"TO OUAH TEXAS FRIENDS—VIA WHO!"

We guess everybody who knows anything at all about radio in Iowa also knows that WHO is "listened-to-most" by 60.4% of all Iowa radio families (nighttime)—that WHO covers this big State from top to bottom and from side to side. So just for fun we'd like to tell you a rather interesting story concerning our secondary coverage!

Seems that a Gawgia man who listens regularly to WHO's news broadcasts recently sent our Bob Burlingame a basket of peaches. Bob acknowledged the gift over the air—and the peaches sounded so good that a lady down in Jasper, Texas, wrote the Georgia man to order a basket for herself. It then turned out that the Georgia man's son knew the Texas lady's daughter from school days—so the Georgia man ordered a War Bond from WHO, to celebrate the reunion!

The moral? Well, during the winter, 60% of WHO's mail comes from Iowa, the balance from 35 to 45 states. (Summer mail comes from 30 to 37 states.) To us, that seems to prove something about WHO's personality and WHO's programming. Would you like all the facts? Write!

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
AMERICAN RANGERS have a few neat tricks up their sleeves. One of them is to slip up behind a Jap Sentry, slap a hand over his mouth, and crack him in the ear with an open hand. Velly quietly and velly quickly honorable Jap joins honorable ancestors in Dante's honorable Inferno. It's not hard to do. But it takes nerve—and the ability to hit in precisely the right spot.

American Industry has a few tricks, too. For instance those who cannot sell their products to the public for the duration are keeping the public sold on them anyway. It's not hard to do. All it takes is the courage and vision to invest a few dollars to save a few million dollars worth of good-will and the ability to pick the right spots.

One very effective means to this end is clear channel 50,000 watt WSM. Over 2,000,000 radio homes prospering from war contracts, and industrial growth that is the fastest in the nation and a staple three billion dollars worth of agriculture year in and year out combine to make the WSM market the right spot—a pre-war, mid-war and post-war market of opportunity. A post card will bring some mighty interesting facts. Have your secretary drop us one now.
Kind words from Quebec

Sales for you right here . . .

WWL
NEW ORLEANS

50,000 watts -- clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: "Program's coming in fine."

Listeners in the deep South go to their retailers—and prove WWL's selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER
in the South's greatest city

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

Page 4 • December 7, 1942

BROADCASTING • Broadcast Advertising
THAT'S WHAT THEY'RE FOR, WGAC

The programs of the ASCAP Radio Program Service are written to be sold... by writers of long experience in commercial radio. If you are an ASCAP-licensed station, you may use these programs without cost.

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

---

Mr. Robert L. Murray,
Director of Radio Program Service,
American Society of Composers, Authors & Publishers,
30 Rockefeller Plaza,
New York, N. Y.

Dear Mr. Murray:

We wish to thank you for the special Armistice Day script, which we received recently.

This is one of the best program scripts we have had the pleasure of seeing. We sold the program to a local firm engaged in war work, and on the strength of the impression made by the program, we have been able to sign this advertiser for a regular weekly series.

Again thanks for sending us these excellent program scripts.

Yours very truly,

J. B. Fuqua,
General Manager

JBF/15
CBS, by a painstaking, cautious, conservative combing of every one of 3072 counties of the USA, can tell you how to reach the gentleman in the picture, together with the family for whom he works—how to reach him more often, for less cost, than has ever been possible in human communication before. The nature of what you tell him is up to you to decide, up to him to judge—but there he is, and CBS knows concretely where he is, and how often he listens—and from that you will get helpful guidance. The sooner you translate whatever claim you may have to his respect and support into action, the more soundly you will sleep nights because you have taken him into a genuine partnership-of-purpose with you.
It's right in his lap

The subject of the photograph is named John.

He is the Average American.

A very un-average person he is. He and his wife and kids (in the service or not) are ‘what makes America go’. He works for somebody or other—maybe himself, even—but he runs the country. Increasingly it becomes apparent to him that his responsibilities and those of his kids are not limited by our national boundaries.

He runs the country?

Yes. What is perhaps more urgent is that HE RUNS YOU.

He's got the major problems of the world squarely in his lap. He realizes that if he doesn't tackle and solve them he will have to take orders from whoever tackles and solves them first. He is thinking very hard these days.

He doesn't like to sound off an opinion without plenty of facts to fortify his instincts.

He relies on radio, enormously and increasingly, for the facts and impressions on which he bases his judgments. He and his family listen some 5 hours a day. He is cagey as a fox about believing—or disbelieving—the information, argument and emotion he gets from the air. But out of his weighing, accepting and rejecting of everything he hears, he forms an opinion, and acts on it. This is called public opinion. Radio public opinion is 31 million families strong.

His personal opinion—no matter what the captains and the kings may say—will decide what happens to the USA in the factory, the military field, and the home.

He is not to be trifled with, nor deceived—especially on the air. He is “open to argument”, and in the long run he is just. He is grateful for a good time, bountiful in his generosity, scornful of fraud—and loyal to tried friends.

He's worth taking up your case with. In 28 million homes he and his family listen to CBS. After all, he's your boss.
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

PHILIP G. LASKY
manager, KROW, Oakland—San Francisco

1919—Built his own experimental station, 9DH
1920—Associated with W. D. (“Doc”) Reynolds in building 9ZAF—later KLZ, Denver
1922—Elected a junior of the Institute of Radio Engineers
1923—Became a sea-going wireless operator, holding “pink ticket” No. 17
1925—Worked on development of aircraft radio for U. S. airmail service
1927—Went with KDYL, Salt Lake City, as Secretary and General Manager
1935—Appointed Manager of ETAS, San Francisco—changed call letters to KSFO
1937—Affiliated with CBS—built new 5,000-watt transmitter
1939—Undertook management of KROW, as well as KSFO
1940—Resigned from KSFO to become part owner and head of KROW.

THIRTY-SIX years ago a whirlwind named Philip G. Lasky blew into the world. At thirteen, this cyclonic young man built his own amateur station. At fifteen, a High School sophomore, the Denver Post was calling him “a boy wonder”. At twenty-one he was General Manager of a successful, fast-growing station. And today Phil Lasky, still a storm of energy and achievement, is one of the leaders of radio on the West Coast.

We think you know what we believe about Management in radio stations—that even more important than power and frequency, it’s the big thing in station productivity. Not that every well-managed station is headed up by men of exactly similar temperament, because that of course isn’t true. But find a station that gives you unusually excellent results, and there you’ll find good management.

Here at F&P, we’ve tried to reverse the sequence on that last sentence: We’ve found the well-managed stations, and you’ll find that they give you unusually excellent results. We’d welcome a chance to prove it, here in this pioneer group of radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

CHICAGO: 180 N. Michigan
NEW YORK: 127 Park Ave.
SAN FRANCISCO: 433 Sutter
HOLLYWOOD: 333 S. Garden
ATLANTA: 522 Palmer Bldg.

SAN FRANCISCO: 411 Sutter

BROADCASTING • Broadcast Advertising
Bingham to Direct Senate Petrillo Probe

AFM Head Slated To Testify Jan. 12

CONVINCED that the Petrillo-invoked recording ban must be lifted promptly lest national morale efforts become seriously undermined, the Senate Petrillo Probe Subcommittee has completed plans for its legislative inquiry into the whole music situation, with hearings definitely set to begin Jan. 12.

After contacting his five-man committee, Chairman D. Worth Clark (D-Idaho) announced last weekend that the committee had retained Herbert M. Bingham, well-known Washington attorney, as special counsel for the inquiry. Simultaneously, he disclosed that James C. Petrillo, AFM president, would be the first witness.

Small Stations Endangered

Retention of Mr. Bingham was viewed as assuring a thoroughgoing inquiry, looking toward remedial legislation in event the AFM president does not lift the ban on recordings and relax other of his actions which have been branded as arbitrary and as constituting interference with the war effort.

The inquiry will be conducted under authorization of the Clark resolution (SRes-286), rather than on Senator Clark’s bill (S-2874) to amend the anti-trust laws. The latter measure, introduced in the Senate Oct. 23, will die with adjournment of this Congress—before the Petrillo inquiry gets under way.

New legislation, however, to amend the anti-trust laws and make it unlawful to engage in any agreement interfering with production of vital morale material or pursuits will be introduced by the committee chairman if that course becomes necessary.

Determination of the committee to retain counsel and to get the hearings under way promptly with opening of the new session was reached as it became increasingly evident that many smaller stations might fall by the wayside, for lack of program material, if the Aug. 1 edict prohibiting AFM members from recording for public performance continues in force.

The committee has before it the testimony of such figures as Elmer Davis, director of the Office of War Information; James Lawrence Flye, chairman of the FCC and Board of War Communications and Thurman Arnold, Assistant Attorney General, presented at its preliminary inquiry last September. At this session the committee concluded that national morale in wartime is threatened and that many broadcast stations will be crippled if the recording ban is not lifted.

Efforts since made by officials prominent in war work to arbitrate the recording issue have proved futile. It was largely for that reason that Chairman Wheeler (D-Mont.), of the Interstate Commerce Committee, authorized the subcommittee to proceed promptly with corrective legislation the goal unless some speedier solution is found.

It is presumed the committee will seek to learn why the AFM president invoked his ban last August and what solution he demands. He has never given a satisfactory answer to anyone, either in industry or public life, so far as is known, adhering steadfastly to his claim that banned music constitutes unfair competition with and results in unemployment of union musicians.

Chairman Clark has not announced committee plans beyond the calling of Mr. Petrillo. He asserted, however, that Mr. Bingham is analyzing the tremendous volume of complaints and evidence presented to his committee since introduction of his original resolution Aug. 27.

Requests to Appear

Several score requests and appearances have been filed, including those from the affected industries—broadcasting, transcription, juke box, and public performers of recordings. Music organizations and societies which have felt the sting of the AFM orders likewise have sought the right to appear.

It is expected the NAB, which has retained Sydney M. Kaye, former executive and attorney for Broadcast Music Inc. as its chief counsel, will present considerable testimony based on surveys it has undertaken since the recording ban was imposed. The major networks do not propose to appear, at this stage in any event.

Chairman Clark last week conferred with members of his committee regarding the Petrillo inquiry and procured approval of the modus operandi, plus the retention of Mr. Bingham. Other committee members are White (R-Me.), co-author of the Radio Act, who is well-informed on radio operations; Tobey (R-N.H.), who in recent years has envied great interest in radio; McFarland (D-Ariz.), and Tunnell (D-Del.).

The pressure of wartime legislative activity, plus the intervening Thanksgiving holiday, precluded any earlier contacts with all of the committee members.

Bingham's Career

Mr. Bingham made no comment regarding the inquiry beyond expressing satisfaction over his appointment. He said he had no preconceived notions about the inquiry, but appreciated the importance of the whole subject in the national war effort.

A native of Montana, Mr. Bingham, a member of the law firm of Kremer & Bingham, en-(Continued on page 44)

Sales Policy, Rate Structure Of Networks Probed by FTC

All Chains Are Included in Preliminary Study; No Sign of Punitive Action Is Yet Indicated

RATE AND discount structures of all four nationwide networks, along with sales policies and practices, are being studied by the Federal Trade Commission in a preliminary investigation. It was learned last week that the informal study, an essential preliminary to any action, does not mean that formal proceedings of any character will be instituted.

All Networks Included

Commissioner Edwin L. Davis, veteran member of the agency, told Broadcasting last week that the Commission had authorized the preliminary investigation after receipt of repeated complaints. It was made clear, however, that all complaints believed to have substance are investigated as a condition precedent to action. The vast majority of such preliminary inquiries do not result in issuance of formal complaints.

It is understood the investigation, to which an investigator was assigned about a month ago, came after receipt of a complaint against one network, dealing largely with its rate and discount structure.

In authorizing the investigation, however, the Commission included all networks.

