."
Radio Fatigue

As Uncle Sam's time-clearance agency, manned by ease-hardened radio and agency men drawn largely from industry ranks, no establishment of the wartime Government is more keenly aware that the OWI Radio Branch of that indefinable something called, for want of better nomenclature, "radio fatigue". Too much of the same, dinned into the ears over and over again, can defeat the end in view—and the end, in the case of the Government's many radio campaigns, is the enlistment of public support of the many wars driven.

But the public can be dinned to death with appeals to buy War Bonds, register tires on time, join the ration card lines, enlist in this branch of the service or that. If OWI Director Elmer Davis' estimate before a Congressional committee recently, that radio's free time contributions are at the rate of $64,000,000 per year, is accurate—and it probably is as nearly accurate as it is possible to estimate—the enormity of Uncle Sam's "sponsorships" can be gauged in the light of the $175,000,000 worth of business done by all radio stations and networks last year.

Hence it is gratifying to learn from OWI's Radio Bureau, the chief funnel for government approaches to stations, that its policy henceforth will be to concentrate not on placing more government advertising on the radio but on improving what is already on the boards. Quality rather than quantity, its officials say, must now be stressed—and to insure quality they are seeking the advice and assistance of some of the best copywriting brains in the industry.

The network allocation plan of OWI has worked well. The big job to be done now is among stations, besought to use Government spots and transcriptions. These must be timed and spaced and synchronized with network appeals, so that the public won't be overadvised. Plans are afoot to effectuate a modus operandi which will work to the advantage of Government and stations alike. There is such a thing as too much advertising, which, inducing "radio fatigue", defeats its own end.

The Ladies Will Decide

Again the soap opera gets its sporadic shelving from some quarters and its sporadic ecornomies from others.

Inevitably, any mention of the five-a-week portrayals of American life and loves will start an argument in radio and advertising circles. And that's what Dr. Matthew N. Chappell, C. E. Hooper consultant, started when he told a group of broadcasters and advertising folk in New York that the soap opera is out of tempo with the stepped-up pace of American life and that it is losing its appeal.

Though Dr. Chappell supported his derogatory data with graphs and trend lines, many of his audience failed to agree that these harbinger of romantic achievement and frustration have actually lost their hold on America's housewives. They agreed, though, that it was a good idea to take apart the serial and expose it to impartial clinical treatment.

Just as the ink was drying on Dr. Chappell's charts, the Office of War Information lent its approval to a resume of wartime achievements registered by the much-maligned soap operas [see article in this issue].

Here the daytime serials are praised—and with official blessing—as a highly helpful institution for promotion of the war effort and the elevation of public morale. Through the serials the OWI is reaching countless millions every quarter-hour with messages about rationing and furnace conversion and all the other projects involved in gearing the nation to victory over the Axis.

Dr. Chappell's data carries the voice of statistical conviction. And the OWI's pleasure at the serial's value as a wartime weapon is equally convincing.

The answer! As usual, it will be supplied by the millions of housewives whose ears will be lured or antagonized by the devious denouements that fill the network air from dawn to dusk. So long as the ladies listen, the sponsors will pour their good money into serials. If they stop listening in any appreciable numbers, the sponsors will soon know it and the serials will quickly disappear.

Post-War Planning

Obscurely mentioned in FCC-WBC Chairman Fly's recent address before the Rochester convention of the Institute of Radio Engineers [Broadcasting, Nov. 16], was the necessity for what he called "sound depreciation policies" in the light of war-worn equipment. Mr. Fly was forecasting an enormous post-war expansion of radio and television after the war. He urged the engineers to set up post-war planning committees and, for he incrementally foresaw a virtual reshaping of our communications system, especially broadcasting, after the war is won and when new radio equipment and personnel are again available for normal pursuits.

We asked Mr. Fly to elucidate his point regarding depreciation. He said he felt the existing broadcasters, large and small, must not be caught unaware by changing techniques and new equipment requirements after the war. They must, if they can, bank enough money to be ready for "new technological advances like FM and television". The Treasury's obsolescence factor for depreciation writeoffs in taxes may not be sufficient, in long, post-war needs, and some new policies of accounting may have to be instituted, he said.

Mr. Fly admitted he had not had time to give the depreciation and obsolescence factor enough study to make definite recommendations. He believes the broadcasters themselves, working with the best brains in the engineering and accounting fraternities, must lay the preliminary groundwork. The Commission's regulations may be relaxed, as they have been, for the war's duration in order to conserve equipment—but they will be tightened again, and tightened hard, when the war is over.

The prudent radio executive must be prepared, not only with a knowledge of the probable things to come but with ample reserves for the great post-war changes that will come to his business. Granted that business in many localities is slipping, and that the high war taxes are reducing profits, the broadcaster to stay in business must still be ready for the demands that will be made upon him, technically and financially, when hostilities cease. The IRE and NAB could do nothing more useful than to create joint committees now to prepare for that day.

The Radio Book Shelf

The Story of World War II, from the Nazi invasion of Poland on Sept. 1, 1939, to July 4, 1942, is told by Oliver Gramling, assistant general manager of the Press Association, and Send AP correspondents around the world in Free Men Are Fighting (Farrar & Rinehart, New York, $3.50).

Insofar as was feasible the day-to-day history is given by the stories filed by the reporters, with Gramling supplying the connecting background material. So skillfully has he done the job that what might have been a mere scrap-book emerges as a colorful continuous report of a global war. Every reader will find his own highlights in the volume, which includes every type of news story.

Numerous maps throughout the volume illustrate the actions described in the text and an appendix gives thumbnail biographies of the correspondents on whose material the book is based.

Complete with a new 50-page chapter on the War Emergency Radio Service, the 20th edition of the American Radio Relay League's Handbook of Amateur Radio is now available [The Rumford Press, Concord, N. H., $1]. This year's wartime edition points out that in tens of thousands of minds the thought is ever "Someday the war will be over; someday we'll be on the air again." Book gives radio theory, FCC regulations, information about parts and other reference data for radio technicians, amateur and professional.
CIRCUMSTANCES, not choice, conspired to catapult William Lunz Lawrence, West Coast director of radio operations for Pedlar & Ryan, into a radio career. Back in early 1925 jobless 19-year-old Bill Lawrence, editor of an ad in a Minneapolis newspaper, WAMD needed an announcer. Lawrence appeared for the audition.

Directed to a studio, he was handed a sheaf of news clippings and told to start reading. Young Lawrence read steadily for almost 15 minutes—until he was halted by an announcer who identified the station. Then Bill learned he had been on the air all the time.

Three months later Stanley E. Hubbard, today operator of KSTP, that city, fired the boy with the remark that he was the “worst announcer I have ever heard.” Dismissed but undaunted, the young hopeful went directly to WCCO, he crashed the offices of the late Henry Bellows, then station manager and vice-president of CBS, and posed as a student. After telling Mr. Bellows that he’d just been fired for being the “worst announcer”, Bill countered that he didn’t agree with the man who said it. Mr. Bellows, startled by such frankness, hired the boy. From then on Lawrence went places.

Born in Two Harbors, Minn., Oct. 9, 1906, Lawrence began in radio in 1924 and 1925 by leading his own dance band, tooting a saxophone and part-time announcing on WCCO. Summers, band and leader played in Estes Park, Colorado, as The Royal Entertainers. When the aggregation went back to Minnesota, it became The Rocky Mountain Entertainers. One summer Bill took over Dave Rubino’s Orchestra, acquiring costumes, scenery and trick properties, successfully touring the Midwest. Continuing with his WCCO announcing chores, he gradually abandoned outside interests, and took on station production duties, eventually becoming program director.

In fall of 1933, long before radio discovered Hollywood, Lawrence decided that there were opportunities in southern California. He went West and, to use his own words, “starved to death” for two years—then dropped out of radio. Going to work in 1935 for KNX, then an independent station, he wrote and presented four newscasts daily. Seven months later CBS acquired the station as its Los Angeles outlet. With change in status to a network station, Bill became producer of Reunion of the States, sponsored by Forest Lawn Memorial Park Assn. Augmenting his production responsibilities, he was assigned by McCann-Erickson to direct the weekly CBS Dr. Christian series, sponsored by Chesborough Mfg. Co. He held that post during 1938 and 1939.

During his association with CBS, Lawrence found plenty to do. It was his job to produce the first completely visual radio show for that network. Titled Your Witness, the successful experiment in television technique was broadcast during 1936 and 1937. In 1938 Lawrence created the I Was There program. Assignments had him busy on production of Camel Cavan, Texaco Star Theatre, Jack Oakie Show and other outstanding network sponsored programs.

In 1939 he left that network to produce and announce the weekly NBC I Want A Divorce, sponsored by S & W Fine Foods Inc. (coffe). Bill worked with Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco agency servicing the foods account, on the half-hour series until early 1940. In April, Lord & Thomas beckoned, and not long after he produced and directed the NBC Union Oil Show. During the three summer months, he handled the weekly NBC Union Oil Opera. Fall of 1940 saw him assuming new agency responsibilities as he took over production reins of the NBC Bob Hope Show, sponsored by Pepsi. That assignment continued until the fall of 1941 when Bill formed his present association with Pedlar & Ryan.

With purchase of Orson Welles’ services for a CBS program, under sponsorship of Lady Esther Co., Pedlar & Ryan appointed Bill Lawrence its West Coast director of operations. He continued in his general sales capacity until last January, when Welles’ program will trip to South America left a blank spot on the Lady Esther calendar. With Freddy Martin (Continued on page 37)

R. C. Maddux Is Named To Board of Bamberger

R. C. Maddux, vice-president in charge of sales of WOR, New York, has been elected a member of the board of directors of the Bamberger Broadcasting Service, operator of WOR, as well as member of the station’s executive committee, it was announced Nov. 23 following the director’s meeting.

Mr. Maddux joined WOR in December, 1939, as director of sales, and last year was appointed vice-president in charge of sales of Washington and Lee U and the Harvard Business School, Mr. Maddux was previously managing director of the D.C. Council For Industrial Development, and prior to that director of advertising and publicity for the New England Petroleum Co. He has also served as sales manager of the New England Division of the Pan-American Petroleum Co.

ROBIN HARRIS, New York newsman, has been named director of publicity for United Artists Corp., filling a post vacated when Albert Margolies resigned.
Havin' any luck in Horse Shoe Bottom (Ky.)?

That's because the Louisville Trading Area, alone, has 35.5% more buying power than the rest of Kentucky combined — makes 53.9% of the State's total retail purchases! So, for luck you need Louisville — and for Louisville you need only WAVE, the NBC station that gives you complete coverage at lowest cost! Write today for availability!

LOUISVILLE'S WAVE
5000 WATTS...1100 R.C. N.B.C.
FREE & PETERS, INC.
National Representatives

BEHIND THE MIKE

DAVE ELTON, producer of NBC Hollywood, has been assigned permanently to the weekly Fabulous Fuzz, sponsored by Gilmore Oil Co. (petroleum products), on that network. Elton, currently working under direction of Nate Tafse, production supervisor of Ruttenberg & Ryan Inc., agency handling the account, is one of three producers originally assigned to the show.

TODD HUNTER, formerly newscaster of WBBM, Chicago, has joined the Marines as first lieutenant and will be stationed at the Navy Pier in Chicago.

BARRY BARENTS, announcer of WTAG, Worcester, has resigned to become Central New England representative of Transit Art, New York. Olive Merrill has joined the publicity staff of WTAG.

PAUL LANGFORD, special events director of KPAS, Panama City, Fla., has joined the Army Air Force.

JACK TEMPLE, formerly announcer of KVA, San Francisco, has joined KGW, Portland.

ENS. HOWARD M. PAUL, on leave as contiguity and publicity writer of WTMJ, Milwaukee, recently became father of a girl. He is now public relations officer at the Naval Aviation Training School, Navy Pier, Chicago.

BILL MARLOWE, former music director-announcer of WLOK, Lima, Ohio, and WKIR, Rochester. Pa., has joined the announcing staff of WBKN, Youngstown.

HILDEGARDE Dyer, formerly of Magazine Digest, now joined the publicity department of WOR, New York, replacing Virginia Cornish, who resigned to go with Mademoiselle Magazine. The stations' artists bureau has lost Joseph Wise, who entered military service ten days ago.

CY NEWMAN, formerly program director of WGBH, Jacksonville, has resigned to join WIOD, Miami.

LARRY ROTHMAN, formerly program director of WALJ, Albany, Ga., has been commissioned second lieutenant in the Coast Artillery and is now stationed at Camp Stewart, Ga.

AFLAN PAGE, program director of KVOD, Tulsa, has been appointed chairman of Tulsa War Program Management Committee, which will integrate OWI releases on the three Tulsa stations. Jack Hoffman, KTUL, and Jim New, KOAM, are other committee members.

AARON G. HANGER, of the sales department of WOR, New York, is the father of a girl.

RALPH L. POWER, Los Angeles radio consultant, who recently observed his twentieth anniversary in the industry, has been elected to the grade of Companion in the Australian Institute of Radio Engineers.

DAVID STARLING, formerly announcer of KPhiKE, Los Angeles, is now an officer candidate at the Naval Aviation Training School, Benning, Ga.

FRANK DUNNE, announcer of WGN, Chicago, is the father of a baby boy.

VERNA E. WISHTAR, secretary to Glen Ballmer, manager of the Canadian Assn. of Broadcasters, is to be married to Signalman S. D. Smith Dec. 8, at Toronto.

FRANK WILKINS, Canadian Broadcast Co., special services supervisor, Toronto; St. Petersburg, Fla., and New York, has been given additional duties as assistant engineer at Camp Dix, Induction into the Army.

THOMAS FLYNN, CBS publicity department, is the father of a girl born Nov. 13.

ED GERNON, assistant music supervisor of NBC Chicago, was recently inducted into the Army.

CLAUDE TAYLOR has been named program director of WLYA, Lynchburg, Va., replacing Eric Land, now in the Army.

NEWSTRAWS

NORINE LOWE, director of women's program activities of WWNC, Asheville, N.C., left that post last week to become a private in the service at Fort Des Moines, Iowa. Miss Lowe received several farewell gifts from station owners and staff, and became the first member of the station's staff of the armed forces.