For several years, it was learned, the FTC has received criticisms of network practices on one account or another. Several weeks ago, it is understood the Commission decided to look into the whole matter. The FCC, about a month ago, was contacted for information in its files dealing with network rates and structures, but was not in a position to supply up-to-date data.

Presumably the lack of new facts led to determination of the FTC to conduct its own study.

Initially, the matter was handled by correspondence and about a month ago a field investigator was assigned to the task. He has con-(Continued on page 48)
Lest We Forget: Radio's Roll of Honor Since Pearl Harbor

JUST A YEAR AGO Japan committed history's most heinous crime with its infamous attack upon Pearl Harbor. Overnight the United States was plunged into total, globe-encircling warfare. Instantly, all American radio became a potent and active war weapon.

But that was not enough. Red-blooded radio men, like those in every other walk of life, flocked to the colors. Executives, engineers, announcers, performers and page boys flocked in. They were dispatched to Australia, Africa, England, Ireland, Iceland, the Pacific, on the seas and in the air—wherever the flag flies.

Available published records show that a dozen radio men have given their lives or are missing in action. There may be others yet unreported. The first tragic report came from Pearl Harbor when engineer Thomas A. McClelland, former KLZ chief engineer, made the supreme sacrifice.

On the first anniversary, all in radio reverently and humbly salute the heroes who died so honorably, and extend to their bereaved families deepest sympathies and gratitude. Lest we forget, Radio's Roll of those reported dead or missing since Pearl Harbor is recorded herewith:

Ensign Thomas A. McClelland, USNR—Killed at Pearl Harbor. Former chief engineer KLZ, Denver.

Seaman Don Crocker, USN—Killed at Pearl Harbor. Former NBC page.

Lt. Donald L. Chase, Army Air Forces—Killed in plane crash in Virginia while on active duty. Former engineer of WTMJ, Milwaukee.


Capt. Derby Sprout, Army Air Forces—Killed in plane crash on active duty in Africa. Former production manager KLZ, Denver, and KDKA, Pittsburgh.

Sgt. Lester M. Galloway, Army—Died in Alaska military hospital of yellow jaundice. Former singer on California stations.

Sam Miller, Radiomann, USN—Killed in naval operations in the Pacific. Former engineer, KLRA, Little Rock.


Ensign Stephen Full, Coast Guard—Missing in action while on convoy duty in Atlantic. Formerly member CBS station relations staff, New York.


In observance of the anniversary of the Japanese attack on Pearl Harbor, the four major networks were to expend special efforts Dec. 7 as well as the preceding day to bring listeners commemorative news and music.

HOUR-A-COUNTDOWN, a half-hour program broadcast on Mutual from 7:30 to 8:30 p.m., will feature music and a dramatic reading from the USS Arizona, which went down with Pearl Harbor. This program will be presented by Mutual's network announcer, Thomas Blackett.

From 8-8:45 p.m. a special hour-long program, Deliver Us From Evil, on Dec. 7, and on Sunday carried a portion of the requiem mass conducted by Rev. James J. Sweeney, Bishop of Hawaii.

Wide Variety

On the eve of the anniversary, the CBS We, the People show presented the radio premiere of a new American war song, "We've Just Begun to Fight," written by one of the collaborators of "Remember Pearl Harbor." The CBS Radio Reader's Digest Dec. 6 dramatized "A Review of America's First Year at War," with Raymond Massey in the leading role.

On Dec. 7, David Ross was to read a special editorial to Americans on the Keep Working, Keep Supplying America program CBS, with war songs featured during the remainder of the broadcast. Lux Radio Theatre is presenting a special drama "The War Against Mrs. Hadley," and the Screen Guild Players are reenacting "Mrs. Miniver." Vox Pop on CBS the anniversary night features Parks Johnson and Wally Butterworth interviewing survivors of the Pearl Harbor attack, while CBS correspondent Webley Edwards, speaking from Honolulu, will interview several persons on the scenes.

WPIL, Philadelphia, and WNEW, New York, are presenting two special observance programs of unusual interest. The former is dramatizing a half-hour show at 7 p.m., entitled Reverently Yours, featuring three dramatic memoranda—one each to Hitler, Tojo and Mussolini. Supplemented by music of opera and church, the program will also include a special tribute to the Lukens Steel Co., Coatesville, Pa., for an outstanding war-production record. The WNEW program is a special tribute to the Allied fighting forces all over the world, and includes a 45-minute news roundup and a war-roundup. A half-hour radio program, News pickups direct from London, Moscow, Cairo and Sydney are to be included.

‘Daily Worker’ Seeking Time for News Series

THE Daily Worker, organ of the Communist Party, is interested in sponsoring a news program on one of the major networks, it was learning last week, although plans are "in a tenuous state" and not much farther than the discussion stage, an official of the publication told Broadcasting. Some preliminary queries have been proffered NBC and CBS as to time, and it is understood that Communist Leader Earl Browder is being considered for the commentator.

Neither NBC nor CBS would make any official statements on the Daily Worker’s proposals, and the publication itself did not care to discuss the matter "for at least another two weeks".

Florida Citrus Spots

FLORIDA CITRUS COMMISSION, Lakeland, Fla., on Dec. 10 will start its annual winter campaign for oranges, grapefruit and tangerines in a five-week period of 100-word spot announcements and chain breaks on about 20 stations. Areas covered are in the Southeast and from the Gulf to the East Coast. One spot is for Blackett-Sample-Hummert, New York.
Sales Secrets of a Department Store

It is a strange situation when the largest advertisers on the local merchandising front usually avoid the broadcasting medium. But department stores in general are rather pessimistic where radio advertising is concerned. Several have made sporadic attempts selling over the air, but only a few found the intricate combination that opens listeners' pocketbooks. Others retired from the air waves with bittersweet resolve to stick to their known media.

At the NAB convention in Cleveland, this year, NRDGA members discussed radio advertising. They revealed that a bare 40% of their stores trying radio had even passable results. Yet department stores are among the largest advertisers on any local merchandising front—and radio, as has been demonstrated with product after product, can sell practically anything. It would be helpful to both stores and stations to evolve a method of mutual cooperation for effective selling.

A Distinct Medium

Lit Brothers feels that, with WFIL, Philadelphia, it has found such a method, and has, furthermore, succeeded with radio advertising in accomplishing what it set out to do.

To its use of radio Lit Brothers assigns part of the credit for its rise in recent years to a leading position among Philadelphia department stores, as well as other significant advancements in its progress and profit.

Why has Lit Brothers succeeded in its advertising over WFIL when over 60% of the department stores mentioned above had only sob stories to write in their radio columns? I believe this is due chiefly to Lit Brothers' recognition of radio as a separate and distinct advertising medium, rather different from newspapers; a medium with its own peculiar advantages and limitations, and deserving of special treatment as such.

Not always, however, have we had clear sailing over the airwaves. Lit Brothers' first serial ventures varied considerably in both quantity and quality. Its ability for radio was shifted from department to department within the store. The set-up was somewhat variable and unstable, and resulted, for this chapter of Lit Brothers' radio history, in the usually starchy run of department store luck with radio.

In 1939, when I set up the New Business Department of Lit Brothers, under Mr. Sidney Berg, radio at last found a real home in the store organization. The New Business Department took entire charge of Lit Brothers' radio work, giving it as much attention, study, time and effort as the regular advertising department gave the old, tried-and-true medium—newspapers.

Lack of success with radio can, in most cases, be traced to insufficient knowledge of the medium, its limitations and possibilities. Some department stores, in their initial radio ventures, try spot advertising of individual items in the store. Frequently, they expect a few words to produce a country-wide effect, much in the manner that Orson Welles' fluke caused panic throughout New Jersey. A better acquaintance with radio would reveal that such accidents are rare exceptions; that radio advertising's effectiveness depends a great deal on many repetitions of a single idea.

'Smattering of Ignorance'

Similarly, "a smattering of ignorance" is all that some radio salesmen have concerning the organization of a department store. This meager acquaintance can easily result in the wrong prescription for a store's advertising problems.

Some salesmen think of radio time and programs in relation to single items—cigarettes, headache pills, cereal, etc. Why, Lit Brothers' drug department alone has over 25,000 different items! The most potent form of radio advertising for department stores, then, would not be selling specific products sold in the store, but selling the store itself—institutional advertising.

Therefore, at the very outset, Lit Brothers and WFIL avoided the greatest stumbling block in the path of radio-department store cooperation. Station executives met with store executives and discussed their mutual problems. WFIL learned more about Lit Brothers; what the department store needed; what it was trying to accomplish. And Lit Brothers learned what WFIL had to offer and how it could best be obtained.

Because they knew each other, the old, tried-and-true medium—newspapers—would not make the mistake of trying to sell Lit Brothers time on the air—and nothing else. Lit Brothers, on the other hand, knew something of what to expect from their programs, and did ask WFIL to perform short-term miracles.

Four Programs

Lit Brothers' present pattern of advertising on the air consists of four separate programs, aimed at four distinct audiences. For the housewife, the family shopper, who makes up the volume of the department store business, Lit Brothers has one program designed to provide merchandising information, entertainment and consumer education: Shopper at The Mike, which is heard Mondays, Wednesdays and Fridays at 11:45 a.m. and is an audience-participation quiz program chiefly concerned with quality and care of various kinds of merchandise.

The program comes direct from the Lit Brothers store, and adds its audience of several hundred housewife-shoppers to the daily store traffic. On this quiz program, members of the audience are chosen by lot to be the "experts" and answer questions on merchandise, etc., recording prizes of gift certificates. The program does not attempt to sell specific items; it focuses on consumer interest, offering information on determining values, and care and conservation of materials.

Shopper at The Mike also presents speakers outstanding in their particular fields of merchandising. "How to Judge Value" leaflets are also distributed by Shopper at The Mike and are offered free to any listeners writing in for them, serving the dual purpose of further institutional advertising and a hook to draw audience mail. This is one of the ways Lit Brothers has determined that the program has a large, interested, invisible audience, as well as the visible one in the studio.

For an audience of men and sports lovers, Lit Brothers sponsors Hal Simonds, sports commentator, for three 15-minute programs weekly, 6:30 p.m. Mondays, Wednesdays and Fridays. Commentaries on this program concern mainly institutional mention of Lit Brothers' men's store.

News at Noon

Noontime news listeners and housewives interested in current events comprise the listening audience of the D-V News Commentator, who reviews world events three times weekly, Tuesdays, Thursdays and Saturdays at 1:45 p.m., in conversation with "an average housewife," Miriam. News commentary, while it is as up-to-the-minute as what is running off the teletype, is slanted along lines of special interest to this group. This program, incidentally, proved popular enough to receive sponsorship of a store vendor—Fikney Shoes.

No department store program patterned itself after complete entertainment for tiny tots. Streamlined Fairy Tales, a series of transcribed modernizations of favorite myths, by the Koralites, plays to its young audience over WFIL three times a week, Mondays, Wednesdays and Fridays, 5:15 p.m. This program is the beginning of the Children's Hour of the radio day. Added attraction for both the little listeners and Lit Brothers, is the Magic Lady, who introduces the program.

She stimulates the interest of the youngsters with the Magic Listeners Club, and sends out a little Magic News to children who write for it, in the station fan mail received. Streamlined Fairy Tales plays to an enthusiastic young audience. The Fairy Tales popularity brought it the sponsorship of Lit Brothers' candy department.

Potential department store customers include, of course, practi-

(Continued on page 58)
WPB Realignment Clarifies Powers Radio & Radar Division May Have Added Authority

INCREASED authority for the WPB Radio & Radar Division in directing production of radio parts and in allocating materials was seen in Washington last weekend as the result of an agreement between the WPB and the Armed Services enlarging the powers of Program Vice-President Charles M. Wilson.

The agreement, signed by WPB Chairman Donald Nelson, Secretary Stimson and Secretary Knox gives Mr. Wilson direct control of radio, detection equipment, aircraft and escort vessel production, as well as general supervisory authority over scheduling of all arms output.

The effect, the services by this agreement recognize the final authority of Mr. Wilson in fixing production schedules, although the original schedules will be drawn up by service military subject to WPB approval.

Recently, Radio & Radar was established as a separate Division of the WPB reporting directly to Mr. Wilson [Broadcasting, Nov. 18]. With Mr. Wilson now firmly established as a final authority on production, it was generally felt the Division will have more complete control over the radios.

Tube Action Awaited

ASSIGNMENT of type numbers to "Victory Model" replacement parts to be made under the WPB repair parts program was postponed last week when a scheduled meeting of the American Standards Assn. was upset by transportation difficulties.

Representatives of the Radio & Radar Division, who were on route to New York to present the program turned back when a railroad tieup prevented them from arriving in time for the session. The Action was expected to take up the program at another meeting scheduled tomorrow (Dec. 8).

NAB MEET FEATURES TALK BY KENNEDY

FEATURED speaker on the second day of the Eighty Third of NAB at the Columbia Club, Indianapolis, Ind., Dec. 11, was A. H. Kennedy of the Kroger Grocery & Baking Co., who outlined the experience of her company with broadcast advertising.

The usual resolutions endorsing the OWI plan, the NAB stand on AFM-Petillo and the retail promotion plan were passed.

Among other speakers were: John C. Felter, president, Neville Miller, president of NAB; Carl Haverlin, headquarters consultant, radio branch, Office of War Information; Gene Pulliam, WIRE, Indianapolis.

WJW Is Authorized to Move, Bringing Blue Into Cleveland

New 5,000-Watt Transmitter Transferred for Better Coverage; Studios to Be Shifted

BASING its action on lack of an available outlet for the BLUE in Cleveland, WPB announced that WJW, Akron, had been authorized to locate its new 5,000 watt transmitter about 14 miles closer to the metropolis, with its frequency reduced and switched from Akron to Cleveland.

The decision, reached Dec. 2 by a split vote but not announced until Dec. 8, also brings to the legal situation surrounding the breakdown of the 850 kc. clear channel, on which WHDH, Boston, was assigned over the protest of KOA, Denver, dominant station on the frequency, and on which WJW has been authorized to operate.

The U. S. Court of Appeals for the Sixth Circuit last Sept. reversed the FCC's decision in the WHDH case, but the Commission plans to appeal the Supreme Court shortly.

To Move Transmitter

WJW last January was authorized to operate on 850 kc. with 5,000 watts by WPB for primary service in Cleveland. It now is assigned to 1240 kc., with 250 watts. Last October, WJW, after consultation with the FCC, announced an application to the FCC for modification of its construction permit to move its transmitter, now being installed, from its location about midway between Akron and Cleveland, to a point 13.8 miles closer to Cleveland.

It also asks for change of location of its main studios from Akron to Cleveland. It set for itself in its application that no new construction of studios would be involved, since it had arranged to lease adequate studios from NBC, which operates studio WBBM.

Simultaneously, the FCC announced that it had denied the NBC petition against the WJW grant, which had been filed a fortnight following the original authorization. It said it had found that the public interest would be served by the modified grant to WJW, saying in fact that a Cleveland station, and held that the petition for rehearing directed against the original WJW construction permit was without merit. It added to its previous judgment, however, to the filing by NBC of a new petition for rehearing directed against the grant to WJW, Inc., as modified by the Commission's order of Dec. 2, 1941.

Commissioners Craven and Case, who steadfastly have supported clear-channel operation and who opposed the original breakdown of the 850 kc. band, issued the decision.

It was indicated they felt it was not in accord with the full spirit of the April 27 freeze order, although it was claimed that very little new material would have to be purchased. WJW is believed to have practically completed installation of its new 5,000-watt plant at the mid-way location. Under the authorization, for the new receiver-direction array, transmitter and other equipment would be moved to the new site, where a new transmitter house would be built and the equipment replaced.

It is expected that the job would take several months.

Future of WJW

WJW will continue operating on its local frequency as MBS outlet in Akron until completion of the new station. After that, it is pre-sumed that the 1240 kc. operation will become vacant, although the company operating the station offered to continue operations in the same manner as WJW was operated by William O'Neill, who serves as its general manager. He is the son of the president of the General Tire & Rubber Co. Mr. O'Neill purchased the original WJW two years ago.

The FCC action, granting the modification, specifies operation on 850 kc. with 5,000-watts unlimited time, with a directional antenna for the first 1,500 miles of its 100,000 watt reach. The express conditions in the authorization were that no interference will be caused to CFRB, Toronto, contrary to the Havana Treaty provisions, and that no construction shall take place until after measurements regarding such interference have been made.

In its application for modification filed Oct. 23 by W. Theodore Pierson, Washington counsel, WJW explained that Cleveland is without BLUE Network service, and that this seriously impaired the ability of the network to sell time nationally. It stated that while the immediate injurious result is to deprive Cleveland listeners of service, actually listeners in the entire country are threatened with injury through the "serious impairment, if not the destruction of the Blue Network".

It was claimed that little additional material would be needed to reach the 150,000-city market which could be obtained without the benefit of preference ratings from WPB. In addition to the technical plant, the application said it would be necessary to build a transmitter house at a maximum cost of $5,000.

Practically all of the equipment in the transmitter house at the original location could be salvaged, it was said.

WKBK CONSIDERS LEAVING THE AIR

BECAUSE of financial difficulties, as well as other war considerations, Walter E. Klauser, owner of WKBK, Dubuque, last week notified the FCC he contemplates turning in his license for the duration. It is learned, however, that Mr. Klauser has been reconsidering because he thought the FCC already had decided to allow stations to suspend registrations without incurring the return to the air after the war.

WKBK, which is celebrated for the case it lost after going all the way to the Supreme Court on the competition issue, notified the FCC that the station would be operated and it planned to turn in its license Dec. 31. Similar notice, it is understood, went to the BLUE head-quarters, with which the station is affiliated.

In its famous suit WKBK opposed, on economic grounds, licensing of the newspaper-owned KTDH in Dubuque, claiming the market could not support the two stations. The FCC could not stand the competition.

Mr. Klauser is head of a manufacturing company engaged in contract work which, it was reported, contributed to his determination to suspend station operation. But he did the other suit. Nothing in the broadcast from the FCC regulations permitted it. No word has come from the FCC on the matter.

NBC Board Names MacDonald as V-F

Recently Had Been Appointed To Newly-Created Post

JOHN H. MACDONALD, assistant secretary and assistant to the vice-president and general manager of NBC, who recently was appointed to the new post of V-F, or representative of the vice-president, with the treasurer, controller, personnel director and manager of the general service department, has been appointed to the post [Broadcasting, Nov. 30], gained another new title last Friday when the NBC board of directors, at its regular monthly meeting, voted his appointment as a vice-president of NBC.

A graduate of New York U. where he subsequently became an assistant professor in the School of Commerce, MacDonald left the academic field to become office and personnel director of McGraw-Hill Publishing Co. and later was continuous with the firm of Emmis & Sons and Walker & Heisler.

Joining Tradeways in 1932, he spent three years in research in the management problems of NBC, a Tradeways client, and then joined the network to put into effect the results of his studies, serving as an budget director and as business manager of the Radio-Recording Division. A year ago he joined the network's top executives group to assist in working out the problems arising from the separation of the BLUE Network from NBC.
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 CBS Affiliate

John A. Kennedy, President Howard L. Chernoff, Managing Director
Charleston, West Virginia represented by THE BRANHAM COMPANY
Prospective use of WLW's 500,000-watt standard broadcast transmitter for international shortwave broadcasting as an integral part of the government's far-reaching psychological warfare program in the foreign field was seen last week following conferences in Washington.

Likelihood of this move, in cooperation with the Crosley Corp., arose after the FCC announced Nov. 30 its order and decision denying the application of the Crosley Corp. to increase the power of the developmental broadcast station, W8X0, from 500,000 to 750,000 watts. Simultaneously, the Commission ordered that an operating license for W8X0, which is WLW's experimental adjunct, be terminated in accordance with its conditions, effective Jan. 1, 1943.

That was probably because the use of the transmitter—most powerful in the United States and probably as powerful as any in the world—for international shortwave purposes under the supervision of the Overseas Branch of OWI.

Effect of Decision
James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, was in Washington last week and conferred with a number of Government officials, presumably on the possibility of the use of the transmitter for the war's duration. WLW, the only station in the United States ever to operate with power in excess of 50,000 watts, since 1934 has used the 500,000-watt transmitter for developmental and experimental purposes between midnight and 6 a.m.

It has an application pending, designated for hearing on Jan. 11 for use of 500,000 watts daytime for WLW. With the prospect of divergence of the large transmitter for international service, however, chances for the granting of this application would evaporate.

Sought 750,000 Watts

Crosley sought authority to increase the power of W8X0 from 500,000 watts to 750,000 watts for the purpose of developing an entirely new type of transmitter. No other transmitter of that output yet has been built, so far as is known. The Commission, it is understood, took the position that WLW's high-power experimentation during the last decade had contributed a maximum of information on scientific development and that little more could be done in this field. Thus it appears that the whole question of greater power for standard broadcast stations will be shelved at least for the war's duration.

The Government, through OWI and the Rockefeller Committee, recently leased all 14 existing U.S. international stations [Broadcasting, Nov. 2-9]. The broad expansion program now being evolved contemplates construction of 22 additional transmitters for an eventual international system of 36 stations, with a budget of $4,400,000 set aside for transmitters alone.

In its formal decision and order denying W8X0's application for 750,000 watts and terminating its current license Jan. 1, the Commission said it was not satisfied that the continued operation of the developmental station as regularly authorized would be in the public interest. It pointed out that while the application might have been denied without a hearing, it nevertheless would give Crosley the opportunity to testify.

Waived Evidence

While Crosley filed an appearance, it did not offer evidence in support of its proposal, but waived the opportunity to offer evidence and requested a decision on the basis of information already supplied.

"The applicant has thus failed to take advantage of the opportunity given it to offer evidence upon the issues in this proceeding. The Commission has no more information than it had when it designated the application for hearing. We were unable then and are equally unable now to find that either the proposed increase in power for W8X0 or the continued operation of that station would be in the public interest, convenience and necessity."
More than one hour of WWJ's time—every day in the week—is sponsored by one or more of Detroit's leading department stores!
Roma and Central Sold to Schenley; Both Using Radio

National Distillers May Get Italian Swiss Colony

SCHENLEY DISTILLERS Corp., New York, has purchased two major California wines Central Winery and Roma Wine Co., both radio advertisers, located in Fresno, Calif.

Deal was made several weeks ago, and involves purchase of Roma Wine at its entirety for $4,600,000, and acquisition of the plant and present wine stocks of Central Winery for $3,800,000, name brands and vineyards remaining the property of the latter firm.

Advertising for Central Winery has been dormant since Oct. 1 of the year, when spot buy by Schenley was discontinued on WOR, WMCA and WHN, New York, evidently in view of the pending reorganization.

Weiss & Geller, New York, is the present agency for Central Winery.

Roma's Schedule

Roma Wine Co. currently has an extensive schedule on both KUSN-KTUC, broadcasting in the New York area, the Midwest, Arizona and the West Coast, through McCann-Erickson, New York, which will continue as agency for the company under Schenley ownership.

Roma products are advertised on a weekly news program on WOR, New York, and news and music programs on WNEW, New York; also through Italian-language participation on WHOM, Jersey City, and through twice-weekly news broadcasts by Fulton Lewis jr. on WFBR, Baltimore, and WOL, Washington.

Radio is also used in Pennsylvania, and regular five and ten-minute programs are scheduled in Minnesota, North Dakota, Mexico and Texas. In addition to five-weekly news programs on Arizona outlets, KVO KUSN KTUC, Roma uses the company network in California for News and Views, five-weekly quarter-hour program.