CLAUDE HARRISON, program director of WKN, New Orleans, and now in charge of OWI WWDC, Washington, on Dec. 6 joins WAP, Birmingham, in charge of eight programs. He will be succeeded by Jack Lowe, from WAIU, Winston-Salem, N.C.

JAMES CLARK, formerly World War II pilot and former reporter, New York, has joined the staff of the Canadian Broadcasting Corp., Toronto, specializing in certain areas of international affairs.

L. CLARK RICHARDS, former network announcer for the Canadian Broadcasting Corp., New York, has joined the staff of the CBC network of Toronto.

JAMES CULLEN, formerly of WQIV, Chicago, has joined the staff of the CBC network of Toronto.

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JAMES CULLEN, formerly of WQIV, Chicago, has joined the staff of the CBC network of Toronto.
STEPHEN J. BURKE, formerly of WTAG, Worcester, and Russell H. Snow, formerly of WCOP and WHDH, Boston, have joined the announcing staff of WBZ, Boston. Arch MacDonald, former announcer of WIZ-WBZA, has been commissioned a lieutenant (jg) in the Navy.

LOWELL SMITH, formerly program director of WZPN, San Bernadino, Cal., has joined KJII Hollywood, as announcer, not KNX, as erroneously announced in Broadcasting Nov. 16.

CPL HILLIARD H. MARKS, of the Army Air Forces, and formerly gag writer on the weekly NBC Johnny Show sponsored by General Foods Corp. (Grape Nuts Flakes), married Harriette Hadden, film actress of Beverly Hills, on Nov. 23. CPL Marks is the brother of Mary Livingston (Mrs. Benny).

LESLIE RATTATZ, formerly on the staff of Allen Gordon, Beverly Hills, publicity service, has joined NBC Hollywood, in charge of trade news.

LEO ARNAUD, Hollywood musical director, is directing on the Don Lee Network. Hollywood, pending appointment of a permanent musical director. Post had been held for the last five years by David Rose who recently joined the First Photographic Unit of the Army Air Forces.

TOM TURNBULL, merchandising manager of WMRN, Marion, O., and formerly of the staff of WFIL, Youngstown, has left to join the Army.

VERA BROWN, receptionist of KOA, Denver, recently visited her brother. Stan Brown, former news editor of KOA, at Fort Leonard Wood, Mo. Elvis Alexander has joined the secretarial staff.

ELIZABETH PENNELL, scriptwriter, has joined KJBS, San Francisco.

DAVE SCOFIELD, announcer of KFRC, San Francisco, has joined the Army Air Forces.

BILL GAVIN, formerly music supervisor of KOMO-KJRC, Seattle, has joined KGW, San Francisco. He is m.c. of his own program, His Neighbor, six mornings weekly.

BILLY GRATTON has joined the announcing staff of KBOI, Boise. Betty Nelson, hostess, was married recently to Sgt. Don Nelson of Gowen Field, Boise.

BOB FIDLAR, announcer of WHIO, Dayton, recently became the father of a girl.

JOHN RICHIBOURG, announcer of WLAC, Nashville, is the father of a boy born Nov. 14.

PHIL BECKER, former announcer of WTCI, Hartford, has joined the Army and is now in officer training school at Ft. Monmouth, N. J.

DON deWALD, formerly of the dramatic staff of KHUB, Watsonville, Cal., has been promoted to full-time announcer and producer. Pat Hettick is night operator-announcer.

DAN RAPPERTY, former announcer of WOC, Davenport, has joined the announcing staff of WHO, Des Moines.

IRWIN DARLINGTON, former announcer of WBYA, Richmond, and WDNQ, Duluth, has joined the staff of WJZV, Washington.

BOB LAJIB, formerly of NBC Chicago and now announcer of WDSU, New Orleans, has been chosen quiz-master of the Do You Know the Answer? show presented by Holama Bakers.

LOU EMM, former announcer of WHIO, Dayton, is now a member of the Army Air Forces stationed at Patterson Field. John Murphy, formerly of WHHC, Canton, has replaced him.

HAL GIBNEY, formerly announcer of BLUE Hollywood and now in the Army Air Forces, has been promoted to sergeant. He is attached to the radio production unit, Santa Ana, Cal., as announcer.

BOB ANDERSON, freelance announcer, has joined KGFJ, Los Angeles, and is currently conducting the seven-week midnight to 6 a.m. program, Hunt the Watchman, sponsored by Victor Clothing Co. He replaces Nick Tomato.

PHIL NORMAN of Los Angeles City College dramatic department, has joined KGFJ, that city, as announcer, replacing Myron Marks, George Skinner, formerly on the staff of KFVD, Los Angeles, has also joined KGFJ as announcer.

CHARLES ISAACS, former writer on the weekly CBS Counted Cigarettes, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has joined the Coast Guard.

BETH GARDNER, of music rights department, NBC San Francisco, has joined the WAVES.

ANN TRIPPE, formerly of KSO, Des Moines, has joined WSIB, York, Pa., as continuity editor. Helen Eagle joined the staff as music librarian.

UNSUPERSTITIOUS honeymooners are Hal Styles, commentator on the daily program, Face the Facts, on KFWE, Hollywood, and Lenore Cordial, his secretary. Married on Friday, Nov. 13, Styles interviewed the bride on his program two hours later.

Paley Fetes Journalists
DELEGATION of Latin American journalists now in this country under sponsorship of the Coordinator of Inter-American Affairs were guests last Wednesday at a cocktail party in their honor by William S. Paley, president of CBS, following a tour of the CBS shortwave department.

In Canada's Senate
W. RUPERT DAVIES, of CKWS, Kingston, Ont., and CHEX, Peterborough, Ont., and P. R. DU TREMBLAY, CKAC, Montreal, have been appointed to the Canadian Senate by Prime Minister Mackenzie King. In Canada all senatorial seats are held by appointees for life. P. R. Du Tremblay is also president of Montreal La Presse, French-language daily, while W. R. Davies is president of the Kingston Whip-Standard and the Peterborough Examiner.

RECENT STAFF changes at NBC Chicago were: Robert M. Guilbert, of the continuity department, promoted to the post of continuity acceptance editor succeeding A. W. ("Bud") Kauzy, recently appointed station relations manager of the NBC Central Division. Madeleine Clark, graduate of the NBC Northwestern U Summer Radio Institute of 1942 has joined the continuity department. Jerome Meer, graduate of Marquette U, has been appointed a writer in the news and special events department, succeeding John R. Fahey, resigned to enter the service.

Here's Something Sensational to Chirp About!
A SHORT THREE WEEKS OPERATION WITH—
50,000 Watts
TRIPLED COMMERCIAL MAIL FOR OCTOBER, 1942.
Keep Your Eye on America's Fastest Growing High Powered Radio Station
No Rate Increase Until March 1, 1943

JOHN BLAIR
Represents Us
BASIC BLUE

BROADCASTING • Broadcast Advertising
November 30, 1942 • Page 33
Newspaper Group Plans To Confer With Davis

REPLACING its annual spring meeting, the American Society of Newspaper Editors will meet in Washington Jan. 22-23 with Elmer Davis, director of the Office of War Information, to discuss the newspapers' part in the war effort. Other government officials will participate in the discussions being arranged by ASNE's War Emergency Committee comprising W. S. Gilmore, Detroit News (WWJ), the Society's president; Erwin Canham, Christian Science Monitor; Wilbur Forrest, New York Herald Tribune; Alexander F. Jones, Washington Post; David Lawrence, United States News; Dwight Marvin, Troy Record; Ben McKelway, Washington Star (WMAL); Roy Roberts, Kansas City Star; Basil L. Walters, Minneapolis Star-Journal and Tribune (Iowa Broadcasting Co.).

Morse Rejoins Buchen

JOHN H. MORSE has rejoined the Buchen Co., Chicago agency, as economic consultant, after a two-year absence during which he has served as chief of the Division of Commercial & Economic Information, Bureau of Foreign & Domestic Commerce, in Washington. Mr. Morse was also editor-in-chief of the Dept. of Commerce publica
tions Domes-
tic Commerce, and was author of many articles on advertising. Mr. Morse was formerly a vice-president of the Buchen Co.

Mr. Morse

Dwight Weist, announcer of the Valiant Lady broadcasts, is now narrator of Pathe newreels.

BLUE DRAMA TRYOUTS

Audition-Preview' of Plays

Early in December

TA\'KING advantage of the newly-evolved plan of "audition-previews" for prospective Broad-
way plays [BROADCASTING, Nov. 23], the BLUE will try out a series of plays early in December, present-
ing them before a microphone with special casts of radio and stage actors. Conceived by Fritz Blocki, radio writer, director of Benton & Bowles, New York, the production will be "staged" by an unseen announcer together with sound effects and music—a blend of radio and stage technique. At-
tending the first tryout, to be broad-
cast on the BLUE, will be celeb-
rities of radio, stage and screen, while specially invited critics will be asked their opinion of the new method in an interview after the performance.

HARRY BENNETT, account executive of Edward J. Robinson Adv., Los Angeles, recently resigned to join Rod-
erick Mays in establishing their own agency, now firm name of Bennett Adv., at 412 W. Sixth St., that city. Telephone is Trinity 8534.

LUCIAR M. JOHNSON has joined the advan-
cny as office manager. She also was formerly associated with Elwood J. Robinson Adv.

ALLEN M. WHITLOCK, formerly publicity director of Benton & Bowles, Holly-

variably heads the office of the public relations section, Army Air Forces West Coast Train-
ing Center, San Francisco, has been promoted to first lieutenant.

J. H. (Jake) BREITEL, former as-
sistant to the president of N. W. Ayer & Son, as public relations officer of the Marine Corps public relations department, Philadelphia.

PLUMMER WHIPPLE has closed his public relations business and joined the Philadelphia office of N. W. Ayer & Son, formerly served the Ayer agency in Detroit, Philadelphia and New York.

L. F. MARK PARNALL, formerly acc-
count executive of Lee Anderson Adv. Agency, Detroit, and now in the Army Air Forces, has been transferred from recruiting duty in Oakland, Cal., to Hobbs Field, N.M., as public relations officer.

WINSTON H. HAGEN has resigned as treasurer of Berkshire, Castlem-
man & Pierce, New York, having been commissioned a lieutenant in the Naval Reserve Air Intelligence. His successor is Loretta Saugers. Also entering the service is Gerald J. Cassedy, account executive, as a lieu-
tenant (j.g.) in the Navy Reserve.

L. T. PETER MOTHERAL, formerly account executive of McQuinn-Erick-
son Inc., and BBDO, San Francisco, and now in the Army Air Forces, has been graduated from officers training school at Miami Beach, and is as-
signed to the Army Air Forces Advanced Flying School, Stockton Field, Calif., as public relations officer.

MAURICE MORTON, of the radio department of William Morris Agency, Beverly Hills, talent service, has joined the Marines.

EARL R. CULP, account executive of John H. Riddick Co., Los Angeles, has resigned to form his own advertising agency at 2537 Velda Drive, Hollywood. Telephone is Granite 1002.

TED WICK, former producer of CBS Hollywood and Pedlar & Ryan, has joined Lord & Thomas, that city.

MARGARET McDermott, formerly of MacManus, of Los Angeles, staff prior to discontinu-
ing of that office, recently joined Buchanan & Co., that city, as media director.

H. C. ROSSI, formerly account execu-
tive of Director & Lane, New York, has joined in the Chicago office of Masseck, New York, in a similar capacity. He will specialize in food and related products.

ARTHUR R. ANDERSON, former-
vice-president of Marschalk & Pratt, New York, has joined the ad-
vertising staff of Woman's Day, a magazine of feminine interest. No re-
placement has been named at the agency.

ALEXANDER GADDISS, former public relations writer of Ivy & Ellin-
ton, Philadelphia, has joined the public relations staff of N. W. Ayer & Son, that city.

Page 34 • November 30, 1942

BROADCASTING • Broadcast Advertising
Bond Bread Account Assigned To BBDO in New York Area

GENERAL BAKING Co., New York, which, in November, 1940, divided its account among four agencies [BROADCASTING, Nov. 1, 1940], has reappointed BBDO, New York, as agency for Bond Bread, effective Jan. 1, 1945, according to an announcement by George L. Morrison, president of General Baking.

BBDO handled the account for a 21-year period prior to 1940, when it was distributed territorially to Newell-Emmett Co., for the New York area; Ivey & Ellington for the Pennsylvania area, and Mitchell-Faust Adv. Co., for the Chicago and Southwest division.

BBDO will take over the New York region, and the other two agencies will continue to service the account in their specific regions.

Radio Campaigns

Management executive for Bond Bread at BBDO will be Alex Osborn, executive vice-president of the agency, succeeded by Leicester Sherrill and Lyle T. Johnston, who recently joined BBDO from J. Walter Thompson Co., New York.

Although General Baking is using no radio for Bond Bread at present, it has sponsored extensive campaigns in the past, including The Lone Ranger on Mutual, Gene & Glenn transcriptions in selected areas, as well as quiz programs and spot announcements. The company's most recent campaign of spot announcements and chain-breaks was in New York, New England, Maryland and Pennsylvania. [BROADCASTING, Aug. 17].

Barnum to OWI

MERRITT S. BARNUM, former radio director of Ruthrauff & Ryan, New York, has been named deputy director of the Radio Bureau of the Office of War Information in charge of the New York office. He will formally accept the post during the week, and will be charged with responsibility for agency contacts, the allocation program, and talent.

Calman Opens Agency

CARL CALMAN, active in radio for 20 years and most recently general manager of WINS, New York, last week opened his own advertising agency at 55 W. 42d St., New York. He'll telephone from Longacre 5-2248. The Carl Calman agency will devote itself to radio accounts, but as yet no details as to personnel or accounts are available.

The Other Fellow's Viewpoint

Radio Rhetoric

EDITOR, BROADCASTING:

I don't know where Mr. Flaherty got his stuff on radio rhetoric in your Nov. 9 issue—unless perhaps he's been sitting up late reading Fowler's Modern English Usage; but if script writers followed his formula instead of their sense of actual speech rhythms, we'd be in a bad way. You write a good radio script with your throat muscles. You don't write it according to the rules that Mencken has called "schoolmarm English"—that popular petrification of a set of rules founded on a set of Latin rules that were irrelevant to start with.

Who's to judge between "have" and its perfectly sound colloquial intensive "have got"? Obviously, the people who use it, and the occasions they use it for, and not a set of preconceived rules. Language doesn't follow rules; it breaks rules by inventing new ones.

And all this anguish about the so-called dangling preposition: somebody once told John Dryden, who wrote better English than either Mr. Flaherty or I will ever write, that dangling prepositions were anathema and that his "Essay of Dramatique" was full of them. Dryden rewrote, getting rid of anathema and incidently ruin- ing the English.

Or does somebody want to come forward to defend the non-dangling expression, "About whom the hell are you talking"?

W. M. SPACKMAN, Director, Office of Public Information, University of Colorado, Boulder, Colo.

Meal for Servicemen

CHRISTMAS breakfast and entertainment will be provided service men Christmas morning through the generosity of the studio audience of BLUE's Breakfast at Sardi's. Financed by contributions from those attending the six-weekly breakfast broadcasts in Hollywood, the party will start at 11 a.m., with the first broadcast of the program continuing until after 1 p.m., time of the 30-minute airing for Pacific Coast listeners. Dozens of orchids will be sent air express that day to mothers of soldiers, sailors and marines attending the event, and there will be gifts for the men themselves. The series is sponsored on a participating basis.

Vadeboncouer updates New York's most popular news commentator, whose daily "New Slants on the News" is eagerly awaited by WSRY's great audience in more than twenty of New York's richest counties.

First sponsored as a test program by Beechnut Cigarettes some 21 months ago, "New Slants on the News" introduced this new low-priced brand to the Syracuse market. Since then it has been the sole advertising medium of this great product...since then it has been 8 times renewed!

Why? Because Beechnut sales have steadily reached new peaks each week...because Beechnut Cigarettes have become by far the most popular brand in their field throughout this area—all through Vadeboncouer's "New Slants on the News." It's effective proof of WSRY's ability to combine fine staff talent with fine products and get results! Maybe We Can Do The Same For You!
The Business of Broadcasting

Station Accounts

KDKA, Pittsburgh
Philadelphia Co., Pittsburgh (electric service), 9 weeks, thru April 12, 1942, thru Arthur Morrell, Inc., N. Y.

WOW, New York

Procter & Gamble, Cincinnati (Dust), 10 weeks, thru April 12, 1942, thru Cincinnati Adv., N. Y.

Royal Watches & Diamonds, New York, Jewelry (Jewelry), 5 weeks, thru April 12, 1942, thru Look Magazine, Chicago, 21 weeks, thru April 12, 1942, thru Look Magazine, Chicago.

Builton Products, New York (spaghetti & sauce), 6 weeks, thru April 12, 1942, thru Carlo Vinti Adv., N. Y.

N. Y. Tunnel Authority, New York (Queen Midtown Tunnel), 2 weeks, thru April 12, 1942, thru Gray Adv., N. Y.

Pepsi-Cola, New York (Pepsi products), 6 weeks, thru April 12, 1942, thru Ansonia Adv., N. Y.

Etna Food Products, New York (Caponina), 3 weeks, thru April 12, 1942, thru Cricel Adv., N. Y.

V. L. Sons & Sons, New York (macaroni), 6 weeks, thru April 12, 1942, thru Commercial Radio Service, N. Y.


WHO, Des Moines
Russell-Miller Milling Co., Minneapolis, 134 weeks, thru April 12, 1942, thru Ansonia Adv., N. Y.

Securities Acceptance Corp., 26 weeks, thru April 12, 1942, thru Fairall & Co., Des Moines.

Christian Science Committee on Publications, 12 weeks, thru April 12, 1942, thru Fairall & Co., Des Moines.

Oakley Shell Products Co., New York (toothpaste), 52 weeks, thru April 12, 1942, thru Cecil & Jacobs, Omaha.

Tide House Products Co., Des Moines (detergent), 6 weeks, thru April 12, 1942, thru Cecil & Jacobs, Omaha.

Omaha Times, Omaha (Round), 24 weeks, thru April 12, 1942, thru MacFarland, Averard & Co., Chicago.

KOHO, Reno
Associated Oil Co., 2 weeks, thru Lord & Thomas, Chicago.

Sun Oil Co., 8 weeks, thru Lord & Thomas, Chicago.

Avcoat Inc., New York (canned corn), 6 weeks, thru Lord & Thomas, Chicago.

Chamberlin Sales Corp., Des Moines, la. (notonie), 7 weeks, thru Calhoun-aires, Des Moines, la.

WWBM, Chicago
Utilities Engineering Institute, Chicago (school), 5 weeks, thru United Broadcasters, Chicago.


C. A. Briggs Co., Chicago (Bath & body drops), 4 weeks, thru April 12, 1942, thru Missouri Adv., N. Y.


Chicago Milk Foundation, Chicago (dealers associations), 4 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

Anheuser, Chicago, 2 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

John Morrell & Co., Chicago (Red Heart dog food), 3 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

W. J. Howey Co., Lake County, Fl. (hotel resort), 6 weeks, thru April 12, 1942, thru Beaumont & Homan, Chicago.

Seck & Kade, Inc., New York (Furtunco), 3 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

WBNH, New York
I. Rokach & Sons, New York (Nynast shortening, Rohok soap), 5 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

Shiner Bros., New York (Your Best Salami), 3 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

P. Leibnitz, New York (Old Gold), 44 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

Macfadden Publications, New York (True Homes Magazine), 6 weeks, thru Arthur Kuder, Inc., N. Y.

WLBY, Brooklyn
John Mullens & Sons, New York (furniture), 6 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

Avalon Lamp Co., New York (Vita-Lamp blanket), 12 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

Legler & Co., New York, 14 weeks, thru April 12, 1942, thru Lord & Thomas, Chicago.

KECA, Los Angeles
The Frito Co., Dallas, Texas (Fritos), 3 weeks, thru April 12, 1942, thru Ray K. Glenn Adv., Dallas, Texas.

Pennant Oil & Grease Co., Los Angeles (motor oil), 6 weeks, thru April 12, 1942, thru Stricker, Davis & Staff, Los Angeles.

Los Angeles Theatre Co., Los Angeles, 10 weeks, thru April 12, 1942, thru Dan B. Minor Co., Los Angeles.

Broshef Co., Los Angeles (women's apparel chain), 13 weeks, thru Glaister-Gayser & Co., Los Angeles.

...
Wm. L. Lawrence
(Continued from page 31)
signed to finish out the season, Bill was transferred to New York to
produce the weekly substitue shows.

He bought a return ticket to
Hollywood five months later when
Dinah Shore was signed by Bristol-
Myers Co. to star on that firm's
weekly quarter hour BLUE pro-
gram, *In Person—Dinah Shore.*

Concurrently, the CBS *Freddy
Martin* program was transferred to
the West Coast for origination,
with Lawrence continuing as produ-
cer of that show until Oct. 19, 1942.

Expanding its radio activities at
that time, Lady Esther Co. re-
placed the musical program with
CBS *Screen Guild Players.* Pro-
duction assignment on that half-
hour dramatic show fell on Bill's
broad shoulders.

In addition to current production
duties, he also carries the varied
executive responsibilities of Pedlar
& Ryan on the West Coast.

His twinkling hazel eyes and wide
 grin are good evidence that Bill as
a person is not lost in the man-sized
job he's doing. Popular with
agency and radio alike, he has
sincere cooperation from the talent as
well. They like to work with him
despite the fact that he demands
total labor—a recommendation of
high order. Lawrence finds relaxa-
tion in bridge and poker. He's never
played golf, but went in for football
and basketball in college.

Bill will, upon urging, display his
collection of magic and sleight-of-
hand tricks. Though it is no
generally known, he is a member of
the American Society of Magicians.
Howard Thurston, well-known pro-
essional magician, sponsored his
membership some years ago. Among
other hobbies he includes a midget
racer which averages about 50
miles per gallon. But that,
according to Bill, is about to pass out of
the luxury classification of
"hobby."

Married to Helen Davis, Holly-
wood actress, on March 16, 1938,
following a whirlwind courtship of
exactly five days, Bill and his wife
make their home in San Fernando
Valley.

PIEL BROS., Brooklyn, on
Nov. 23 took over sponsorship of the
quiz show "in reverse" titled *It
Pays to Be Ignorant* on WOR,
New York, at the same time shifting
it from Thursday 8:30-9 p.m. to
Monday evenings at 7:30. Show,
featuring Tom Howard, George
Shelton, Lulu McConnell and Barry
McNaughton, is being promoted by
Piel salesmen this month, who are
making their calls wearing large
daper dunce caps.

In the spirit of the show also,
the brewing company's commercials
are based on the "apologetic theme,"
stating that the program "is the best
the company could find" and Piel's
"hopes its listeners won't be offended," etc. Agency in
charge is Sherman R. Ellis & Co.,
New York.

J & J Names Cosgrove
F. A. COSGROVE, treasurer of John-
son & Johnson, New Brunswick, N. J.,
radio advertisers, has been elected
acting president, assuming the duties
of Arthur R. Chapin, who is join-
ing the Navy as a lieutenant com-
mander, assigned to the office of the
Secretary of the Navy, P. D. L'Hom-
med, as general counsel and newly-
named vice-president, becomes
executive assistant to Cosgrove, as
does Kenneth Perry, who relinquishes
the position of secretary to John J.
Gibson Jr., Johnson & Johnson, makers
of surgical dressings, sponsors Ed-
win C. Bill on CBS, and a spot cam-
paign for Band-Aid.
Radio’s War Effort
(Continued from page 20)

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ
Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Radio’s War Effort

The War Manpower Commission recognizes the vital role that radio broadcasting is playing in the welfare and defense of our country. Radio communications have been classified as an essential war activity. The War Manpower Commission, in cooperation with the Selective Service System, has announced the need for orderliness in the replacement of men who are classified as Selective Service System members. WFMJ, like all other radio stations, must work hard to ensure that essential war occupations are not lost due to the replacement of Selective Service System members.

We in the War Manpower Commission realize the need for orderliness in the replacement of Selective Service System members to ensure that essential war occupations are not lost due to the replacement of Selective Service System members. The Selective Service System is working with the Selective Service Boards to ensure that the replacement of Selective Service System members is handled in a manner that will not disrupt essential war activities.

The War and Navy Departments have announced policies with respect to voluntary enlistment in the armed forces that can be replaced by Selective Service System members. These policies are intended to ensure that essential war occupations are not lost due to the replacement of Selective Service System members.

In the Selective Service System, we have been working with the Selective Service Board to ensure that essential war occupations are not lost due to the replacement of Selective Service System members. The Selective Service Board is working with the Selective Service System to ensure that the replacement of Selective Service System members is handled in a manner that will not disrupt essential war activities.

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radio has contributed greatly of its personnel and its time in providing entertainment programs which maintain the spirit and confidence of the country, and it is through the large audiences which radio has built that the government may speak quickly and effectively to the people.

The maintenance of radio as an essential industry, as classified by the Maspower Commission, is of utmost importance to the prosecution of the war.

OCD Is Pleased

James M. Landis, director of the Office of Civilian Defense, expresses himself as highly pleased with the cooperation of the industry in its work. We wish to express our deep appreciation for the cooperation of your organizations of local stations throughout the country in creating public interest in the official OCD publication, "I Can Do It" in the "V-Homes" campaign. As you know, many stations have contributed far more of their broadcast time and effort to these projects than we have asked. This co-writ of stations is extremely important to us because the Office of Civilian Defense is responsible for their recruiting and assisting many major war-time programs in communities.

We look forward to the continuation of this relationship.

Challenge Met—Kirby

The NAB itself contributed Lt. Col. E. M. Kirby, its former director of public relations, to the War Department's Bureau of Public Relations, where he first headed up its radio branch as a civilian on leave from the association and later was commissioned into active service. Col. Kirby wrote as follows:

When the history of these critical times is finally written, I believe that one of the brightest pages in the story of America's mobilization for total war will be the account of how the entire radio industry threw all of its vast resources into the fight, without reservation, with complete selflessness, and with a determination characteristic of true Americans.

For the 100 years the industry has worked in complete harmony with the Radio Branch of the War Department's Bureau of Public Relations. Every member of this Branch will remember how the industry rose to meet the pre-war challenge of preparedness, and how it superbly met the greater challenge on December 17. The momentum gained in those days has never faltered; as our participation in the war became increasingly grim, fostering as it did the spurring on of our military and civilian industry alike, radio's participation, too, increased with resourcefulness and energy.

But the war is far from won. The peace for which we are all fighting may be long delayed. Yet, on the record, we are confident that as each new crisis arises, at any moment the immeasurable power of radio will freely be offered for the service of our nation by those splendid Americans who comprise America's broadcasters and who so capably are performing the wartime missions assigned them.

Every member of our staff joins me in this word of well-merited thanks and pledges, on our part, all the services and cooperation it is within our power to render.

The Navy's Views

J. Harrison (Jack) Hartley, also from the broadcasters' ranks, as civilian chief of the radio section of the Navy's Office of Public Relations, expressed the attitude of that department in the following letter:

As you know, unlike most government agencies, the Navy has religiously adhered to a policy of not competing with the radio industry. Radio programs are neither written nor produced by this office. Our method of operation has been to frankly tell the industry problems and ask them to accept the responsibility of giving us the best possible assistance at their command.

This office has said publically many times that the broadcasters have given wholehearted and most tangible assistance with every problem. In the Ninth Naval District alone, comprising 13 mid-western States, over four thousand programs, predominantly Navy in character, were written and produced by the broadcasters during August 1942.

The primary objective of the Navy is to win this war. To accomplish this, we must have men and equipment and a well-informed home front.

Radio is doing a perfectly grand job of recruiting and disseminating news and general information for the Navy of interest to those who have to do any service.

The broadcasters can only continue to do this if they impose on the War Effort by being permitted to retain the highly trained personnel that has been with industry during its coming of age.

It is hoped that the National Association of Broadcasters is in a position to bring to the attention of all concerned, the importance of broadcasting in the War Effort, and the absolute necessity of its being directed and operated by teams of trained personnel.

From The Air Force

Drawing heavily from the radio ranks for its radio personnel, the Army Air Forces has used radio extensively in its recruiting drives. Capt. J. Elroy McCaw, chief owner and former manager of KELA, Centralia, Wash., had this to say about the industry's assistance in his drive to enlist specialists for Air Forces training:

Radio broadcasting stations throughout the United States are cooperating splendidly with the Army Air Forces and are performing many vital services.