Schenley on Mutual

Schenley recently started the Cresta Blanca Carnival, variety program featuring Jack Pearl on Mutual for Cresta Blanca Wines. Schenley agency is William H. Weintraub Co., New York.

Further realignment in the liquor industry was indicated last week as negotiations were nearing the conclusion for the acquisition of Italian Swiss Colony wines, located in San Francisco, by National Distillers Corp., New York.

Announcement was made by Edmund A. Rossi, president of Colony wines, who stated that the arrangement will be such that the identity and management of his firm would be preserved, with the same time making available to Colony wines the

FOCAL FIGURES in NBC's new organization revision [BROADCASTING, Nov. 30], photographed at the New York dinner at which the new plans were announced, are (l to r): S. Hedges, vice-president in charge of stations; Frank E. Mullin, vice-president and general manager; Niles Trammell, president; Dr. James Rowland Angell, public service counselor.

Manpower Clarification Marking Time Awaiting Decision on National Policy

UNTIL the national manpower muddle is dissolved there is little likelihood that the broadcasting industry can look for a universal system of intelligent classification and coordinated effort between draft boards and local USES offices, informed sources indicate.

National manpower unity may be expected, however, since inquired quarters expected the unification of the various agencies under Paul V. McNutt, WMC chief. Radio broadcasting officials along with other communications representatives of the numbered BWC committees conferred with War Manpower Commission officials last Monday to discuss the possible revision of the original list of essential communications occupations contained in Occupational Bulletin Number 27 issued in October [BROADCASTING, Oct. 19]. It was learned that the net effect of the meeting was not encouraging for it does not appear likely that WMC is currently in a mood to revise this list.

BWC Studies Breakdown

At the same time, WMC officials were anxious to develop an intelligent breakdown of these broad occupations included in the original list. Consequently another meeting was held on Friday between broadcasting representatives and WMC representatives to consider the breakdown list which specifically defines all of the jobs named in the original Occupational Bulletin.

When the Occupational Bulletin was first issued early in October, USES officials promised to complete the breakdown of each title within a week or 10 days. Actually this list was only completed during the past week and then it was submitted to the industry representatives on Friday for their approval and suggestions.

Although the actual list is not yet available it is understood that the complete set of definitions contained is complicated and even confusing in instances. Nevertheless, it will probably be released to local USES offices for use in guiding draft boards within the next week or 10 days.

Value Doubtful

The value of such a list is moot in the minds of some broadcasters, whereas others look to it hopefully. Already some broadcasters report success in individual cases which deserved deferments as a result of positions named in the original bulletin. Others, on the basis of experience, are not optimistic about the prospect of local boards accepting guidance from USES offices.

The most hopeful event of the week on the manpower front took place with the announced absorption of the USES by the War Manpower Commission. This reduces the number of competing manpower agencies by one. However, the biggest news on manpower is expected from the White House at any time. At his Friday press conference, President Roosevelt had nothing concrete to report, but indicated that action could be expected very soon.

Central AAA Session

SERVICE TO THE PUBLIC and the war effort through advertising was discussed at the annual meeting of the Central Council of the American Assn. of Advertising Agencies, held last Thursday in Chicago. William F. Young, assistant, of Young & Scott, Chicago, Central Council chairman, presided. Speakers included Chester J. LaRocque, president of Young & Rubicam.

U. S. May Defer Monopoly Actions

PROSPECTS of a postponement of several months in the trial of the Government anti-trust suits against RCA-NBC and CBS, allegations of monopoly in network operations, were foreseen last week in view of the impending appeals to the Supreme Court. The new court cases from the three-judge court decision in New York refusing them injunctive relief from the FCC's network monopoly regulations.

While no action has yet been taken, it was apparent that the court of three judges decided to dependency of the FCC litigation, would ask a postponement of at least three months. The anti-trust case is scheduled for trial Dec. 21 before Federal Judge John P. Barnes in Chicago.

It was thought likely the Anti-trust Division would ask the court this week for a postponement, either to a certain date or until the prior litigation was disposed of, but no action has been taken.

FCC Approval Granted To KHUB's Assignment

CONSENT WAS granted by the Federal Communications Commission for KHUB, Watsonville, Calif., from John P. Scripps, publisher of the Watsonville Register-Pajaronian, editor and publisher of the Vallejo (Cal.) Chronicle and the Montgomery (Ala.) Advertiser, to complete his purchase of KHUB's Assignment of license of KHUB, Watonville, Calif., from John P. Scripps, publisher of the Watsonville Register-Pajaronian, editor and publisher of the Vallejo (Cal.) Chronicle and the Montgomery (Ala.) Advertiser, to complete his purchase of KHUB for the sum of $92,137, of which $22,000 will be paid to Mrs. Anna Atkinson, widow of the former owner of KHUB, to satisfy a note, the remainder going to Mr. Scripps.

The decision of the FCC contained the stipulation that the assignment was "subject, however, to the express condition that this decision is subject to the approval of the Solicitor of the Attorney General of the United States upon the recommendation of the Attorney General of the United States to the Solicitor of the Attorney General of the United States for the approval of the assignment as to the holder of any report, policy, rule or regulation which may result from the proceedings under Order No. 79?" (the newspaper ownership order).

Mrs. FDR for Candy Council

COUNCIL OF CANDY, Chicago, a trade association of candy manufacturers, started last week an advertising drive to promote consumption of candy as a food in the war effort, is sponsoring Mrs. Eleanor Roosevelt in a one-time half-hour program on the Blue Network, "Report to the Mothers of the Nation." Mrs. Roosevelt on the Dec. 9 broadcast will talk about the "importance of good nutrition in wartime living." Additional stations, with plans, will relate her impressions of wartime living in England and her visit with the American troops in the British Isles. BBDG, Chicago, is agency.

Lea & Perrins Names

LEA & PERRINS, New York, makers of Worcestershire sauce, has appointed McCann-Erickson, New York, to handle its advertising. Company has used spot broadcasting in the past, and is currently active in radio, with no further plans for the present.

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BROADCASTING • Broadcast Advertising
two-step without moving their feet. And the Mayor’s office was frequently besieged by diverting and passionate taxpayers: an elderly gentleman who could get KDKA on the steel rims of his spectacles, a woman who was warned of the approach of earthquakes by a sharp twinge in her left side . . .


SPECTacular!

Maybe Mr. Thurber wasn’t fooling. Maybe the elderly gentleman did get KDKA through the steel rims of his spectacles. We wouldn’t know.

Something of which we are sure, however (and in which all advertisers are concerned), is that plenty of people do get KDKA in the regular way: Through their radio sets with the usual tubes, condensers, coils, and what not.

Recent instance: More than 37,000 people “got” KDKA and an advertiser’s message, as proved by his mail, throughout the run of a 60-announcement daytime schedule. If low-cost-per-inquiry interests you, be sure to schedule 50,000-watt KDKA, Pittsburgh.

With nation-wide gas-rationing now in effect, and with tires irreplaceable, make sure your product is moving off shelves . . . in the stores “just around the corner” from 1¼ million stay-at-home families in the KDKA Primary Area.

WESTINGHOUSE RADIO STATIONS Inc

WOWO - WGL - WBZ - WBZA - KYW - KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES
Treasury Orders Rigid Salary Freeze

Regulations Completed; Split Jurisdiction Is Clarified

REGULATIONS that will guide the Salary Stabilization Unit of the Bureau of Internal Revenue in enforcing the Treasury's part of the National Economic Stabilization program as announced last week, with indications that salary adjustments will be granted only under exceptional circumstances.

"Increases in salary rates will not be approved unless necessary to correct mismatches or inequities, or to aid in the enforcement of the war," the regulations declare. Increases will be approved, however, in salaries of less than $5,000 per year, when such payments are below the general level existing for the same type of work in the local area on Sept. 15, 1942.

Split Jurisdiction

Salary Stabilization Unit will control all salaries where payments exceed $5,000 a year; where payments are $5,000 or less in cases of individuals who are serving in the armed forces, administrative or professional employees not represented by labor unions; or where "agricultural labor" is involved.

Jurisdiction in the wage and salary freeze was divided between the Treasury and the War Labor Board by the Executive Order of Oct. 27. The War Labor Board was given power over wages of unskilled workers, union members, and white collar people earning less than $5,000 [BROADCASTING, Nov. 9].

The freeze order stated that "executive, administrative and professional" employees under the program would be determined from the definitions in the Fair Labor Standard Act of 1938 [BROADCASTING, Nov. 16]. Both the War Labor Board regulations and the Treasury orders have restated the texts of these definitions.

In its order last week, the Treasury declared that "employer" shall be interpreted to include organizations ordinarily exempt from income taxes, and also Government agencies. An officer of a corporation, or any member who performs services for compensation shall be considered an employee. Directors, however, shall be exempt provided their services consist only of attending and participating in meetings of the board of directors.

Two major topics of the Treasury order were adjustment of salaries, and limitation of incomes above $25,000. All increases in salary rates, whether or not on recommendation of an arbitrator, or on the basis of previous agreement, will have to be approved by the Stabilization Unit, the regulations state. Applications are to be filed at regional offices which the Stabilization Unit will open in thirteen major cities: New York, Chicago, Detroit, Philadelphia, San Francisco, Los Angeles, Seattle, Washington, Kansas City, Mo., Boston, Cleveland, Atlanta, Dallas.

According to the regulations, the burden of justifying a salary increase will rest on the employer seeking such increases. Promises of increases, even though made prior to Oct. 3, 1942, will generally not be considered in determining whether the change is necessary, the Treasury said.

Exceptions Listed

In certain cases, as provided by the original freeze order, no prior approval will be necessary for individual wage increases, the Treasury pointed out. These are: individual promotions or reclassifications; individuals merit increases within established salary rates ranges; operation of an established plan for salary increases based on length of service; increased productivity under incentive plans; operation of a trainee system; and other circumstances that may be prescribed from time to time.

"Salary agreements", the Treasury pointed out, need not necessarily be written contracts or agreements, but may be based on salary policy as evidenced by payroll data. The existence of such a policy must be established to the satisfaction of the Commissioner if the increase is challenged, the burden of proof resting on the employers.

Bonuses will be permitted under the freeze without prior approval, the Treasury said, if they do not exceed bonuses of previous years. If bonus compensation is based on a fixed percentage of sales and the percentage is not changed, no approval is needed, even though the amount of the bonus increases.

Main Requirements

The Treasury rules require that:

1. Payments for overtime shall constitute an increase in salary rate, and must be approved; unless payments are customary, and the rate of payment remains unchanged.

2. Changes in salary rates provided by agreements made before Oct. 3 in cases of salaries of $5,000 or less, and before Oct. 27 in those above $5,000, shall not take effect without approval of the Commissioner.

3. Increases in salary rates resulting from an arbitrator's award are subject to the Commissioner's approval.

4. More change of name or financial structure will not enable a firm to set new salary rates without the Commissioner's approval. The Treasury stated that it intended to fix salaries at approximately the level of Sept. 15, 1942, and made no mention of the 15% upward adjustment above the level of Jan. 1, 1941, maximum increase that will be considered by the War Labor Board.

"No increase in salary shall result in substantial increases in the level of costs, or furnish the basis either to increase price ceilings of the commodity or the service or to restrain otherwise justified reductions in such price ceilings," the order said.

Top Salaries

Dealing with the $25,000 a year salary limitation, the order said, "the general rule is that no amount of salary may be paid or authorized to be paid to or accrued to the account of an employee or received by him during the calendar year 1943, which, after reduction by Federal taxes on the amount of such salary, computed without regard to other income taxes or without regard to deductions or credits, would exceed $25,000."

On this basis, the maximum salary for 1943 would be $67,200, the Treasury said, but several allowances are included to prevent 'hardships.'

Regulations provide that with approval of the Commissioner, an amount of $25,000 or in addition to the basic allowance, will be permitted to allow maintenance of "customary contributions to charitable, educational or other organizations", Other allowances will be permitted for insurance payments if they cannot be met "without disposing of assets at a substantial financial loss"; meeting fixed obligations; or certain Federal income taxes previously accrued.

The regulations repeated that salaries from multiple sources shall not exceed the $25,000 net limitation.

(Continued on page 89)
Little Man, We've had a Busy Year

Things have been humming in Big Aggie's backyard this year,—and it's not the result of a defense industry shot-in-the-arm.

It's agriculture . . . the steady, dependable, day-in-day-out job of feeding a fighting nation and her allies. In the five-state territory served by WNAX, farm income is up to more than $1,500,000,000.00 for the year. Highest farm income among all CBS stations. And three million of the nearly four million folks living here are farmers . . . farmers with MORE money to spend for the fewer articles offered for sale.

Big Aggie's station WNAX has had a busy year, too . . . with more accounts, more mail and more sales than ever before.

Advertising dollars sowed here reap sales now—and maintain your brand with folks who will be buying in peace time as well as during the war.

"Keep this in mind when planning for 1943."

IT'S ECONOMICAL TO BUY THE BIG STATION

The Billion Dollar Market
SIOUX CITY * YANKTON
Affiliated With Columbia Broadcasting System
570 On Your Dial
A Cowles Station
Willson, Manners Named To ASCAP Membership

MEREDITH WILLSON, conductor of the orchestra on the General Foods Maxwell House Coffee Time program on NBC, and Zeke Manners, hillbilly actor of WNEW, New York, are among the 20 writers elected to membership in ASCAP last week. The board also announced the election of five new publisher-members.


SCARE ADVERTISING CRITICIZED

Claim that the Government is against all advertising is vigorously refuted by the attitude of the Dept. of Commerce, declares the department’s weekly Domestic Commerce in its Nov. 26 issue. The conviction is rather that informative advertising is a necessary tool of commerce, for the exchange of goods and services, it is stated. “Scare” advertising, such as that urging people to buy goods because of impending rationing or shortages, is described as a blit on the information industry.

“The Department, however, views as absolutely harmful un-American all scare advertising,” the article continues. “Promoted by some short-sighted retailers, it is actively hindering the war effort. “Such advertisements urge people to buy merchandise because of expected shortages or impending rationing.

Induces Panic

“Build up unnecessary fears and send a panicky public rushing to stores. They cause needless buying. They foster hoarding. They spread the day of actual shortages.

“Most important, this scare type of advertising robs our fighting forces of funds needed to buy guns and other munitions. These funds bring temporary prosperity to scare advertisers and permanent loss to our war savings bond campaign.

“Today’s advertiser has a tremendous opportunity in this war. He can be a leader for good. He can mold minds in the right direction. And through the medium of newspapers, magazines, radio, direct mail, or outdoor advertising, he can dramatize to the public the part it must play in helping win the victory.

“Yes, the advertiser can do all these things. And praise be, literally thousands of advertisers are doing them every day. They stand as an enlightened information industry functioning for the common good.”

Copyright Owners File Revised Canada Tariffs

ALTHOUGH FEES were frozen last December, the Canadian Performing Rights Society, Canadian ASCAP, and BMI Canada, on Nov. 30 filed tariffs with the Canadian Copyright Appeal Board. Fees were frozen for the duration by agreement last year, covering the 1942 calendar year, due to price ceiling regulations and because it was felt by the Copyright Appeal Board that war was not a time to revise such fees upward as CPRS had asked in their tariff. This month, it is expected, the parties to the tariff and others paying CPRS fees, as well as the Canadian Assn. of Broadcasters, will appear before the Copyright Appeal Board at Ottawa to meet the new judge, who has yet to be appointed and who will succeed the late Justice A. K. McLean before whom recent appeals have been heard.

KOY Sale Approved

UNDER DECISION of the FCC Dec. 1, consent was granted for relinquishment of control of KOY, Oklahoma City, from M. S. McEldowney, local hardware dealer and banker, to the Plaza Court Broadcasting Co., John D. Thomas and C. E. Johnson, by virtue of transferee’s purchase of 300 shares, or 32.6%, of the issued and outstanding stock of the licensee for $30,000. Previously, Mr. McEldowney held 600 of the 920 outstanding shares. Under the new alignment he retains 300 shares; the Plaza Court Broadcasting Co., purchases 200 shares for $20,000; John D. Thomas and C. E. Johnson, already holders of 150 shares each, purchase 60 additional shares for $5,000. M. H. Bonebrake, general manager of KOY, owns the remaining 20 shares. Mr. Thomas is vice-president and manager of the Plaza Court Investment Co., and Mr. Johnson is an Oklahoma City attorney.

Wins Women’s Medal

NANCY BOOTH CRAIG has received the 19th annual Women’s International Exposition Medal for Distinguished Radio Achievement, for her program on WJZ, New York, titled “Women of Tomorrow.” The award was made at the Women’s International Exposition of Arts & Industries, meeting in New York recently. The citation stated that the program, begun well before the days of Pearl Harbor, “helped pave the way for a unified effort in every phase of woman’s wartime role.”

NATIONAL REPRESENTATIVES

5000 WATTS

WSIX

“The Voice of Nashville”

NASHVILLE, TENN.

Covering THE NASHVILLE MARKET

WISX

Blue STATION

Tennessee is divided into three distinct sections—East, Middle, and West.
Middle Tennessee, with its hub at Nashville, is covered thoroughly by one advertising medium—Radio Station WSIX. Engineers’ surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station’s 0.1 MV/M signal. Population, 1,264,494 . . . Families, 312,822 . . . Radio Homes, 202,200.

SPOT SALES, INC. • NATIONAL REPRESENTATIVES

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BROADCASTING • Broadcast Advertising
THE VOICE OF FREEDOM

Carrying the story of the war to the people—the needs of the Red Cross, War Industries, Civilian Defense, Recruiting, Armament, the U. S. O., Rationing, Bond Sales and the building of a War Consciousness . . . . .

Keeping faith in the performance of a sacred mission while this nation is at war . . . . .

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

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day—day-in and day-out. Pick . . . WFBK Syracuse, N.Y. MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM FREE & PETERS, INC. Exclusive National Representatives

WNYC Granted Added Hours On Clear Channel of WCCO

‘Special Service’ Authorization Gives Station Right to Operate From 6 a.m. to 10 p.m.

HAVING ALL the earmarks of political inspiration, WNYC, municipally-owned station in New York used by Mayor LaGuardia as his mouthpiece, was authorized by the FCC last Monday to operate practically fulltime on the 830 kc. clear channel occupied dominantly by WCCO, Minneapolis, CBS-owned station.

Under a "special service authorization", which used to be labeled "special experimental", the Commission by a split vote authorized WNYC to operate from 6 a.m. to 10 p.m., in lieu of limited time operation on the frequency. WNYC had sought fulltime operation on the frequency for several years, with Mayor LaGuardia personally leading the fight, but the Commission on Oct. 21 denied the request and preserved the status of the frequency.

Two Dissent Commissioners Case and Craven dissented from the Dec. 1 special service authorization, but did not hand down a written opinion. The authorization was made subject to engineering limitations, to be approved by the chief engineer.

The grant stimulated considerable interest. The Commission said the authorization was only for the duration of WNYC’s license. A check of the records revealed the license runs until Feb. 1, 1944.

Irrespective of the language used by the Commission, the authorization was viewed as one that breaks down another clear channel. Moreover, it was held in some quarters that it conflicts with the April 27 equipment freeze order, since additional material and personnel would be required for the increased operation of WNYC, particularly in the light of the requirement that a directional antenna be installed.

CBS May Protest

It was indicated that CBS, as WCCO owner, would protest the grant as tantamount to the breaking down of the clear channel and in the face of the clear-cut October decision denying the fulltime request. That opinion, it is understood, had been rewritten several times, possibly to couch it in such language as to make possible the special service authorization. Should the FCC deny the CBS protest, the way would be opened to litigate the issue. It is presumed that in such litigation the Clear Channel Broadcasting Service, representing independently owned clear-channel outlets, would intervene.

When the Commission last October denied WNYC fulltime, Commissioners Payne and Walker dissented. The formal denial came after the Commission’s majority had concluded that the fulltime operation would interfere with WCCO’s secondary service area.

The special service authorization allows WNYC to operate with 1 kilowatt, using a non-directional antenna between local sunrise and sunset at Minneapolis, and a directional antenna prior to local sunrise and from local sunrise at Minneapolis until 10 p.m., adjusted so as to radiate approximately 56 millivolts in the direction of WCCO. The data setting forth the details of the antenna readjustments were made subject to approval of the chief engineer. WNYC also was granted authority to replace portions of the phasing equipment.

WNYC Will Begin Its Evenings

WNYC will begin its evening operations in a few weeks, according to Morris Novik, general manager, who explained that the station already operates with a directional antenna and that only minor adjustments in the directional pattern are necessary.

These will reduce the signal strength to the west, he said, curtailing the WNYC audience in New Jersey, but it will also cause an equal increase in the station’s signal to the east, building up the audience in Queens and on Long Island.

This grant of permission to operate until 10 p.m. is strictly a wartime measure, made under the "war service" authority of the Commission and in no way involves the dispute over the clear channel issue which has been waged by WNYC against WCCO, Mr. Novik declared.

To Expand War Services

This extended time of operation will enable WNYC to continue and expand its war service activities, he explained, pointing out that this month the station was forced to discontinue its daily broadcasts of instruction to and information about the Air Warden and Fire Warden Services, the Selective Service and the U. S. Employment Service. These programs are scheduled between 6:30 and 7 p.m., he said, to reach people who are not able to listen during the daytime, adding that a later hour would be even better but that under the previous arrangement whereby the station signed off at sunset Minnesota time the 6:30-7 p.m. period was lost only for the month of December, whereas the 7-7:30 p.m. period was out for four months of the year.

Other Civilian Defense programs will be added to the evening schedule, Mr. Novik said. In addition, the Treasury concerts will be moved from their present afternoon time into evening hours. Other musical programs will also be added, with the monthly concerts of the National Orchestral Assn. already scheduled.

Assured of broadcast time until 10 p.m. the year round for the duration, instead of for two months only—June and July—as was formerly the case, WNYC can now devote more attention to building programs for the family evening audience, Mr. Novik said, an endeavor which was hardly worth while under previous conditions where listeners gained during June and July were lost by fall as the station’s schedule was shortened.

William S. Farish

WILLIAM S. FARISH, 61, president of the Standard Oil Co. of New Jersey and a pioneer in the development of the oil industry, died Nov. 29 at Millbrook, N. Y., following a heart attack. Mr. Farish helped organize the Humble Oil Co., which uses extensive radio as does Standard Oil, and was also an organizer and later president of the American Petroleum Institute. He is survived by his widow, a son and a daughter.
IT GROWS BIGGER IN FERTILE GROUND

Alert advertisers are sowing "seeds for greater sales" when they cover the "fertile" East Texas-North Louisiana-South Arkansas market. It's an area with 30,000 producing oil wells, more than 300 million dollars of war construction plus a rapidly growing livestock and agricultural industry. KWKH—with 50,000 watts—stands in the heart of the area... holds an influential hand on the purse-strings of more than 300,000 radio families.* Buy KWKH for dominant coverage of this rich market.

*KWKH sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Member South Central Quality Network. Ask The Branham Company for details.

CBS 50,000 WATTS
KWKH
A Shreveport Times Station
Shreveport, Louisiana

THE SELLING POWER IN THE BUYING MARKET
Manpower Topic For 10th District 1943 Opportunities Outlined By Commercial Managers

STATION managers heard the Iowa State Selective Service director and Army and Navy representatives discuss manpower at the 10th District meeting of the NAB at Des Moines Nov. 27-28. At the same time, sales managers, at a separate meeting, reviewed opportunities for the coming year. Scheduled were two sessions on the second day of the district meeting. On the previous day, John J. Gillin, district director, presided at the opening session. Speaking included Lt. Col. H. H. Glidden; NAB President Neville Miller; Carl Haverlin, OWI; Eugene Carr, Office of Censorship; Jack Nollen, Iowa Radio Bond Committee; Jack H. O. Peterson. NAB Director of Broadcast Advertising Lew Avery had described the retail promotion plan.