The Army is frequently obliged to request the assistance of the nation's broadcasters. Really they have been instrumental in organizing classes for training thousands of specialists in the Enlisted Reserve Corps of the Army Air Forces. In addition to publicizing the need for men, many broadcasters have conducted classes and have assisted schools in organizing these classes.

Similar cooperation has been extended in the matter of broadcasting information about Air Force Recruiting drives.

Another important function of broadcasters has been to establish, at their own expense, facilities for emergency communication whereby military authorities might be able to communicate with the public in time of emergency. The importance of maintaining a means of instantaneous communication with the public cannot be overemphasized.

Every effort should be made to ensure that radio broadcasting continue to serve the war effort.

MAJ. PAUL C. RABORG, military analyst of WINS, New York, has informed me that he will receive a medal for services rendered to the Government 23 years ago. It is the Medal of German Occupation, granted to American troops who moved into the Rhineland after the 1918 armistice.

BROADCASTING • Broadcast Advertising

The NO. 1 FARM STATION

in the NO. 1 FARM MARKET!

Look where you will, you'll find no other farm market to equal that served by KMA! In the words of Leslie M. Carl, State Agricultural Statistician, farm output in the KMA area has reached "a level that has never before been equalled in a single season on any comparable area of land."

Spectacular? Yes. Unusual? No! In any year, the KMA area is first in corn—hogs—poultry and eggs—horses—farm telephones—value of farm buildings—and so many other wealth-indicating classifications, it is indisputably America's No. 1 Farm Market.

That goes for farm income, too. Take the figures of the 1940 census: in our 71 primary Iowa counties, KMA farmers enjoy an average annual income of $3,184; in our 38 primary Nebraska counties, $1,918; in our 27 primary Missouri counties, $1,082; in our 11 primary Kansas counties, $1,632; in our total 151 county primary area, $2,397!

And 1942 income is up 43%!

If you want to know more about our 3,000,000 people, who normally spend $820 million dollars a year in retail stores—if you want to know how to reach the most prosperous rural market in America—send for our copy of our market data brochure!

* Actual production records will be supplied on request.
Welch to Join Agency

WAYNE WELCH, sales promotion and merchandising manager of K50-KRNT, Des Moines, and with the Cowles stations since 1935, has announced that he will resign Dec. 5 to become account executive of the Meneough Adv. Agency, Des Moines. Mr. Welch has been in advertising and sales work in Des Moines for 11 years.

N. Y. Club Meets

MEMBERS of the Radio Executives Club of New York, meeting last week for their Wednesday luncheon, enjoyed entertainment supplied by WOR, New York, including talks by John Gambling, Newscaster Frank Singer, Pauline Albert, pianist, and a "quiz" session, based on the WOR show The Better Half, and m. d.'d by Tom Slater, sports director of MBS. Out-of-town guests were Harold Cassill, WGNY, Newburgh, N. Y., James Fishback, WOL, Washington, and Odin Ramsland, KDAL, Duluth.

Congress in Action

SENATE and House Committee chairmen are heard on Congressional Record of the Air on WNY, New York, in a series of weekly legislative talks originating in Washington. Inaugurating the series, Senator Robert F. Wagner of New York, spoke as chairman of the Senate Banking and Currency Committee, discussing formally the work of this group in guiding Government spending and financing.

KING WHYTE

THE OUTBREAK of war brought King Whyte back to his native Canada to join the Royal Canadian Air Force in which his father had been a pilot in the First World War. He had left the staff of WLV, Cincinnati, to join the colors, but was told he was too old for the RCAF. Today he occupies the important post of timekeeper and radio director of the Montreal head-office of Cockfield Brown & Co., one of the Dominion's largest agencies.

Born June 3, 1911, in Montreal, he moved with his parents to Winnipeg where he was brought up and educated. At 14 he left for California and broke into show business as a night club singer and entertainer, playing in numerous theatrical presentations throughout the western States. In 1928 he made his microphone debut at KOMA, Reno, since then he has served on stations in San Diego, Los Angeles, San Francisco and Zanesville, O. He was manager for four years of KVOA, Tucson, and has seen service with MBS, CBS and CBC.

CBC ASSUMES CFPR IN PRINCE RUPERT

IN AN EFFORT to improve service to American and Canadian troops in the central British Columbia defense sector on the Pacific Coast, the Canadian Broadcasting Corp. as of Dec. 1 takes over CFPR, Prince Rupert, B. C. Ira Dillworth, CBC regional representative, completed arrangements at Prince Rupert with governmental and military authorities; it was announced at CBC offices at Vancouver.

It is expected that new transmitter and receiving equipment cannot possibly be installed until after the first of the year. The station, one of two 50-watt stations in Canada, operates on 1490 kc. With the increasing wartime importance of Prince Rupert, a more powerful station has for some time been deemed necessary. Until new transmitter equipment can be installed, the CBC has arranged to cover over CFPR transmissions of the best in radio entertainment both in Canada and the United States.

American networks have agreed to transcribe their largest commercial shows, as well as sustaining shows, for use by CFPR in commercial coverage. CFPR is at present unable to reach beyond a 5-mile radius, and other stations in this area is poor because of geographic position of the city. CBC engineers are now at CFPR to improve the station's equipment and CBC to American networks.

and NBC. When Canada went to war he was at WLV.

When the RCAF turned him down Whyte joined the Canadian Broadcasting Corp. at Toronto as a writer-producer. Later, he went to the American networks and CBC, and in 1941, he produced his own shows, Public Opinion, out of the Montreal office of Cockfield-Brown, and stretched his original contract from 13 to 64 weeks. He has also produced The Red River Barn Dance for Hud- son Bay Co. at Winnipeg; has handled recruiting campaigns; does all Canadian commercials for Miles Labs; has produced a radio contest showing the Canadian Government; handled the radio end of a wartime gasoline conservation campaign for Ottawa; does a daily newscast on CFCC, Montreal, for Molson's Brewery; handles three other daily newscasts for other Cockfield-Brown clients.

THE BRANHAM COMPANY

ChICAGO • new YORK

DETOIT • ATLANta • CHARLOTTE • DALLAS • ST. LOUIS • MEMPHIS • KANSAS CITY • SAN FRANCISCO • LOS ANGELES • Seattle

MAX E. ROBINSON
Sports Reporter

THE NORTHWEST'S BEST BROADCASTING BUY

WINC
BLUE NETWORK
MINNEAPOLIS
ST. PAUL

OWNED AND OPERATED BY ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & FETTERS, INC. — NOV. REP.
Radio Contribution To War Described By Chairman Fly

REVIEWING the place of radio in wartime, FCC-BWC Chairman James Lawrence Fly told listeners at the Detroit Athletic Club last Wednesday that radio's effect will be felt in "many phases of human activity." Furthermore, he pointed out the close contact expected to prevail in the post-war world and noted that communications "must be an instrument of national policy".

First he described the stringent citizenship requirements imposed upon 100,000 radio operators aboard ship, at international stations and on amateur operators, as well as employees of cable and telegraph companies. He showed the President's recognition of the importance of radio communications by creation of the Board of War Communications.

Removal of Hams

Mr. Fly cited the removal of 55,000 amateur operators from the air and the registration of diabetes machines in putting radio under proper wartime controls. He showed the recognition of need and the actual resulting creation of the War Emergency Radio Service in cooperation with the Office of Civilian Defense to insure an alternate means of communication during air raids. Control of foreign-language stations to produce an affirmative public opinion among foreign-born populations was another step.

Besides the various steps of control, Chairman Fly described the valuable work carried on by the FCC's Radio Intelligence Service which is responsible for "around-the-clock surveillance of the whole radio spectrum," to insure aid against illegal radio activity or use of radio for illegal means such as race-track operations.

Chairman Fly recited cases of collaboration with the armed forces for effective military purposes such as radio signals to aid bombers and ferry pilots in providing them with locations. He mentioned the location of espionage stations and distressed ships as another wartime service rendered by the FCC.

The Foreign Broadcast Intelligence Service came in for praise when Chairman Fly showed how material picked up from its monitoring operations had been used in the successful prosecution of William Millay Poley and others for sedition, showing how they were following closely the thinking of the Nazis. This monitored information, he said, was used by other government agencies for intelligence purposes.

Finally he took note of the short-wave stations' function and told how the Federal Communications Commission and OWI and CIAA in effecting a propaganda mechanism which has become vital in modern warfare for psychological counter-attacks.

Parodies for Bonds

PARODIES on popular tunes of the day, using War Bond messages, is the inspired idea of a group of the Pan American Airway employees who have offered their services to the Treasury Dept. to produce them. Chairman of the group is Bob Roe, whose committee includes Cliff Friend, Sammy Stept, Charles Tobias, Eddle DeLange, Mitchell Parrish, Charles and Nick Kenny and others. They will persuade leading radio bands and artists to use the songs on their programs.

Radio Network to Link Gaspipe Stations

In Series of War Programs for Youths

FIRST SERIES of intercollegiate network broadcasts, linking 12 college radio stations of the Intercollegiate Broadcasting System in cooperation with the American Network of FM stations, will start Dec. 1 at 7:15 p.m., it was announced last week by Louis M. Bloch Jr., IBS business manager.

The inaugural series, titled You, the War, and the Future, will feature William T. McCleery, Sunday picture editor of the New York newspaper PM, as commentator, and will be heard Dec. 8 and Dec. 15 at the same hour.

Originating at the studios of FM station W47NY, the college broadcasts will be transcribed to FM stations W2XMN, Alpine, N. J.; W6SH, Hartford; W43B, Boston; W39B, Mt. Washington, and W47A, Schenectady. College stations located in the area covered by those FM stations have installed FM receivers, which enable them to pick up the FM transmissions and re-broadcast them on the longwave band to their campus audiences on an exclusive basis.

Students on the campuses of Brown, Columbia, Connecticut, Harvard, Rhode Island State, Princeton, Dartmouth, Union, Wesleyan, Williams and Yale will be able to hear Mr. McCleery's war information series, which, Mr. Bloch stated, represents a major venture in the IBS war activity program. Leslie Katz, IBS program director, is in charge of the series.

With the establishment of college radio stations as a network, American universities can now be reached as a unit for the first time through radio. The idea grew from an intercommunication system devised by two freshmen at Brown in 1936. When the college finally developed its own station, other colleges were shown how to install stations, with the result that a nucleus was formed consisting of Brown, Wesleyan, Williams, Cornell and Harvard, first members of IBS.


Colleges whose stations will be in operation in the very near future include North Carolina, Michigan, Massachusetts State, Maryland, Emerson and Ohio. Mr. Bloch also stated that additional programs for the IBS-American Network broadcasting schedule are now being worked out.

Pacific Loan Series

CONSUMERS CREDIT CO., Hollywood (personal loans), in a winter campaign is utilizing a new series of 12 transcribed one-minute announcements, featuring Frank Bingman, announcer, on 11 West Coast stations. With local office tie-in, an average of one announcement daily is being used on KFWS, KFKM KFSD KVOE KPMC KMJ KGW KFBB KJR KIT KJBS.

Transcriptions were cut and produced by NBC Hollywood-Recording Division under joint supervision of Robert P. Scott, West Coast advertising manager of the sponsoring firm, and Dorothy Stewart, Hollywood manager of Al Paul Lefton Co., agency servicing the account.
Fighting Axis on the Radio Front

Both Sides Enjoying Superiority in Some Phases

By HERBERT ROSEN

NRC’s research department has recently published a report stating that “the Axis countries have 271 radio stations, while the United Nations and neutral countries have 2,210 stations.”

This, in itself, would seem to place the United Nations and neutral countries in top radio position. Yet, even if we accept these figures as correct, they do not give a true picture of the radio situation in our own and enemy nations.

Behind the statistics lies the all-important kilowatt power of radio and the development of the short-wave broadcasting, which increases the importance of radio and, in wartime, the efficiency of radio as a weapon of war.

Good Study by IBU

The most comprehensive picture of the broadcasting networks and the number and power of stations yet available was published in June, 1942, by the International Broadcasting Union, Geneva. The study, The Situation of the Broadcasting Networks at the End of 1941, was made by the Secretary-General of IBU. It covers the development of radio in all countries for which statistics could be obtained.

Included in this study are many interesting tables of statistics. One of these tables gives the number of stations, their power, and average power in the continents of the world:

<table>
<thead>
<tr>
<th>Continent</th>
<th>No. of Continents</th>
<th>Total Power (kw.)</th>
<th>Average Power (kw.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>76</td>
<td>2,044,46</td>
<td>44</td>
</tr>
<tr>
<td>North America</td>
<td>1,123</td>
<td>5,706.85</td>
<td>5.09</td>
</tr>
<tr>
<td>Central America</td>
<td>275</td>
<td>276.56</td>
<td>0.99</td>
</tr>
<tr>
<td>South America</td>
<td>471</td>
<td>1,666.39</td>
<td>3.64</td>
</tr>
<tr>
<td>Asia</td>
<td>179</td>
<td>1,048.34</td>
<td>5.84</td>
</tr>
<tr>
<td>Australia</td>
<td>9</td>
<td>428.45</td>
<td>46.5</td>
</tr>
<tr>
<td>Oceania</td>
<td>173</td>
<td>12,156.45</td>
<td>26.86</td>
</tr>
<tr>
<td>Total</td>
<td>2,749</td>
<td>21,979.73</td>
<td>7.89</td>
</tr>
</tbody>
</table>

From these statistics we can learn that Europe, indeed, has only 470 stations and that North America has 1,123 stations. However, in the broadcasting field it is not important to note the number, but the power of stations. It is the total power of the stations in kilowatts which is decisive.

We discover, for example, that the 470 stations in Europe have a total power of 12,156 kw. while the 1,122 stations of North America have a total power of only 5,706 kw. The average power of the stations in Europe is 25.86, almost five times as great as the 5.09 average of North America.

Numerous technical devices for radio developed especially in Germany to a high degree of efficiency, with a consequent increase in radio power, are chiefly responsible for the dominant position of the Axis radio stations. They surpass in power even the English stations which have grown so tremendously in the last two years.

An examination of the number and power of Axis and Axis-dominatal stations versus the stations of United Nations and neutral countries on the continents does not, therefore, present an entirely rosy picture:

<table>
<thead>
<tr>
<th>Axis Continents</th>
<th>Number of Stations</th>
<th>Power (kw.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>376</td>
<td>7,148.99</td>
</tr>
<tr>
<td>Africa</td>
<td>10</td>
<td>1,837</td>
</tr>
<tr>
<td>Asia</td>
<td>16</td>
<td>500</td>
</tr>
<tr>
<td>Total</td>
<td>392</td>
<td>9,485.99</td>
</tr>
</tbody>
</table>

Axis Audience Greater?

It is disappointing to discover from the foregoing data that, while the United Nations and neutral countries lead the Axis in the number and total power of stations, the 7,743 kw. power of the 376 Axis transmitters is greater in degree than the 13,835 kw. power of the 392 United Nations and neutral transmitters. It is obvious that a lesser number of powerful Axis stations might reach a larger audience than the numerous weaker stations of the United Nations and neutral countries.

Since these statistics include all stations together—domestic and shortwave—let us now see how it is with the shortwave stations alone:

<table>
<thead>
<tr>
<th>United Nations Stations</th>
<th>Power (kw.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>22</td>
</tr>
<tr>
<td>Australia</td>
<td>4</td>
</tr>
<tr>
<td>U. S. A.</td>
<td>10</td>
</tr>
<tr>
<td>TOTAL</td>
<td>34</td>
</tr>
</tbody>
</table>

These statistics speak for themselves. Among these are Arabic, Albanian, Yugoslav, Greek and Czech.

Of the Axis nations, Italy is the leading foreign-language broadcaster with 20 languages, including French, German, Spanish, Italian, Czech and Persian. Germany has only 16 languages on her schedule, but the Nazis undoubtedly coordinated its broadcasts with Italy. It is not necessary for Germany to give information, for instance, in Maltese or Arabic, because Italy’s transmitters can more easily reach these countries. On the other hand, Germany has developed an excellent service for the Scandinavian countries and the Baltic states, thus relieving the Italians of serving these nations.

The third Axis partner, Japan, has the position of fourth leading nation, serving mainly the East, and therefore we find among its 17 foreign languages the various Chinese dialects and also Hindustani, Burmese, Malay and Thai.

Russia broadcasts in 13 languages, Finland in 11, Turkey in 10. Finland’s service is for her surrounding countries, broadcasting news in Estonian, Latvian, Lithuanian, Swedish and, naturally, Russian, while Turkey concentrates mostly on the Southern European and Asiatic countries. All of the smallest, European nations broadcast in the four most important languages — English, French, German and Spanish.

It is interesting to note that the Vatican broadcasts in 11 languages, and it is the only station which broadcasts in Latin. Foreign-language broadcasts in France have ceased since the Armistice, and broadcasts are in French only.

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**Baltimore’s Blue Network Outlet**

**WIXY 1340 KC**

**In Increase in Advertisers**

160% increase in advertising since 1930.

**630 Kc. 5000 Watts Day and Night**

**Blue Network**

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**Broadcasting • Broadcast Advertising**

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Page 42 • November 30, 1942
LOCAL SPONSORS USING DISC SERIES

FIFTEEN new contracts for syndicated programs were announced Nov. 23 by NBC's Radio-Recording Division. The new contracts include Flying for Freedom, taken by KOB, Albuquerque, N. M., for the local Sinclair Oil distributor; by WKT, Kingsport, Tenn., for First National Bank; by WMJ, Youngstown, O., for Carlson Electric Co.; by WISR, Butler, Pa., for a group of companies which have received the Army-Navy "E" award; the Arizona Broadcasting Co., for the Topeka Packet Co., using seven Arizona stations (KTAR KYUM KGLU KWJB KCRJ KYCA KSUN); Betty & Bob Word for Watt's Bakery, for use on WQPI, Bristol, Tenn.; WJHL, Johnson City, Tenn.; WKPT, Kingsport, Tenn. The Name You Will Remember, will be broadcast over WJTN, Jamestown, N. Y., for the Hasaglund Furniture Co.; by WMBG, Richmond, Va., for a soft drink manufacturer; and by WIOD, Miami. Five Minute Mysteries, will be heard over WMAQ, Chicago, for the Consolidated Cigar Co., through Erwin, Wasey; and over WTBQ, Cumberland, Md.

Other new contracts were signed with KTSM, El Paso, for Hollywood Headliners; with WCHS, Charleston, W. Va., for Let's Take a Look in Your Mirror; with Gordon Schonfarber & Associates, Providence agency, for Who's News, over WPRO; with Irwin & Vladimir & Co., agency, for Romance and Melody to be broadcast in Mexico.

U. S. District Tribunal Given Ruling on IBEW

JOHN KIRKLAND CLARK, special master appointed to hear the complaints of 11 electrical manufacturing companies against Local 8 of the International Brotherhood of Electrical Workers alleging union activities in violation of the Sherman Anti-trust Law, last year ago rendered an opinion in favor of the plaintiffs, last Tuesday presented that opinion, together with findings of fact and conclusions of law, to the U. S. District Court in the Southern District of New York. Hearings of the plaintiffs' suit for permanent injunction to restrain the union from such actions will now be placed on the court's calendar.


NEW YORK Employing Printers Assn. has awarded the BLUE a certificate for "an outstanding example of printing."—a booklet of biographies of network executives issued in February under the title "Who's Who on the BLUE".
FCC's War Rules in Operation

(Continued from page 9)

of the Rules and Regulations and Paragraph 6 of Section 7 of the Standards of Good Engineering Practice and substitutes therefor a different method for the determination of output power of all standard broadcast stations.

Adopted on the recommendation of the Board of War Communications, Order No. 107 is designed to increase the life expectancy of vacuum tubes and other critical transmitter components.

The statement of consulting and station engineers is directed to the provisions of Order No. 107 affecting the determination of output power by a direct method. New operating resistance values will be determined by multiplying the actual measured resistance of non-directional antennas by the factor 1.26.

The new operating resistance of antennas will be determined by first determining the measured value and then applying the factor 1.26 and the provisions of paragraph 9(f) of the Standards of Good Engineering Practice.

That is, there are two factors to be used in the determination of the operating resistance of directional antennas, 1.26 and either 0.925 or 0.95. If the power involved is 5 kw or less and 0.95 if the power is in excess of 5 kw. This necessity for dealing with two factors for directional antennas can be eliminated by using the products of 0.925 and 1.26 (1.197) as one factor applicable to powers of 5 kw or less and the product of 1.26 and 0.950 (1.205) as one factor applicable to powers in excess of 5 kw.

Summary

The above may be briefly summarized as follows:

1. For non-directional operation regardless of power multiply the measured antenna resistance by 1.26 to determine operating resistance.

2. For directive operation with power of 5 kw or less multiply the measured resistance by 1.197 to determine the operating resistance.

3. For directive operation with power in excess of 5 kw multiply the measured resistance by 1.197 to determine the operating resistance.

In each instance the current in amperes at the point of measurement is found by dividing the incident power in watts by the operating resistance determined by (1), (2), or (3) above.

As a final result in both directional and non-directional operation the current to the antenna system should be approximately 89.1% of that previously specified.

In connection with performance proofs for directional antennas and license data for either directional or non-directional antennas (FCC Forms Nos. 302 and 506) such proofs and data shall be submitted on exactly the same basis heretofore. That is operating constants for non-directional operation shall be determined while the actual authorized power is being delivered to the antenna and these values specified in the data submitted to the Commission.

For directional operation the constants submitted, including all field intensity measurements, shall be determined during operation with the actual authorized power being delivered to the antenna, it being assumed as heretofore that 75% of the operating power is left in the branch and phasing equipment of the directional system. Proper correction factors for compliance with Commission Order No. 107 will be applied by the Commission when instruments of authorization are issued.

Compliance with Commission Order No. 107 is expected of all licensees. Uniform observance thereof will not adversely affect interference or service conditions, whereas the permission of a few exceptions will in most instances do so. The Commission requests that licensees refrain from making special requests for non-compliance.

A CAMPAIGN to eliminate annoying phone calls while newscasts are on the air has been started by WGBF-WGA and W4SV, Evansville, Ind., stations owned by Clarence Leich. Because of the intense interest in news programs, superfluous telephone calls during the news periods can be most disturbing, especially to those families with young children in battle fronts, according to Mr. Leich.

Campaign, keyed by the slogan, "Do not use your phone while a newscast is on the air", is supported by articles in Lister’s station publication, distribution of 20,000 vest pocket phones, calling attention to the inconvenience caused by telephoning people and plugging of the slogan on the air.

The Indiana Bell Telephone Co. has expressed its approval of the plan since, as a wartime measure, they are trying to reduce the number of local calls. Station listeners have been asked to precede personal calls with the inquiry, "Are you listening to the news? If so, I’ll call you back.”

Ronny Liss, CBS actor and m.c. of Victory Is Our Business, transcribed series sponsored by General Motors Co., is doing a series of transmitted spot announcements in behalf of Vimma, vitamin tablets currently advertised by Lever Bros., Cambridge, Mass., in a national spot campaign.

Available for immediate sale

- Top-ranking regional station in key Southern market.
- Major network affiliate.
- Owner of this pioneer station will sell promptly (subject to FCC approval) on cash basis, or equivalent.
- State full particulars in wire or letter to:

BROADCASTING BOX 81

IN HUSBAND’S footsteps, Janet Niles, new staff announcer of WAAF, Chicago, succeeds Fred Niles, now with the Army Air Forces, and receives last-minute script instructions from him. First week under contract to schedule in Chicago, Janet is known as the “Victory Girl”.

QUIET IN NEWSCASTS

Evansville Stations Propose Phones Be Silenced

Where Sales Multiply

NASHVILLE, TENNESSEE

Where Sales Multiply

Talk of the Town

AMERICANalex RADIO

162 Advertising Agency
Space Buyers & Officers
Account Executives
(Ross Federal Research & Sales Management)

PICK

BROADCASTING

Page 44 • November 30, 1942

BROADCASTING • Broadcast Advertising
Networks Prepare Monopoly Appeals
NBC Files Formal Notice; CBS Prepares Pleadings

FOLLOWING through on its announced intention of fighting the FCC’s network-monopoly regulations through the highest courts, NBC last Thursday gave formal notice of its intention to appeal to the Supreme Court from the ruling of the statutory three-judge court in New York, dismissing its plea for injunctive relief. The formal notice was filed in the Federal Court in New York by John T. Cahill, NBC head counsel.

Simultaneously, it was learned that Charles Evans Hughes Jr., chief counsel for CBS, is preparing his pleadings along the same line and that notice shortly will be filed with the three-judge court.

Both NBC President Niles Trammell and CBS President William S. Paley announced Nov 15, promptly following the three-judge court opinion, that appeals would be taken. The New York Court, while it denied the injunctive pleas, nevertheless granted a stay of the FCC’s provocative regulations until Feb. 1, or until the appeal has been argued in the highest tribunal, whichever comes first.

NBC, in its notice, reiterated its objections to the regulations, contending in effect it would stifle development of broadcasting and would discommode current recognized and essential practices in broadcasting and network-affiliate relationships.

Reaction in the industry, since the New York Court’s ruling, had not crystallized, despite the lapse of a fortnight. It was generally felt, however, that enforcement of the regulations, if finally upheld by the Supreme Court, would be as much of a blow to individual stations as to the networks. Generally, it was thought the lower court misconstrued the Congressional intent in holding the FCC had sufficient power to regulate pure business relationships of stations, networks and advertisers.

Leave for Winchell
WALTER WINCHELL, radio gossip columnist, heard Sundays on the BLUE for Andrew Jergens Co., Cincinnati, has been granted a leave of absence for several weeks following his Nov. 29 broadcast, to undertake a Government mission. A lieutenant commander in the Navy, Winchell has been on special duty since Dec. 7, 1941, and is currently in Miami. Lenenna & Mitchell, New York, the Jergens agency, stated last week that a news show would fill Winchell’s 9-9:15 p.m. period on the BLUE during his absence, but that details had not yet been worked out.

Boston Symphony Joins AFM Ranks
Orchestra Permitted to Hire Musicians from Other Areas

THE BOSTON SYMPHONY Orchestra may soon be heard in a series of network broadcasts, probably on CBS, it was reported last week. A new agreement between officials of the orchestra and the AFM by which the Boston Symphony relinquishes its position as the only major union orchestra in the country.

CBS executives, however, declined to comment on reports that the network would broadcast the Boston Symphony and that the orchestra would record for Columbia Recording Corp., a CBS subsidiary, at such time as the AFM ban on recordings is lifted. Orchestra previously had recorded for RCA-Victor.

Outside Employment
Affiliation of the Boston Symphony with the AFM came only after the union had agreed to modify its by-laws to guarantee the conductor full control over the employment and discipline of the members of the orchestra. Formerly the AFM regulations forbade a conductor from going outside the jurisdiction of the local in hiring musicians. The Boston Symphony officials demanded that Serge Koussevitsky, conductor of the orchestra, have the right to hire instrumentalists from any part of the country, if he considered them more desirable than those available in Boston.

Conclusion of an agreement between the orchestra’s officials and James C. Petrillo, AFM president, came after months of negotiations which had been preceded by years of controversy and verbal assaults between the union and the orchestra. Mr. Petrillo, who had contended during the discussions that the AFM by-laws could not be altered except at the union’s triennial convention, finally agreed to poll the AFM locals by telegram in an effort to speed a settlement. The resulting votes approved amendment of the by-laws to give the orchestra control of employment.

Agreement enables the orchestra to resume its broadcasting activities, from which it was barred several years ago by Mr. Petrillo, who forbade broadcasting and recording companies with whom the AFM had closed shop agreements from employing the Boston Symphony on threat of losing all union musicians. Orchestra cannot, of course, make any recordings until the lifting of the ban on all recordings making which the AFM put into effect Aug. 1, 1942.

CROSSE & BLACKWELL, Toronto (sauces) has started test flash announcements twice-daily, five-weekly, on CHAT. Campaign is to be extended to other stations. Account is placed by A. McKim Ltd., Toronto.