Manpower speakers on the second day included Brig. General Charles H. Grahl, Iowa Selective Service Director; Howard Wertz, Seventh Defense Region; and John E. Lewis, Mr. A. Avery addressed the sales meeting.

At the second day luncheon, Neville Miller, NAB president, declared radio's job—"to build the spirit necessary for final victory, to hold and advance the home front."

At Des Moines Meeting

Ed. Anderson, WOW; Larry Andrews, KOX; Lewis H. Avery, NA; L. D. Bannart, KXEL; Richard W. Beckman, WBU; Sam C. Bennett, KMBC; Milton Block, Std. Radio; H. L. Boren, KGLO; Edward Brown, KPVX; Pearl B. Brooks, WSB; Harry Burke, WOW; Eugene Carter, Office of Censorship; Frank E. Chisholm, NBC; Neil C. Cooklin, WOC; John J. Gillin, WOC; Larry E. Goff, KFGQ; Bob Goff, WOC; Joe Grotke, KFQ; Donald Hagen, KMBC; Harold Hagen, KMBC; Lance Hagens, SAC; Carl Haverlin, V. S. Trees; Jerry Harlow, WOC; Dr. Dick Hulst, WOC; Bob Harshbarger, Anson, Press; Maurice J. Jones, KMBC; A. W. Kamer, NBC; Harry J. Kaufman, WSB; Robert S. Keller, AM; Jack Knowlton, WOC; Wm. Kotler, WOC; Bill Kueper, KMBC; Howard Lane, ISC; Langdon, Langworth; Gen. B. Law, KSU; KRN; Craig Lawrence, Edmund Lindsey, ISC; H. L. Lott, Kansas, ABC; George Lodmels, O.C.D.; G. I. McDonald, KBB; Don Mason, KMBC; Marion Manlove, Mast; WBO; Bert L. May, KMA; Martin Mellor, All-City. WBU; Cal Nolten, KMBC; Howard Nall, NAH; Tom Mulholland, WHO; Soren Munson, KCR; R. E. O. Outley, Jr., ISC; Gerald Patterson, KRO; Bernard Peck, WHO; Jack Penner, WBMB; S. D. Quernt, C. F. Quent, WBMB; J. H. Rutten, WOC; Lloyd Roper, KMBC; Charles L. Sanders, WOC; Joe Sanders, WOC; Robert Sanders, KWB; Bob Koel, KFAB-KFBB; John T. Schilling, WBO; Frank Smith, Jr., KIIF; KBF; E. C. Stahl, WBO; Owen Strode, KMBC; Morgan Sexton, KROS; Stunt Studer; J. C. Taylor, KBOY; John Wall, KBB; Otto Weber, WOC; Wm. Woods, WOC; Wm. Winstead, WOC.

NEW YORK stations are donating at least $150,000, in ad grants and half-hour programs between Nov. 25 and Dec. 20 to the Christmas seal drive of the New York Tuberculosis and Health Assn.

"Ye ain't heerd no news on WDMP Flint Michigan 'bout the battle of Gettysburg, hey?"

FIVE OF THE SEVEN men who have served as chairman of the NAB Sales Managers Division at the Chicago NAB convention in 1936 were brought together by coincidence at the NAB 10th District meeting in Des Moines Nov. 27-28. They are (l to r): John M. Outler, WOC; Eugene Carr, OWI; President-at-large; Edward A. Hetter, President; and Lewis H. Avery, NAB director of broadcast advertising, who served 1937-38; B. J. Buryl Lottridge, WOC; David Davenport, founder and first chairman, 1936-37; Eugene Carr, OWI; President of the Chicago NAB convention, 1936-38; S. F. Hoekstra, WOC; William A. Amazon, NAB; William R. Cline, WLS, 1939-40; and Ed Y. Flanagan, WSPD, 1940-41.

Industry Entitled to Seek Deferment Of Vital Men, Asserts Maj. Culligan

"BROADCASTERS have a responsibility to fight for the deferral of any employee whose removal would seriously interfere with station operations," Maj. Ernest C. Culligan, of Selective Service, Washington, told the 90 assembled broadcasters at the 9th District meeting held last Monday and Tuesday at the Palmer House in Chicago.

"The War Manpower Commission," he said, "has certified radio as a necessary war activity. There is nothing unpatriotic in asking for deferral or appealing a case to the Board or even to Washington, if necessary.

"The deferment at the same time must be considered as a temporary loan by the Government to the employer of the deferred individual," Maj. Culligan continued. "The broadcasting industry has been far-sighted in training women as a partial solution to their manpower problem, in the future more women and older men will have to be trained."

The broadcasters wound up the two-day session by the election of Leslie C. Johnson, WHFB, Rock Island, Ill., as regional director of District 9 to succeed Edgar Bill, WMBR, Peoria.

At a luncheon meeting Monday the retail promotion plan was outlined in detail by Lew Avery, NAB director of broadcast advertising.

The Tuesday session was occupied by sales problems, the music situation and short talks by Lew Avery on "good taste in advertising." Milton Blink of Standard Radio, "Cy" Langlois of Lang-Worth, Carl Haverlin of BFI and Bob Keller of AMP talked briefly on music problems. Others who addressed the two-day sessions were: Edgar Bill, former district 9th district; Neville Miller, NAB president; Eugene Carr, Office of Censorship; John Wood, ASCAP; Kenneth Carpenter, Treasury Dept.; A. M. Peterson, Radio Bureau, OWI; Lt. (e) Paul Holman, Public, U.S. Labor Dept.; Fred S. Fawcett, NAB: NAAC; and John N. Sloan, OCD.

At Chicago Meeting

Ed. Allen, WIBA; Lewis H. Avery, NY, and J. R. Parker, WJWC; R. E. Amsden, WIBA; W. F.海棠, WIBA; WIBA, WIBA.

"You are the only ones of your own experience who have served at the Chicago NAB convention in 1936," he said.

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KEITH, YOU'RE A WIZARD ON TH' KEYS, BUT THE SWEETEST MUSIC TO THE EARS OF ALL AFFILIATED STATIONS IS THE "BIG PARADE" OF TOPNOTCH SHOWS ON THE BLUE NETWORK THIS SEASON!

JOHNNY SPEAKIN', FOLKS! RADIO LISTENING IN THE KEX AREA HAS INCREASED TREMENDOUSLY IN RECENT MONTHS, PARTICULARLY AMONG WAR INDUSTRY WORKERS. KEX IS YOUR STATION FOR SALES RESULTS!

YES, MAN!

JOHNNY SPEAKIN', FOLKS!

THESE OREGON FOLKS HAVE CONSISTENTLY MADE NATIONAL RECORDS IN SUCH THINGS AS WAR PRODUCTION, NAVAL ENLISTMENTS, SCRAP COLLECTION, WAR-BOND PURCHASES! BUT, WITH THE BIGGEST PAYROLLS IN HISTORY, THEY'VE GOT PLENTY OF MONEY LEFT TO BUY LOTS OF YOUR PRODUCT!

RECOGNIZING THAT NEWS IS ONE OF THE MOST IMPORTANT FACTORS IN STATION POPULARITY, KEX BRINGS LISTENERS A COMPLETE SCHEDULE OF NEWSCASTS - A BATTERY OF NEWS PERSONALITIES - AND ALL THREE OF THE LEADING NEWS SERVICES. IT'S A SET-UP UNMATCHED BY OTHER PORTLAND STATIONS!

Associated Press
United Press
International News.

GO KEX!

THESE PAUL H. RAYMER BOYS ARE ALWAYS ON THEIR TOES TO GIVE YOU DOPE ON KEX! DON'T FORGET KEX FOR THAT NEXT SPOT SCHEDULE - CALL ANY RAYMER OFFICE, OR WRITE OR WIRE DIRECT!
Crawford, of the promotion executive Station, forces service, and Alvin Mayo, BOB WOR

Mayo, Flanagan Leave WOR to Enter Service

Bob Mayo, account executive, and Alvin Flanagan, producer-director of WOR, New York, have left the station to enter military service, bringing the total number of WOR members in the armed forces to 30. Mayo left Dec. 4, to report to the Naval Air Training Station, Quonset, Rhode Island, as a lieutenant (j.g.). He is succeeded by John Nell, previously account executive for retail accounts, this position now being filled by Bill Crawford, of the promotion department. Sherman A. MacGregor, at one time NBC producer-director, and recently stage, screen and radio actor, replaces Flanagan, who left Nov. 28 to report to Marine Officer’s Training School.

ONLY BRIBLETS of information about the radio phase of the American occupation of North Africa have been released by the military authorities and the Office of War Information, both of which utilized special broadcast equipment for their communications setup and for reaching the populations of the occupied territories.

It was learned last week, however, that none of the French broadcasting stations was actually taken over by the American forces; instead, in order to further the policy of friendly cooperation with the French, the station staffs were permitted to operate as usual but under American Army surveillance and censorship.

None Destroyed

So far as Washington was able to learn, no French broadcasting station was destroyed during the invasion. This may later be disproved, however.

That the American Army brought along at least one broadcast station of its own to Morocco, was reported by the Associated Press in a dispatch Nov. 24 from Harold V. Boyle, its correspondent with our forces. Technical details of the transmitter, he wrote, are a military secret, but he stated that the “Voice of the American Forces” kept in contact for four days at irregular intervals with the French public.

On the day of the landing, Nov. 8, the station went into operation, working on the same wavelength as Radio Morocco at Rabat. It broadcast President Roosevelt’s French-language proclamation as well as instructions from Gen. Dwight D. Eisenhower to the French troops willing to cooperate and French Gen. Henri Giraud’s messages to the French soldiers not to resist the Americans. News from the battlefront was also broadcast.

About noon, Mr. Boyle relates, Radio Morocco began warning its listeners against the “clandestine station” on its wavelength, but the “Voice of the United States Army,” speaking in the name of Maj. Gen. George S. Patton Jr., interrupted repeatedly and called on the French to lay down their arms. When the German Armistice Commission (later captured) angrily directed the French to track down and smash the “outlaw” station, they failed to find it and, in desperation, were forced to resort to jamming. But the Army station would not stay jammed, and its power was strong enough to make it heard far away as London where some of its programs were rebroadcast by the BBC.

A considerable staff of OWI radio and news experts is known to have landed with the American forces, but their activities and whereabouts are still unreported.

Sherwood Praises Shortwave

Assurance that American shortwave broadcasts to Axis-dominated Europe and Asia are heard by people in those countries is offered by Robert E. Sherwood, Director of Overseas Operations for the OWI, writing in the Dec. 7 issue of the Army & Navy Journal.

Although no polls of opinion can be taken in these countries, Mr. Sherwood says, we get the answer

SHOWING that WFBR, Baltimore, has trained 25 or more of its employees in advanced first aid, Dr. Samuel J. McLanahan, (r) chairman of the Baltimore chapter of the American Red Cross, presents Harold W. Batchelder, station vice-president, with a Red Cross Volunteer First Aid Detachment certificate. WFBR has equipment and personnel to handle emergencies from the enemy himself in his increasing admonitions to his people not to believe “Allied lies.” “Our enemies wouldn’t be denying these lies” if their people in ever increasing numbers had not heard or read them,” Mr. Sherwood writes.

Use of BBC facilities has made possible the distribution of American news to Europe, the article states, for “several times each day the people of Europe can hear the voice of America rebroadcast by the powerful battery of BBC transmitters, longwave as well as shortwave.”

According to Mr. Sherwood, more than 50 transmitters on both sides of the Atlantic were used to carry President Roosevelt’s address to the French people to herald arrival of the AEF in North Africa.