Small-Sized Microscope Is Announced by RCA
RCA LABORATORIES have developed a new electron microscope small enough and inexpensive enough to make it available for use by many medical, university and industrial research institutions, Dr. V. K. Zworykin, associate director of the laboratories, announced Thursday at a joint meeting of the National Industrial Chemical Conference and the Chicago section of the American Chemical Society in Chicago.

Only 16 inches long and light enough to be portable, the new instrument is capable of magnification up to 100,000 times, equaling in this respect the performance of the standard size electron microscope introduced by RCA two years ago. Dr. Zworykin said that while the small model in no way supercedes the larger instrument, in much research the versatility of the latter is unnecessary.

Dodge Gets WKRC Post
FRED DODGE, formerly program director and assistant general manager of WYLY, Philadelphia, has become program manager of WKRC, Cincinnati, replacing Syd Cornell, according to Ben Dodge, general manager. Mr. Dodge has also been affiliated with W. Ayer & Son and West Wheelock, Philadelphia. He has also written and produced many network programs. Mr. Cornell becomes sales service manager, a newly-created post, effective Nov. 30.

WITH John DeWitt, writer of the CBS dramatic series, *David Harum*, in the Navy, the show has a new author—Mrs. John DeWitt. Mrs. DeWitt tried her hand at a few sample scripts. They proved so excellent that she was immediately signed.

3 Out of 4 Have It

Yes, more than 77% of all letters received by WIBC in October had the thing most advertisers want—PROOF OF PURCHASE.

To sell merchandise in metropolitan Indianapolis and all over rural Indiana put your message on WIBC, the only Indianapolis station that is programmed to reach both markets.

WIBC
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

November 30, 1942 • Page 45
TRAINING NEW ENGINEERS
Philadelphia ACA Unit, Stations Cooperate
Under Plan Now In Operation

DETAILS of the training plan proposed by the Philadelphia local of the American Communications Assn. to train replacement engineers for broadcasting stations were worked out at a recent meeting of the union, management and board of education. The group unanimously approved arrangements presented by Charles C. Smith, chairman of the union committee.

The plan will apply to two classes of trainees. The first class consists of persons who already hold operator’s licenses but have no practical experience in a radio broadcast station. The second group of trainees will be those who have not yet had the theoretical course required for obtaining an operator’s license.

In respect to the first group, the union is selecting a tested list of qualified applicants who hold licenses. These applicants will be distributed and routed by the union through the stations so that each applicant will spend one week in succession at each of the eight Philadelphia stations. In this manner, each applicant will receive actual experience in every variety of station, large and small. He will receive no pay for this training period, to be given by union members, who will receive no extra pay for this effort.

Course Lasts 8 Weeks

At the end of the eight weeks period of practical experience, if the applicant is approved by the chief engineers of the stations and by the union shop stewards in the stations, he will be eligible for employment by managements and, if employed, will come in under the existing agreements now in force between the union and the eight Philadelphia stations. All the stations operate under CIO union-shop agreements.

Second group, includes applicants approved by the union who are accepted as students at the Dobbins Vocational School, where a course for radio technicians will be given under the supervision of W. E. Brunton, associate director of War Production Training of Philadelphia, under the Board of Education. The teachers in this special course will be experienced technicians who are now members of the union.

First group in the theoretical course will consist of 25 applicants, the work requiring 16 school hours per week which will continue for 13 weeks. It will commence Dec. 7. On completion of the course, the applicants will be eligible for the second week of practical training course in the stations. First group to receive practical training at the stations started on Nov. 18.

Smith in Charge

The entire procedure is being supervised by Charles C. Smith, chairman of the union committee, which includes Dick Shipp, WPEN, Paul Krants, WIBG, Frank Flagg, WIP, I. N. Erney and C. E. Roder of KYW.

Samuel R. Rosenbaum, president of WFIL, is chairman of the management committee, which includes the following representatives: George Lewis, chief engineer, and David P. Gillett, WCAU; Benedict Gimbel Jr., president, and Clifford Harris, chief engineer, WIP; Milton Laughlin, general manager, WHAT; Edward Glercy, general manager, WIBG; Ernest Gager, chief engineer, KYW; Arthur Simon, general manager, WPEN, and Alexander W. Dannenbaum Sr., president of WDAS.

The Board of Education is represented by W. E. Brunton, associate director of War Production Training of Philadelphia; I. N. Baker, principal of the Dobbins Vocational School, and L. J. Lipp, co-ordinator at the school.

Screen Guild Gets Special Tax Ruling
Talent May Include Minimum AFRA Scale on Returns

UNDER special ruling handed down by the Treasury Dept., radio and film talent appearing on the weekly CBS Screen Guild Players, sponsored by Lady Esther Co. (cosmetics), will include only AFRA minimum wage scale paid them as part of their taxable gross income. Ruling modifies operations of the wage ceiling to be enforced starting Jan. 1.

Dependent almost entirely on guest stars, the half-hour show, one of the most heavily affected Hollywood originating programs under the wage freezing order, Talent on that network show contributes services gratis. Money derived as salary is turned over by the sponsor to the Motion Picture Relief Fund for maintaining a homemaker-indigent members of the industry.

Conferences Held

This special dispensation by the Treasury was made possible because of certain waivers granted Screen Guild Players by AFRA and cannot be obtained for any other network program, it was declared. Ruling was made through Norman D. Cann, acting Commissioner of Internal Revenue, following a conference in Washington between Government officials and a Hollywood committee comprised of Jean Hersholt, star of the weekly CBS Dr. Christian, sponsored by Chaseproof Mfg. Co. (Vaseline products), and MPRF president; I. B. Kornblum, Hollywood executive secretary and attorney of AFRA, and Ewell D. Moore, attorney of MPRF.

According to the last named group, real value of a player’s services rendered need not, under the special ruling, be included in his or her income for Federal tax purposes, however, amount actually paid them according to the AFRA minimum scale to be included as taxable income.

Lowell Appointed

EDWARD M. LOWELL, with NBC’s general service department since 1931 and for six years manager of the network’s building maintenance division, has been appointed executive for the general service department, replacing Vincent J. Gilchee, resigned. In his new post, Lowell is responsible for general maintenance, repairs and upkeep of NBC’s quarters in the RCA Bldg., New York.

Service Series Nationwide

SERVICE men’s dramatized interview program, It Happened in the Service, on NBC Pacific stations, with broadcast of 7:00-7:45 p.m. (EDT), by Ben Alexander is produced for the network’s building maintenance division, has been appointed executive for the general service department, replacing Vincent J. Gilchee, resigned. In his new post, Lowell is responsible for general maintenance, repairs and upkeep of NBC’s quarters in the RCA Bldg., New York.

THE KFH STATION
Wichita Kansas
Call Any Edward Petry Office

Page 46 • November 30, 1942
BRITISH Broadcasting Corp.'s European Service, broadcasting news on long, medium and short-wave, is carrying a total of 87 periods daily, each running from 10 to 15 minutes, in 19 languages, to inform the people of Europe on the North African campaign.

According to a London dispatch to the New York Times, it is evident that this constant news barrage is beginning to have an effect. The Nazi-controlled Radio Paris is now complaining that the Allies have intensified their war nerves and are flooding France with their news.

"With the power of their microphones," Radio Paris was quoted as stating, "they are endeavoring to spread doubt at the very heart of our Government and to throw confusion among our soldiers, colonies and natives." In an attempt to counteract the British news, the Axis started a new station in France which calls itself "Loyal France." The station's first broadcast gave a pro-German review of the war disguised as reports coming from Stockholm. Rome Radio also is complaining about the British news, asserting that "it makes the population think nothing can stop the Anglo-Americans".

Award to Donald Nelson By Poor Richard Club DONALD M. NELSON is to be awarded the Poor Richard Club's Gold Medal of Achievement for this year in recognition of what he has done in directing the production of the vast quantities of sales radio and television programs on a nationwide basis.

The theme of the dinner will be "Production For Victory," and in addition to Mr. Nelson, will also honor the wartime industries in the Philadelphia area which have won the Army-Navy "V." Among those who have received the gold medal in recent years are Capt. Eddie Rickenbacker, Admiral Richard E. Byrd, Capt. Yake, David Sarnoff and Walter D. Fuller.

MORE RADIO in education was advocated at the recent annual School Broadcast Conference in Chicago. Snapped at the CBS booth are these executives of CBS affiliates and the network (seated, l to r): Luke Roberts, educational director, KOIN, Portland; Lyman Bryson, CBS education director, and chief, special operations section, OWI; Lavinnia S. Shwartz, educational director, WBHM, Chicago; Leon Levine, CBS assistant education director. Standing: Irwin Johnson, education director, WBNS, Columbus; Chester Duncan, director public relations, KOIN, Portland; Mark L. Haas, director public relations, WJR, Detroit; Michael Hanna, manager, WHCU, Ithaca, N. Y.

BRITISH RADIO SETS SURVIVE

Only 10% Silent Despite Lack of Replacement Parts; Tube Production Almost Stopped

CIVILIAN radio receivers continue to operate in Britain despite almost three years of severe limitation on replacement parts, according to information provided by the British Supply Council.

No new sets have been manufactured in Britain since March, 1941, the Council said, and production of tubes has virtually stopped since February 1941.

Only 20% of Normal

About 2,000,000 tubes, approximately 20% of the normal number consumed, have been provided in 1941 and 1942. Production in 1943 will probably remain at that level. Many of the tubes available are military rejects which the Government passes on to civilians.

All radio components are controlled by "Inter-Service" Committees representing all user departments. Civilian needs are met only after essential users are cared for.

There is no rationing of the scarce tube allotment, however. Existing stocks are passed on to dealers. Consumers in Britain are so conditioned to shortages that the public itself voluntarily per-
IPANA and AGENCIES DENY FTC CHARGES
CHARACTERIZING Federal Trade Commission citations against advertising of Ipana tooth paste as "not fair and accurate representations", Bristol-Meyers Co., New York, makers of the product, and Padilla & Ryan and Young & Rubicam, agencies servicing the account, in a joint answer last week, denied the complaints filed Oct. 31 [BROADCASTING, Nov. 2].

The answer denied that Ipana toothpaste was a cosmetic preparation as defined by the Federal Trade Commission Act, and that the two agencies cited had participated in disseminating advertising referred to in the complaint.

Remainder of the answer asserted that quotations used by the FTC in attacking the "Smile of Beauty" slogan were out of context. A similar defense answered FTC citations of Ipana's "American diet" copy. Respondents asserted that dentists recommend the product, but denied representing that it will prevent decay, or that it is used in schools.

Prompted by the success of a radio debate contest for colleges, conducted earlier this year by the American Radio Federation and cooperation with the BLUE, the organization has launched a second series; that quotations used by the FTC in attacking the "Smile of Beauty" slogan were out of context. A similar defense answered FTC citations of Ipana's "American diet" copy. Respondents asserted that dentists recommend the product, but denied representing that it will prevent decay, or that it is used in schools.

IN A SPECIAL pitch for local retail dry goods store advertising, KWKW, Pasadena, Cal., designed and is currently releasing two commentary programs for department stores. It also handled the recent campaign of a third firm. With coming curtailment of the number of products sold by stores in general, KWKW anticipates an increased business on the part of the larger retail stores, according to Marshall S. Neal, general manager.

The Broadway Department Store, long a user of radio for its Los Angeles and Hollywood stores, is currently utilizing six-week 45-minute morning news periods on behalf of its Pasadena store, Broadway-Pasadena.

News and More News
Program consists of an initial 20-minute newscast followed by a repeat of the same material for the remainder of the contracted time. Arrangement allows listeners to tune in anytime during the three-quarter hour interval and ride the news around to its beginning regardless of when they happened to dial.

Second department store user of radio, F. C. Nash & Co., sponsors a six-week, quarter-hour general commentary by Burritt Wheel- er. The 15-minute program features an old-fashioned manner with recounting of true to life episodes. Commentary which started Sept. 14 is the first major radio venture of the firm.

Using radio in a ten-day campaign to promote its October sale, Sears Roebuck & Co., Pasadena, sponsored twice daily newscasts on KWKW, Oct. 14-24. To achieve maximum effectiveness, that station arranged for placement of a UP teletype in the store window. Morning and afternoon 15-minute broadcasts were released from the display window with loudspeakers placed for convenience of the audience gathered in front of the window.

According to report of Sears Roebuck officials, the campaign enabled that store to out-distance others in the Southern California area. It also increased sales over last year more than any other store.

Taught by Radio
SPONSORED broadcasts have taught her and her children much, declares a mother in a prize-winning letter in a contest sponsored by The Woman, a national magazine. She wrote that among other things they had come accustomed to brushing their teeth regularly, going to the dentist's on schedule, and paying attention to vitamins. Grateful for what commercial products have contributed to raising her children, she criticized the article "Radio's Plug-Uglies" in the August Reader's Digest. Another critic, while criticizing the article insisted that the educational and entertainment value of the programs were worth any accompanying "plug ugly".

Dispute Settled
CONTRARY to reports that WBYN, Brooklyn, would be unable to broadcast the "Night of Stars" celebration from Madison Square Garden, New York, last Tuesday night, because of a union dispute over the status of the WHYN house band, the station carried an excellent broadcast from the benefit from 10:30 p.m. to 1 a.m. According to William Norins, general manager of WBYN, the WBYN orchestra continued its regular broadcast last week, and the reported dispute seems to have been settling amicably. Argument is said to have arisen with Mr. S. 80 of the America Federation of Musicians when WBYN attempted to give its house band an eight-week notice, and the union refused to recognize its legality.

JOHN C. WOODEN, for 16 years district manager of the Des Moines regional ASCAP office, has been appointed midwestern supervisor with offices in Chicago. He will be in charge of the ASCAP district offices in Chicago, Cleveland, Detroit, Minneapolis.

A N O T H E R LAUNCHING in Henry Kaiser's home town. New studios of KXL, Portland, Ore., were "launched" recently by Mayor Earl Riley when he caressed the noggin of Manager Hal Wilson with a bottle of champagne. Witnesses and principals are (1 to r): Mayor Riley; Dennis Howard, production manager; H. S. Jacobson, commercial manager; backing up Mr. Wilson is his secretary, whose name was unfortunately omitted.

SERGEANT IN LONDON
McClure Sees the King and... Makes a Call at BBC—
SOT. KENNETH MCCLURE, former salesman of WFMJ, Youngstown, is finding things quite lively in London, according to an INS dispatch printed by the Youngstown Vindicator. Turret gunner in a Flying Fortress, Mr. McClure recently went to London on a weekend leave.

In a stroll around the town, he noted some excitement at Buckingham Palace. Looking in on proceedings, he found King George decorating members of the British armed services. "The King looked fine," Ken told an INS reporter who interviewed him. "He smiled and shook hands warmly with the man he was decorating." Later on Ken visited BBC headquarters.

The sergeant's bomber is nicknamed Old Faithful, and the crew was enjoying leave after a busy week of raiding on the French coast. "We went through plenty of flak but suffered no serious damage," Ken said. "None of our crew was hit."

Sgt. McClure was inducted last April, and was graduated from machine-gun school at Las Vegas, Nev. His home is in South Bend, Ind. He was at WBLK, Clarksburg, W. Va., before joining WFMJ in 1940.

A N O T H E R W E E K — A N O T H E R $20,000,000
Every week it seems, the Big Kaiser Steel Plant, the gigantic Air Depot, the huge Home-Building Project, or some other installment of its multimillion-dollar expenditure in San Bernardino. With a 35% increase in population and thousands more coming well, where would YOU spend your Radio Advertising dollar?

KFXM SAN BERNARDINO, CALIF. SEE THE JOHN BLAIR MAN
Kate Smith Takes Lead
In Hooper Day Report
THE HOOPER November daytime report of weekday programs lists Kate Smith Spokes in first place with a rating of 8.4, followed by Big Sister with 8.3 and When a Girl Marries with 8.1. Oil in the list of "Top 10" weekday programs, in order, are Road of Life, Stella Dallas, Right to Repair, Young Widder Brown, Our Gal Sunday, Romance of Helen Trent and Portrait of Venus.

Not included in this list are the top ranking weekend daytime shows which Williams L. Shirk leads with 12.3, followed by World News Today, rating 8.7. Hooper also reports that listening to sponsored network news programs on Sunday Nov. 8, the day after the African invasion, increased 70% over the average ratio for these programs on Sunday, Oct. 10.

Benny on Camp Tour
WITH the weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Grape-Nuts Flakes) to originate from Army camps and bases in the eastern area of the network, several months ago an entourage leaves the West Coast Dec. 7 for New York. Show is scheduled to emanate from the Vanderbilt Theatre, New York, on Dec. 15, with future itinerary not announced at present time. With Phil Harris, musical director, held in Hollywood by Merchant Marine duties, and Harry James signed for an MGM film starting in early December, it was anticipated Benny Goodman would assume the musical assignment for New York originations. Harry James, however, remains under commitment for two appearances.

KROY Stock Transfers
UNDER PROVISIONS of an application filed with the FCC on Nov. 27, Royal Miller, owner of KROY, Sacramento, would make a voluntary assignment of license to a partnership comprising himself, his wife, Marj Miller, Mr. and Mrs. L. H. Penney, certified public accountants, and Will Thompson Jr., doing business as Royal Pacific Radio. Mr. Thompson is general manager of the station, while Mrs. Miller has heretofore been supervisor of operations. Under the proposed agreement, Miller and his wife would each retain 22½% of the stock; Mr. and Mrs. Penney would acquire 22½% of the stock for $6,750 each; Mr. Thompson would purchase 10% for $5,000.

Bigger Blue Hookups
UPWARD TREND IN the average number of stations used by commercial sponsors on the BLUE, continued in November, according to a report made last week by Edward Evans, research manager, to Edgar Kobak, executive vice-president of the BLUE. Average number of outlets, per program, used for the evening commercial programs on the BLUE in November was 89, compared with 84 in October and 80 in September. Figures exclude Pacific coast programs. More than 100 BLUE stations are used by 14 of the network's commercial programs.

Ten Music Trucks
GRAND recreation halls and service clubs, but no musical instruments was the sad complaint of Capt. Torrey T. McNelly, commandant of cadets of Walnut Ridge Flying School, Walnut Ridge, Ark., to Jerry Hoekstra, director of war programs of KMOX, St. Louis. Hoekstra promised to do something about it. He explained to his KMOX listeners where the instruments were needed. He called Capt. McNelly, who arrived with ten trucks to collect 32 pianos, three radios and three phonographs.

BROADCASTING • Broadcast Advertising November 30, 1942 • Page 49
KRAFT MUSIC HALL CUT TO HALF-HOUR

ONE OF the last full hour programs on the major networks will cut its format to a half-hour when Kraft Cheese Co., Chicago, drops the last half-hour of the Kraft Music Hall on NBC, effective Jan. 7, 1943. Starring Bing Crosby, the show will continue to feature the same supporting cast, and will still be heard on six NBC stations after the shift to the 9-9:30 p.m. period.

Filling the half hour vacated by Kraft will the Sealtest Ruby Valee show, currently heard on NBC Thursday evenings, 10-10:30. No replacement for the latter time had announced last week by the network. Agency for Kraft is J. Walter Thompson Co., Chicago, and McKee & Albright, Philadelphia, handles the Sealtest account.

Robert Brewster is agency producer for Music Hall with Arnold Marquis representing NBC. Carroll Carroll and Emanuel Manheim are the writers, Ken Carpenter announces. Kraft Music Hall originally started as a two-hour show. For the past eight years it has utilized a 60-minute spot on the network each week.

Campana’s 12th Year

A DOZEN years of continuous broadcasting was celebrated on the Nov. 29 program of First Nighter, sponsored on MBS by Campana Sales Corp., Bostow, Ill. Currently co-starring Les Tremayne and Barbara Luddy, show has given early radio recognition to such cinema attractions as Don Ameche, Gela Paige and Tyrone Power. Original cast member Eric Sagerquist also celebrates his 12th anniversary as orchestra leader on the program.

PUBLIC SERVICE

NBC’s public service activities, which were formerly handled by a division of the program department, are now set up as a separate department under the direction of Don Cuthbert, former eastern program manager, has been appointed manager of the public service department, which is responsible for NBC programs “in all fields of national public service department, which is responsible for all NBC programs “in all fields of national service, including education, information, religion, public discussion and forums, special programs dealing with women’s and children’s interests and other related activities.”

This department, the order states, “shall maintain the necessary contacts in the public service

RECENT NEWCOMERS to the production staff of NBC Chicago receive welcoming handshake from Charles C. Uqrughart, manager of the department. Welcomed as full-fledged members in present day sound broadcasting practices.” The committee is also instructed to work with other department heads on “economic and social studies related to the technical phases under consideration” and to coordinate its activities with those of other RCA companies. Noron E. Kersta, director of television, is secretary of the committee.

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NEW NBC SETUP

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SECRET WEAPON

TELEVISE HISTORY today is a weapon of war. Richard W. Fisber of CBS TV, television news department and author of the recently published 4,000 Years of Television, described in a recent broadcast how television was set up in the “front lines,” enabling officers at headquarters to observe events as they happened.

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Station Operations

The vice-president and general manager will be responsible for operations of the network’s M & W stations -- WEAF, New York; WTAM, Cleveland; KOA, Denver -- while the vice-presidents in charge of the Washington office and New York and San Francisco stations will supervise the operations of WRC, Washington; WMAQ, Chicago, and KPO, San Francisco, respectively.

William C. Roux, national spot sales promotion manager, reports to the national manager of spot sales, coordinating his activities with those of the local sales manager.

In Cleveland, Denver, San Francisco and Washington, station managers will direct their own local promotion. In New York, Mr. Roux will be assisted by a national sales promotion manager who will report to Mr. Roux.

In Chicago, the local sales promotion for WMAQ will be administered by the central division sales promotion manager, in coordination with the Chicago spot sales manager and Mr. Roux. Station managers will handle their own local sales promotion, subject to the approval of the national spot sales promotion manager.

Comedy for Caravan

AS THE RESULT of a canvass of servicemen’s preferences, conducted by the five traveling units of the Camel Caravan, the Caravan Hour last week adopted a new policy calling for comedy as a regular feature. At least four comics will be heard on the CBS series, in addition to music by Xavier Cugat and guest. The survey, which revealed that comedy was as popular with the armed forces as music, was made by managers of the Caravan show, touring the country’s military centers to entertain the soldiers, sailors and marines.

Studio Notes

WFBL, Syracuse, now has four men qualified for the Twenty Year Club. Those who make the list with WFBL, since the station first went on the air are: Emmanuel Woodworth, general manager; Charles Phillips, commercial manager; Bob Allen, control room operator and Lt. Col. Al Marcy, now serving in the Signal Corps in Hawaii. WFBL will mark its 21st birthday on Feb. 6, 1943.

RUSH HUGHES, of KWK, St. Louis, who conducts two recorded programs daily, totaling 2 hours and 45 minutes, has offered to act as a clearing house for listeners who desire to send Christmas greetings to their favorite orchestra leaders who may now be in the armed services.

WITH the establishment of a new Service Women's center in St. Paul, KSTP has taken over the job of keeping supplied with regular news bulletins, bringing to three the number of places locally supplied. The others are St. Paul Athletic Club and Golden's Department Store, also serviced by direct wire.

MILITARY SERVICE depleted NBC's five divisions by 21 more employees during October, bringing the total number of men and women in war service to 404. Some of the radio personalities, 12 were from New York, five from San Francisco, two from Chicago and the rest from Denver and Hollywood.

WLS, Chicago, has started Buckhouse Jamboree, a program of recorded variety music broadcast 8-5 a.m. Jerry Campbell is move.

KHUB, Waterville, Cal., is airing a new request program, "Hi Yail Yiddle," for benefit of nearby Army camps. Requests must be from a soldier or for one. Program, which includes interesting gifts from camp life, is conducted by Yvonne Dale.

WCCO, Minneapolis, annual award for the best presentation of radio news in high school newspapers has just been presented to Paul Central High School for the column "Over the Floor" by Barbara MacCoubery and Ethelind Krawetz.

EVERY TIME the call letters of WIBG, Glenside, Pa., go on the air, they are followed by the words: "What are you doing?" Started Nov. 29, this sentence is a build-up teaser for December. Jingle letters, which will read: "One jingle later and you're attacked your country and you. What are you doing about it?"

PROPER CARE of animals is stressed on the weekly quarter-hour broadcast over WL, St. Louis, by the Humane Society of Missouri. A description of dogs being held at the Society's shelter awaiting owners to claim them, is also included on the program.

THE WAR forced cancellation of a dual anniversary celebration by WFBL, Syracuse, of its 18th year in the Oneida Hotel, and 21st year on the air. However, two features survived; 17 big bright cards around the city tell the story; each board features two of WFBL's program highlights, giving the code and card number as well as the story of the anniversary.

SUGAR RATIONING and the prospect of other material shortages did not deter Grennan Bakers, starting an ambitious regional promotion plan by sponsoring two-quarter hours of the Saturday night radio-stage show Brush Creek Polkas, on KMBC, Kansas City. Signing the contract is D. W. Elliott, vice-president of Purity Baking Co., Grennan's parent concern. Looking on (1 to r) are: Sam H. Bonnett, KMBC sales director; Charles R. Loyd, manager of Kansas City Grennan plant; C. H. Carlson, Grennan divisional sales manager, Arthur H. Frost, Grennan Kansas sales manager.

Christmas Payoff
MIKE-MEN at KDB, Santa Barbara, gasped the other afternoon when the local announcer concluded a spot with the words, "Be wise... it pays to shop early for Christmas." "It pays to be ignorant," boomed a network voice, announcing the title of the program to follow.

WOL, Washington, has sent more than 3,000 pieces of sheet music and orchestrations to men in the service since Dec. 7, 1941. Some orchestrations have been sent to leave for overseas at the time of their requests for music.

FORMER EMPLOYEES of WWJ and the Detroit News now in the armed services will be kept informed of happenings at the station and the paper by means of a small newspaper, with no specified date of issuance. Locations of the men in service will be published, insofar as permissible.

MARKING the beginning of its third year of broadcasting, Spirit of '42, CBS program on Dec. 5 assumes the title Spirit of '43. Series continues to feature music by service bands and documentary broadcasts from military posts.

FAMOUS speeches transcribed for the recorded library of KDLT, Salt Lake City, are being loaned to the philosophy and history classes of the U of Utah for class and seminar work.

BROADCASTING and public address system equipment, provided by KNX, has been installed at Hollywood Cast- teen under supervision of Lew Bowman, western division chief engineer of CBS. Equipment will provide permanent facilities for the many programs broadcast from the service men's center.

WWVA, Wheeling, recently turned its announcers into Jamboree entertainers, with each member of the production staff singing an oldtime hill-billy song, accompanied by one of the WWVA acts. The announcers drew a record crowd and received an ovation despite their inexperience. WWVA Jamboree has presented 500 consecutive shows since 1933.

WHEN a P-38 pursuit plane on tour arrived at Riverside, Calif., on the anniversary of KPRD, the station capitalized on the fact that the date was also the opening of the second front in Africa by arranging to allow everyone buying War Bonds and Stamps to autograph the log-book of the plane. W. L. Gleeson, president, and Howard Ray, manager, supervised the affair.

WALTER WINCHELL, BLUE commentator, celebrates the tenth anniversary of his Sunday night radio broadcasts, Dec. 4. It is currently sponsored by Jergens Co., Cincinnati (Jergens Lotion) through Leneman & Mitchell, New York.

That Certain Something

 Cage advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.

WAIR
Winston-Salem, North Carolina

KFBM, San Diego, Cal.
... with huge number of newscasts, your service takes care of all our needs, our programs are well written.

Ed. Cunniff, Commercial Manager.

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

The CLEVELAND ORCHESTRA

Broadcasts:
A NEW SERIES OF WORLD-WIDE RADIO CONCERTS
SATURDAYS 5 TO 6 P.M. E.W.T.
Over the Columbia Broadcasting System and Short-Wave Around the World
Sponsored by Radio Station W-D-A-R Cleveland

KMOX Names Cornwell
BLAINE CORNWELL has been appointed program director of KMOX, St. Louis, it has been announced by Marie S. Jones, general manager. He replaces Chester (Ting) Renier, who is now with CBS New York. Cornwell joined KMOX in November, 1941, and has been production manager for the last several months. He began his broadcasting career in 1929 with WRC, Washington, and subsequently served at WBFR, KVVO and KXOK.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION

November 21 to November 27, 1942

Decisions . . .