The article stresses the importance of words in the war against the Axis. “Words can bolster the morale of our friends overseas and thus increase the powers of their resistance. Words can disrupt the morale of our enemies and thus decrease the powers of their resistance,” Mr. Sherwood says.

“We have been sending the word over there by radio, by press services, by pamphlets, leaflets, posters, movies, and even by word of mouth which travels with mysterious speed and effectiveness and penetrates the stoutest walls of censorship and suppression that the Nazis, the Fascists, or the fanatical militarists of Tokyo can build about their own conquered peoples.” “The Yanks are coming!”

Ma Perkins’ Tenth

MA PERKINS, main character in the serial of that name, entered her tenth year of broadcasting on NBC Dec. 4. The soap opera came to NBC in 1933 from WLW, Cincinnati, NBC affiliate. Members of the cast, network and agency production men and representatives of the sponsor, Procter & Gamble Co., Cincinnati, celebrated at a dinner party in Chicago.
34,182 LISTENERS
SCRATCHED THEIR
HEADS AT 11:15 P.M.

Lord & Thomas
Advertising
147 Park Avenue, New York

JOYCE: We've sure learned our lesson about putting contests on WEAF: we're going to make our next one really tough.

COTT: Your last one was plenty tough, too - listeners having to pick the names of composers of one selection as played for ten weeks in a row, write them correctly and mail them in to us.

JOYCE: Yes, but we didn't expect 34,182 entries from ten programs - 3,418 from just one of them. We figured that, with our contests' complexity and the late hour, we'd get only a few hundred entries at the start.

COTT: I'm sorry that we upset you, Tom, but remember that WEAF is New York's number one station in audience size and that goes for late at night, too.

JOYCE: I know, Ted, and so do Victor dealers. Because Victor Record demand in the New York area is greater than at any time in the past.

and Victor Record demand goes up and up!

Where except in New York and how except through WEAF could you find 34,182 individuals who are willing to sweat over a complicated musical contest, write up answers and mail things—all between 11:15 and 11:30 at night and on the strength of a mere ten fifteen-minute programs? No wonder RCA Victor's Mr. Joyce was surprised—and that Victor sales are booming. There are two outstanding reasons for this mail pull though: WEAF is the number one station in New York at that time of night. Its local programs (including the "Sounding Board") are geared and produced to sell, as well as to attract, listeners.

Mr. Thomas F. Joyce, Vice President of RCA Victor, puzzlers over this late-night mail-pull as Ted Cutt, announcer of the Victor Record "Sounding Board" (11:15-11:30, Thursdays) points out what's behind it.

WEAF

50,000 WATTS • 660 KILOCYCLES • NBC NETWORK
KMA Sets Mail Record for 1941-42

KMA, a 5,000-watt regional at Shenandoah, Iowa, produced more inquiries and orders per advertising dollar than any other station during the 1941-42 radio season. Commercial mail for the year ending August 31, 1942, totalled 523,911 pieces containing $67,410.54 for premiums and offers. An additional 62,426 fan letters boosted the KMA total to 576,337, a figure which would make most 80,000-watts stand up and cheer.

Using Columbia's mail response formula, this mail indicates KMA primary coverage of 151 counties as illustrated below.

The clients that established the KMA commercial mail record were all national or regional advertisers such as Oxydol, Wheaties, Ovaltine, Coco-Wheats, Folger's Coffee and Standard Brands. Many KMA clients (Bristol-Myers, Coca-Cola, Ford, Dreft, Omar Flour) made no mail solicitations whatever—but all enjoyed their share of the prosperous KMA market, for the audience served by KMA is the most responsive in the world.

If you would like to know more about the KMA area's 3,000,000 people, who normally spend $20 million dollars a year in retail stores—if you want to know how to reach the most prosperous rural market in America—write now for a copy of KMA's latest market data brochure.

KMA
The No. 1 Farm Station in the No. 1 Farm Market
151 COUNTIES AROUND SHENANDOAH, IA.

Physiological, Psychological Effects Of Daytime Serials Arouse Psychiatrist

IN AN EIGHT-PAGE pamphlet, "Radio and Civilian Morale," Dr. Louis Berg, psychiatrist, gives the daytime dramatic serial the severest going-over this form of radio entertainment has had in its entire hectic history.

"Reporting on two months listening to eight serial scripts, covering about 40 episodes of each program, Dr. Berg charges that these programs not only produce harmful physiological and psychological effects upon the individual listener, but even oust enemy propaganda in producing an over-anxiety state that "lays the ground-work for civilian panic in emergencies."

Clinical Tests
Dr. Berg and another investigator, subjects of the experiment, each listened alone to the programs "for full concentration" and took notes on what they heard. "Pulse and blood pressure readings were made of both of us before and after listening to each serial."

Stating in the physiological techniques of the serials induce the listeners to identify themselves with the characters and to suffer with them "as they run the emotional gamut through the dark mazes of the twists and turns of the plot;" to retreat from reality into a fantastic never-never land, and to listen vicariously to "our hidden thoughts, our forbidden desires, our profane loves, our illicit hates," Dr. Berg declares that "sinister as are these devices, the ultimate in the destructive effect of these programs is accomplished by poisons the wells of family life, in pretending to mirror relationships around the hearth and home."

Since the "family is the unit of the community and therefore the basic unit of the nation," Dr. Berg considers that to present the abnormal family relationships of the daytime serial as normal situations is "to blast at the bastion of national morale." Contrasting the serials studied with the Peabody prize winner Against the Storm, this program, he says, utilizes the same psychological devices as the other daytime dramas but in such a way as to "leave the listener with the conviction that he has a moral obligation never to yield in the battle against the evil forces besieging mankind."

National Interest
Damning the sponsors of the typical daytime serials for allowing mass appeal to outweigh "any considerations of morality, decency or patriotism," Dr. Berg concludes that "the type of radio program permitted to be broadcast becomes not only a matter for its potency in selling soap or cereals, not only a matter of its worthwhile or shabby story material, not only a matter whether it does or does not offend the obvious conventions or violate the standards of broadcasting, but a matter of what it does do or does not do in the national interest."

"For anxiety states are the background against which civilian panic in emergencies result; anxiety states muddy the waters of personal and family relationships and break up the harmony of the home and the family without which no nation can produce the united effort necessary to win a war; anxiety states set wife against husband, mother against child; yes, even man against himself."

"To use the hearts and minds of millions of women without regard to their mental or emotional welfare to sell any product is little short of treason in a nation at war."

Safety Awards
BAYUK CIGARS Inc., Philadelphia, on the Dec. 4 Mutual broadcast of Cai Tinney's Strip the Nails was recipient of the National Safety Council's first Distinguished Service for Safety award. On the same date the News-Press, Petersburg, Va., plant of the Brown & Williamson Tobacco Corp. received a "Seventh" O'Hearn award from the Liberty Mutual Insurance Co., during its regular broadcast of Plantation Party on NBC.

Technician Raids Are Held Unfair
Union Obstacles to Training of Women Are Criticized

VOICING disapproval of union-imposed obstacles to training of women for replacement in technical posts in radio, along with "double staff" requirements, S. A. Cisler, general manager of WGrC, Louisville, last week protested to the Louisville local of International Brotherhood of Electrical Workers against "raiding" of the technical staffs of smaller stations.

In a letter to Guy Horne, of WHAS, Louisville, identified as connected with the union, Mr. Cisler said he had been informed that a member of his engineering staff had been offered a technical post at WHAS through the union. He then 50 or more. Because of union opposition, he said he understood WHAS does not at present use women for certain technical duties, whereas WGrC has two.

By Lt. Cisler, who recently was commissioned a first lieutenant in the Marine Corps, said his station protested this "taking of scarce technical men from the smaller stations by利用 status quo conditions at larger stations." He added he was advising all Government agencies concerned with manpower stabilization of the development.

Union Rule Criticized

Criticizing current union rulings, Lt. Cisler said: "The Cintex, has 20 technicians as against 5 on WGrC. Whereas WHAS works its men only 40 hours per week, WGrC works 55. However, because of union opposition, he said he understood WHAS does not at present use women for certain technical duties, whereas WGrC has two.

By Lt. Cisler continued, WHAS "has not been able to provide replacements for its contract obligations at WGrC, except in one instance."

Asserting he understood WHAS "has not been able to provide replacements for its contract obligations at WGrC, except in one instance."

The union was asked specifically to eliminate union obstacles to training of women for replacements, and the letter thereafter; the restriction of work to 40 hours per week at WHAS when overtime could be used; and the elimination of "double staff" where "single man" operation could be used. He would contribute materially to solving the shortage of technicians.
Hollywood can call this picture "colossal" without stretching a single point. In KMBC's primary area alone are more than half a million radio homes with far more income than ever before! And it's KMBC that's "packin' 'em in" — leading in Kansas City listeners more often than any other station. Your show on KMBC is a nine-bell performance replete with brilliant cast (drawn from the largest and finest radio staff in Kansas City) — skilled production (that won Variety's last Showmanship Award for Program Origination) — and the best of companion features (provided by CBS, Kansas City's favorite network.) Best of all, KMBC pays off at the box-office as shown by the fact that advertisers place more national spot business on KMBC than on any other Kansas City station. Next time you book an attraction for your Midwestern customers, be very sure it makes its premiere on the "9 Ways the Winner" station you hear so much about.

**KMBC**

**OF KANSAS CITY**

FREE & PETERS, INC. CBS BASIC NETWORK

**KWIK KWIZ**

**FOR MOVIE-MAD MERCHANDISERS**

Hollywood can call this picture "colossal" without stretching a single point. In KMBC's primary area alone are more than half a million radio homes with far more income than ever before! And it's KMBC that's "packin' 'em in" — leading in Kansas City listeners more often than any other station. Your show on KMBC is a nine-bell performance replete with brilliant cast (drawn from the largest and finest radio staff in Kansas City) — skilled production (that won Variety's last Showmanship Award for Program Origination) — and the best of companion features (provided by CBS, Kansas City's favorite network.) Best of all, KMBC pays off at the box-office as shown by the fact that advertisers place more national spot business on KMBC than on any other Kansas City station. Next time you book an attraction for your Midwestern customers, be very sure it makes its premiere on the "9 Ways the Winner" station you hear so much about.

**KMBC**

**OF KANSAS CITY**

FREE & PETERS, INC. CBS BASIC NETWORK

**THE ANSWERS**

C IS MADALINE CARROL
A IS WALLACE BEERY
M IS JEANNETTE MACDONALD
K IS OUR KIDDIE
The Pacific Coast is one market...
Sell it as one market with Pacific Blue!
-and secure the advantages only

Network Radio can offer

On the Pacific Coast network radio is the first choice of regional advertisers. Currently, 64 accounts are using the four Coast networks every week, selling the Pacific Coast as it can best be sold—as one market.

These accounts know the multiple advantages of network radio on the Coast where 92% of all homes are radio homes. Network radio delivers the largest circulation at the lowest net cost per thousand of any regional medium. Network radio has a priority on the choicest available time periods. Network radio is the only medium that provides a monthly check on the net circulation of your advertising. Network radio is the efficient way to sell the Coast's rapidly growing wartime population.

Increasingly, Pacific Blue is the network regional advertisers are buying—10 new accounts have joined Pacific Blue's roster since August 1.

Here's why—

**COVERAGE**—Recent mail patterns show that Pacific Blue delivers primary daytime coverage of the counties where 95% of the Coast's retail sales are made.

**STATIONS**—Thirteen Pacific Blue stations cover every major Coast market from within. The 8 principal Coast markets are each covered with 5,000 watts or better.

**PROGRAMS**—With ready-built audiences now available for sponsorship—you can buy a high Hooper on 13 stations for as little as $246 a week (time and talent).

**ECONOMY**—Pacific Blue costs 20% less than any other Coast network. See Pacific Blue Rate Card #2 for new discounts and rebates now effective.