November 24

WABR, Baton Rouge, La.—Granted license to cover CP.

WABC, Philadelphia—Granted license to cover CP.

November 25

WAVJ, Birmingham—Granted modification of license to increase power from 100 kW to 250 kW.

KBTM, Jonesboro, Ark.—Granted modification of license to increase power from 100 kW to 250 kW.

KAIM, Alamogordo, N. Mex.—Set for hearing application for modification of license to 50 kW.

New Business


KELLOGG Co., Battle Creek (Pep), on Jan. 4, starts five-minutenardination in Battle Creek WGR, Battle Creek, Mich., Station WGR to receive broadcast from WGR.

Renewal Accounts

BORDEN Co., New York (Morion’s Ice Cream), on Dec. 14, renewed for 88 weeks Building Drummond on 297 MB stations, Mon., 8:30-9:30 p.m. Agency: Young & Rubicam, New York.

AMERICAN CIGARETTE & CIGAR Co., Kansas City, Mo., on Nov. 19, renewed for 88 weeks Blue Jay for 52 Don Lee-Mutual West Coast stations, Mon., 8:30-9:30 p.m. Agency: Clarence B. Jenkins, Los Angeles.

Network Changes

NEIGHBORS OF WOODCRAFT, Portland, Ore. (insurance), on Nov. 22, shifted GCN-2000 to KEZ-AM at 740 AM in Portland.

NEW, Flushing-Darwin Broadcasting Co.: Central Broadcasting Co.; Northeastern Broadcasters; Key Broadcasting; Wilkies—Further proposed changes from 1240 kHz, 250 kW unlimit., used facilities of WABC. Form Nov. 20.

WQJ, Trenton—Further hearing on renewal and modifications of license.

WAE, Central—Further hearing on renewal and modifications of license.

WVGO, Cleveland—Further hearing on renewal and modification of license.

WCG, Atlanta—Proposal to use limited to 1290 kHz, 250 kW w.p., new transmitter.

McNary to Air Forces

JAMES C. McNARY, head of the Washington radio engineering firm, McNary & Wratthall, has been commissioned a major in the Army Air Forces. McNary & Wratthall has been assigned to duty at the Air Forces Training Center at Miami. McNary, who is 37, was technical director of the NAB during the period 1933–35. Before receiving his present commission, Maj. McNary had been called in as consultant numerous times in recent years to work on the armed services in connection with radio engineering problems.

Retail Group Meeting

PLEDGES by stations on behalf of the NAB Retail Promotion Committee have been received from 28 stations, according to the NAB. The list includes 28 promised pledges. The committee meets Nov. 30 in Chicago. Chairman is W. E. McCreery, of WOR, New York, and W. Morency, of WTC, Hartford.

Jim Shannon, engineer of WOR, New York, who is a veteran of the Navy as a lieutenant. He is replaced by Davis Joseph Connor.

Radio Family Jones—In case Webber C. J. Jones, studio chief of KLX, Los Angeles, could not show up for work some morning, his wife Gwenaldyn could take over his duties. Like her husband, she’s had years experience as a “ham” operator and possesses first class telephone and second class telegraph commercial licenses. She has taught a radio defense class in code and theory in Denver. Her station, W9IKM, shown here, is a Johns Durante, formerly of which she built herself. Both Gwenaldyn and her husband (W9MO1) are the owners of the Army Ama- net. With them is their eight-year-old son, Marqiez, who copies code at 8 words per minute.

Network Accounts

ALL LINES Eastern Wartime unrestricted

Wearing Shaw Re-Titled

WITH SERVICE MEN now building the five-weekly NBC show, Pleasure, which series has been adjudged Victor, the idea of the 32 programs played by Fred Waring and his orchestra, glee club and soloists, are chosen by ballot among the personnel of the military training center to which each broadcast is dedicated. Sponsored by Liggett & Myers Co., New York, on behalf of Chesterfield cigarettes, the program, which began May 31, 1942, Tuesday through Friday at 7 p.m., with repeat performances for Pacific Coast listeners at 11 p.m. Agency is Newell-Emmett Co., New York.

OWI Consultants Meet

FOLLOWING his return from district NAB meetings that took him to the West Coast, William B. Leavenworth, director of the Public Information Office of the Office of War Information, announced last week that he had called a meeting of all OWI radio consultants in Washington Nov. 16. The consultants will meet again in Washington Oct. 28-30. They will meet with regional directors and the OWI headquarters staff to perfect plans for radio programs originating regionally and locally.

Page 52 • November 30, 1942

BROADCASTING • Broadcast Advertising
HELP WANTED

Progressive, 5,000 watt CBS affiliate—Offering unlimited possibilities desiring services of competent director of women's programs. Requires knowledge of copy writing and service. Complete details in first letter should include transcription, photofinish and salaries desired. Address KGVO, Missoula, Montana, attention Sue Yehle.

Wanted—An editor by 6,000 watt CBS station in Midwestern. Please state draft and marital status in first application. Write Box 82, BROADCASTING.

Situations Wanted

Here is The Man You Want For Your Station—Experienced in all aspects of production and announcing work. Also handle copy. Varied background of copy and station experience. Draft status at. Box 72, BROADCASTING.

Program Director—Woman wants Rocky Mountain region assignment Box 73, BROADCASTING.

Combination Announcer-Engineer—Long experience, draft exempt, ad lib commercial, news, sports. Can handle heavy schedule on board and sell the product. Box 76, BROADCASTING.

Man and Wife—Twelve years experience writing, performing, producing, manning on network; commercial, newswriting exempt. Box 72, BROADCASTING.

Program Director, Production Manager, Announcer—New working in small network station. Wishes change. Box 80, BROADCASTING.

Program Production Manager—Nine years’ experience in all departments, desires change with aggressive station. Married—low draft classifications. Best of references. Now employed by large network outlet. Five years experience. Good salary. Box 70, BROADCASTING.

Proven Quality Commercial Announcer—Strong news, capable programming. Nine years, two networks. Absolutely permanent for pleasant conditions, advancement. Family. Box 78, BROADCASTING.

ANNOUNCER—Salesman or combination available. Pacific Coast only. 25 and 3A. Child's health necessitates move. For details write by care of, Karl O. Water, mgr., KPSM, 7120 Alvin, Hamilton, Calif.

All Around Broadcaster—Over ten years' experience-Manager-Announcer-Salesman-Continuity-Engineer. Draft exempt. Start, $66.00 week. Wife also experienced-Continuity-Engineer. Box 75, BROADCASTING.

STATION OR COMMERCIAL MANAGER—Successful background with large Eastern station for twelve years. Box 77, BROADCASTING.

WANTED TO BUY

WILL BUY RADIO STATION—Write full details to Apartment 10, 6704 East Washington, Indianapolis, Indiana.

One Used Portable Recorder—Preferably Presto T-2 or similar. Two Western Electric or RCA 7TB or 70C turntables with pickup. One good tube to line transformer. Station KLO, Ogden, Utah.

HELP WANTED (Continued)


Broadcasting • Broadcast Advertising November 30, 1942 • Page 53

PROFESSIONAL DIRECTORY

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DL 1205
Washington, D. C.

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

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!
Hayek Is Named As NAB Director

Little Intelligent Criticism Of Radio, Says Weaver

THE average listener would appreciate radio more if he had to pay for the entertainment and information it provides, Luther Weaver, business counsel and in-

Quicker Preparation of Copy
By Advertising Agencies Urged

The two-day session, Nov. 23-

FCC Gets New Protest
On 'Cal Tinney Scripts

At Home
BECAUSE of gasoline and tire rationing, Al Jarvis, m.c. of the five-weekly transmitted musical Male Belief, room on KFWB, Hollywood, with broadcast of Nov. 23, started removing the 60-min-

timeout event program from his

War Race Ruling Applies to Radio

Federal Committee Interprets
Executive Order Clause

RADIO stations and other broad-

casting agencies are “deemed industries” within the President's Executive Order No. 8802, forbidding discrimination in hiring be-

cause of “race, color or creed”, ac-
to an executive order issued last

week by the Fair Employment Practices Committee of the War Manpower Commission.

According to Lawrence Cramer, executive secretary of the FEC, no specific complaints have been lodged against broadcasters. He

Public Ownership Poll
Is Conducted in Canada

SLIGHTLY more than half the population of Canada is satisfied with radio broadcasting under public

ownership as at present, according to a poll by the Canadian Institute of Public Opinion (affiliated with Gallup), as reported in the Nov. 21 Toronto Star. Asked whether programs would be better under private ownership, 56% re-

ported satisfied as at present under Canadian Broadcasting Corp., 23% preferred private ownership, and 21% were undecided.

[Editor's Note: From the standpoint of program origination, the question cannot be considered accurate, since the network programs must all come through the CBC whether originating in CBC studios, in private-owned stations on the network, or brought in from United States networks. The CBC owns 10 of the 84 stations in Canada, with from 30 to 36 stations being re-

broadcast on the CBC commercial network.] The poll showed that most farm areas favored public ownership, while the large centers in a large number were in favor of private ownership.

KGGF Joins Blue

KGGF, Coffeyville, Kan., will be

affiliated with BLUE as of Nov. 15, 1942, making a total of 144 BLUE sta-
tions. Owned by H. J. Powell, the station operates fulltime with 1,000 watts on 690 k.c. Network rate is $60 per evening hour.


driven by 40 broadcast-

ed industry representatives. Following the first day's luncheon meeting, Ed. L. Hayek, KATE, Albert Lea, Minn., acting district director, was elected district director for a two-

term.

Answers Critics

Mr. Weaver made his statement about listener appreciation at the second day luncheon. "I have heard radio criticized for its bad Eng-

lish," he said "yet I have brought good English into millions of homes that never heard it before. I have heard radio criticized for the type of music it broad-

casts, yet it has brought good music to homes that never heard of a symphony."

He declared there is little intelligent criticism of radio, because intelligent criticism of radio is a

quired careful consideration of many difficult problems. More than 100 women, members of the Radio Council of Minnesota, as well as convention guests, heard the talk.

Resolutions passed by the meeting unanimously endorsed the OWI announcement scheduling plan; the NAB stand in the Petrillo af-

fair, and the extension of the labor move-

motion plan. The meeting also supported NAB directors opposing use of government money for broadcast advertising.

Dr. Harold C. Deutsch, WCCO news commentator, spoke on world news trends at the opening luncheon.

At Minneapolis Meeting

Lew H. Avery, NAB; C. Alden Baker, WCCO; Milton Bliss, Standard Radio; Eugene Carr, Office of Censorship; Frank E. Chминистр, National Assn. of Broad-

casting; E. L. Clayton, North Central Broadcasting System; NCTA, Town Topics, United Press; Howard Dahl, WKBI; Bob DeHaven, WTCN; A. A. Fisher, KARI; F. E. Ganiv, Starbros, KFFO; Edwin G. Foreman, Jr., Foreman Co.; Olive Gouland, Press Assn.; Carl Haverlik, BMI-OWI; Mayor Ed. L. Hayek, KATE; C. T. Harrow, WOB; Macy Hicken, KEOLO; Edward Hoffman, WMIN; Phil Hoffman, WNAX; H. E. Hyers, WMFU; Maxine Jacono, KBOE; A. E. Jessel, Sam Kaufmann, WCCO; Robert S. Keller, AMP; "C." Langlois, Langworth; T. H. Lathrop, KATE; Bear-

ner Levin Waddell, Dalton Legionnaire; KIL-EKAL; H. W. Linder, KOLM; George Lucas, OCO; W. H. Mason, Press; Manny Marrett, KVOX; John F. Mesinger, KTVB; Frank Meyer, WLOL; Lucy Miller, KFMB; Neville Miller, NAB; Georgene O'Donnell, Office of Civilian De-

fense; E. W. Peterson, ARCA; E. S. Reck, WIBB; Fred Schlipin, KFAM; Al Winkler, KJHK; Arthur Wire, WNAX; Wallace E. Stone, Press Assn.; Harvey J. Strachans, WCCO; Will-

man, KATE; F. Van Konynburg, WCCO; R. E. Westmoreland, WLOL; Lee L. Whiting, WDCY; M. H. White, KWNJ; Jerry Wing, KBOC; Harry Woodward, WCCO; Dr. George W. Young, WDCY.

"How Perfectly Thrilling! Chubby Brown Has the Ball! He’s So Ducky in His Red and Gold Ensemble!"

"Be a Radio Judge for a Day at the Minneapolis Meeting. Tell Chairman James T. Ford, J. P. McCarthy, Peter L. Siegel, and W. D. Means your opinions on the National Association of Broadcasters’ new public relations plan."

Drawn for Broadcasting by Sid Bix

Page 54 • November 30, 1942

BROADCASTING • Broadcast Advertising
Give Thanks
IN WAR OR PEACE

This is War!

SO: Let us GIVE more—DO more—
WPEN, as a leading voice in America's Number One
Arsenal, knows that giving "THANKS" is not enough!
WE have taken up the challenge... leading our city in
WAR BOND sales and war program activities.

BUT we are not smug in our achievements... we intend to
"DO" more, to "GIVE" more.

RADIO has a great stake in the FIRST of the FOUR
FREEDOMS—keeping Free Speech FREE. To keep it,
let us give more than "THANKS."

WPEN
Philadelphia
5000 WATTS • 950 ON THE DIAL

Affiliated Station of the
Atlantic Coast Network

* * *
Month after Month after Month
WKY's Hooper Is Super-Duper!

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**DECISIVE DOMINANCE!**

This is the way Oklahoma City listens to radio. This is the way Oklahoma City listens to radio advertising.

The only new thing about this picture is the NEW HIGH in afternoon and evening listening for WKY. WKY has been the predominant favorite of Oklahoma City listeners as far back as radio goes ... not by a hair, not by a nose, but decisively!

WKY alone has more listeners than all three other Oklahoma City stations combined. One dollar on WKY, in fact, buys 35% to 100% more listeners morning, afternoon or evening than on any other single Oklahoma City station.

WKY
OKLAHOMA CITY
Owned and Operated by the Oklahoma Publishing Co.
The Daily Oklahoman and Times & The Farmer-Stockman
KVOO, Colorado Springs & KLZ, Denver (Affiliated Moto.)
Represented Nationally by the Katz Agency Inc.