**PROTECTION**—Pacific Blue protects your program investment by guaranteeing your time against preemption. You retain the time you buy on Pacific Blue.

**AVAILABILITIES**—Excellent evening and daytime periods with strong network bracketing still available on either California or full Pacific Coast networks.

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**THE PACIFIC BLUE NETWORK**

Represented Nationally by Blue Spot Sales

LOS ANGELES • SAN FRANCISCO • NEW YORK • CHICAGO • DETROIT
Radio’s One-Third

SERIOUS CONCERN is being evinced in official Washington over the plight of small business enterprises faced with possible extinction as the war effort moves forward. Something is going to be done about it, we judge, though the wheels of Government grind slowly in such matters.

Brought into direct focus is the bleak outlook for the small broadcast stations in the secondary markets. They face not only the personnel and equipment troubles of their more fortunate contemporaries, but the drying up of local business as well. National business, while it has kept up remarkably well, isn’t getting to all the secondary markets. Local retail outlets, receiving less and less merchandise, aren’t disposed to spend as much for advertising.

We have the anomaly of Government demand for continued operation of most of these stations in the war interest, and of declining revenues. Yet station overhead is skyrocketing. The law of diminishing returns sets in. Without some sort of relief, these stations—perhaps 200 to 300—are confronted with eventual suspension.

We don’t profess to know the answer. But there are several possibilities. We must presuppose that the Government, as OWI Director Elmer Davis has said, wants the entire radio structure to operate at maximum effectiveness. Radio is part of the American way of life—an essential medium. It is the fastest route to the fireside. It is a fundamental medium for the maintenance of public morale.

In Alaska and in Hawaii, OWI saw to it that stations maintained regular schedules so the populace and the military forces could be kept informed and entertained. Time is bought over the stations on a bulk basis, and pre-selected programs are broadcast. That isn’t subsidy—which to all broadcasters is distasteful. It constitutes practical application of a sound policy to meet conditions provoked by a war emergency.

Perhaps that’s the answer, with modifications, for radio’s domestic economic problem, which is bound to develop soon, if it isn’t already here. Since the war’s advent, our industry has not sought payment for time devoted to Government programs—time estimated to be valued at some $64,000,000 on an annual basis. Radio does not plead a special case; it has asked only that there be no discrimination.

Small newspapers are faced with the same grim prospects. Why shouldn’t the Government pay for some of the time and space it uses to promote aspects of the war effort? Early in the war, purchase of space for recruiting campaigns discriminated against radio. Some space is still being used on that basis. If both media—essential in the war—are treated alike, there can be no legitimate complaint.

The Special Congressional Committee studying the small business problem might well look into this whole picture. There’s the possibility of long-term loans, through the Reconstruction Finance Corp., as another alternative. Adequate legislative safeguards, it seems to us, could be adopted to insure return of the station properties and mortgage paper after the war.

We leave to better minds in Government and industry the solution of this dilemma in which possibly a third of the nation’s stations may find themselves. The problem requires action now—not after the dam breaks.

Jimmy’s Moment

AT LONG LAST, AFM Czar James C. Petrillo is going to make a public appearance in Washington. He’s the headliner in the premiere booked for Jan. 12 by the Senate subcommittee looking into the whole music ban business.

Since jetting Jimmy invoked his ban on recordings and transcriptions for public performance last June, he has persisted in maintaining his “public be damned attitude”. He has never answered the pleas of such public officials as Elmer Davis, James Lawrence Fly, Thurman Arnold and Senator Wheeler that he call off his ridiculous ukases, in the war interest.

The committee, we assume, will want to know the whys and wherefores of these tactics, invoked under the guise of unemployment, when that term because of war manpower demands is practically eliminated from our lexicon. The nation, the industries affected and the musicians themselves have a right to know the answer.

Despite the rigors of wartime demands and the unavoidable delays, the Senate committee, under the leadership of Chairman D. Worth Clark of Idaho, has perfected its plans for the inquiry, which was authorized unanimously by the Senate. The committee has retained as its counsel Herbert M. Bingham, a practical, hard-hitting Washington attorney. Mr. Bingham, while a general practitioner, is familiar with the music problem by virtue of his representation of several stations.

We are glad to see the committee pursue such a course. By retaining counsel of the caliber of Mr. Bingham, the nation is assured of a business-like inquiry that will get down to the issues. If legislative relief is required to end this unprecedented rampage that interferes with the ability of essential industries and services to perform effectively in the war interest, the results of the Clark inquiry should reveal the need.

Mr. Petrillo’s day (or days) in court should prove very enlightening.

Questionnaire Query

PUNCH - DRUNK broadcasters who have wrestled many years with FCC questionnaires and forms penetrating innermost aspects of their operation and personnel, must view with forgivable glee the move of the Joint Committee Investigating Nonessential Federal Expenditures to find a cure for the whole questionnaire epidemic.

The Congressional committee, it appears, is mainly concerned with the hundreds of war-born questionnaires that have all but led public and industry alike to distraction. We have a hunch, however, that the guiding genius of the current questionnaire quandary will turn up as a former FCC lawyer who devised intricate forms of the kind that have haunted station managers and their auditing and legal staffs.

We can think of no one else who could conjure up such questions as the relationship of the program director’s uncle-in-law to the station’s ownership and program policy. Or perhaps the broadcaster would prefer that silly about how he earned each dollar he had saved, with a strict accountability for the past dozen years or so.

The committee is asking all Government agencies for copies of all questionnaires sent out in the last year. It proposes to follow through to ascertain what use has been made of the returns.

Maybe the FCC was ahead of the procession when it launched its great questionnaire forays in 1937 or thereabouts. Maybe it didn’t have the authority to collect, annually, volumes of data about programs, finances, profits and losses (because the law still says such annual surveys can be undertaken only with specific authority). In these tough times, the industry isn’t much concerned, because it’s sort of case-hardened on questionnaires.

While the joint committee is about it, we hope it orders its truck to back up at the FCC for one copy each of its forms and inquiries. The truck may have to make several trips. But the questions should make interesting reading —if the committee can understand them.
EMILIO AZCARRAGA

THEY SHOULD call him Mexico's "Mr. Radio." For he's synonymous with everything good radiobroadcasting stands for in its Good Neighbor nation to the South. And it's all strictly by the American Plan. This Emilio Azcarraga is a fabulously申請 man. Thee shall, too! He looks, performs and talks like a Mexican edition of Wendell Willkie, whom he admires. He's 6 feet 2, weighs 228, talks English and Spanish as fluently as his native Mexican. He's a director of a couple of banks, is active in civic work, but has never held political office.

In calculating Don Emilio's watts, the current equipment bottleneck must be taken into account. He has 250,000 watts authorized for his pioneer station, Mexico City's XEW, but is transmitting with only 100,000, to conserve tubes. XEQ, its standard-channel outlet in the Mexican capital, is rated at 100,000, but uses 50,000 temporarily for the same reason. Each station has a shortwave adjunct (XEWW and XEQG) using 10,000 watts, broadcasting the same programs as the parent standard transmitters.

Wrapped up in these stations are
Don Emilio has an investment of about $1,500,000 (dollars, not pesos). A few months ago he built new studios for XEW at a cost of $300,000. XEW is an NBC affiliate; XEQ, CBS. The stations are maintained separately, and are competitive, though Don Emilio runs both. As a matter of fact XEW is sold out, and the broketeers, not electrical co's leading stations is brisk and getting more so, as more American dollars (through Mexican corporations) invade this thriving market.

Though it may not be generally known, Don Emilio is more responsible than probably any other individual in Mexico for the success of the Havana Treaty, which resulted in the great reduction in 1941, involving all broadcasting frequencies. Evolved in 1937, the treaty wasn't finally ratified by Mexico until two years later—after the Mexican Senate twice had rejected it. Then Don Emilio stepped in, and the Senate changed its mind.

Don Emilio visits this country at least once a year. He knows American radio, and has adopted what he regards as the best of our methods and practices. He's against frequency discounts; you can buy a station for 385 on XEW and the hour rate is the same. Radio talent on his stations may be booked non-competitively in theatres, clubs or on tours, but not on any other station.

Don Emilio's prime radio interest today is the development of a fulltime wire network. In 1940 he formed Radio Programmes De Mexico as a wire network. About 1½ hours daily is sold by wireline, along with 3½ hours of recordings (which they call deferred broadcasts, disc transcriptions). Part of this time is bought by the Rockefeller Committee for our news broadcasts in the interest of hemispheric solidarity. There are 62 affiliates of Radio Programmes. Of these 54 are used for the U.S. news broadcasts—two stations in each metropolitan district and four in Mexico City. A few weeks ago, Mexico's President, Manuel Avila Camacho, named a Supreme Defense Council

MURRAY ARNOLD, program director of WIP, Philadelphia, left on Dec. 5 to join the Army, associated with Philadelphia radio since the early days of the industry, Mr. Arnold spent many years at WIP, starting as an announcer and serving in numerous executive capacities. He served for a time as program director of WFLF, Philadelphia. Ed Wallace, assistant program director and director of publicity into the Arnold's post and Sam Serota, program manager, takes over Mr. Wallace's post.

JOE ALLABOUGH, formerly program director of WJJD, Chicago, has joined the staff of CBS as production contact. He replaces Byron Epler who enlisted in the Army Air Forces. Walter Snow, formerly sound effects engineer on the NBC Bob Hope Show, is now production manager, takes over the CBS production contact staff. He succeeds Ted Wick who resigned to join Lord & Thomas, that city, as producer.

WALTER HACKETT, formerly in the radio section of the American Red Cross as assistant to the manager for network programs, has been appointed national public information specialist for the New England regional office. One of Mr. Hackett's one-act radio plays, already reprinted in an anthology, is also being reprinted by the Treasury.

THOMAS F. JOYCE, vice-president and assistant to the president of RCA Mfg. Co., Camden, N. J., is scheduled to attend the annual convention of the Advertising Club of New York, Monday, Dec. 7, on the subject of "Radio's Role in Breaking Production Records."

JOHN M. GREENE of NBC's network sales department has been inducted into the Army.

JOHN R. OVERALL, MBS sales representative in New York, has been commissioned a lieutenant in the Navy and left the company last week to report for active duty.

WILLIAM CHAIKIN, graduate of Ohio State U., has joined the merchandising department of WHK-WCLJ, Cleveland.

In 1913, at 18, Emilio left college and worked in a shoe store in Vera Cruz—the trade selected by his father. He was graduated as a shoe clerk a year or so later and worked in his home town of Tam- pico. His foot was broken by the A. W. Tadlock Co., shoe jobbers of Boston, to travel the Mexican market. On his very first trip he collided with Pancho Villa's revolution. His train was held up and 247 of the Mexican troops in the car were killed. But that didn't deter him, for he continued as a traveling salesman.

In 1917 Emilio joined three of
ON TARGET!

IT CAN BE DONE IN BALTIMORE RADIO, TOO

The ack-ack boys know it isn't just a case of fill the air with fire power. You've got to get on the target. And you've got to hit with concentrated fire.

The smarter users of spot radio have learned the same thing. Take Baltimore. How do you cover the now 6th largest city in the U.S.A.?

More and more the advertisers who look to reduce their sales costs are using WFBR for 3 big reasons:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic ... it's just good engineering.

2. There is no waste with WFBR. WFBR does not use a hopped-up signal to cover the surrounding states in which you may or may not have sales ... or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

WFBR

RADIO STATION

BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
GARY MUELLER, continuity writer; and John McCormick, announcer, of WBBM, Chicago, recently became father of a boy, Philip, for his wife, Carol. Merchandising manager, made it a triple for the station in one week, as the father of a boy.

MARTY GLICKMAN, sports director of WHN, New York, has been succeeded by Mr. S. B. Greenberg of the OWL for a regular series of Saturday shortwave programs of sports news and features for members of the armed forces overseas.

ROBERT M. PECKLES, former announcer of WCAU, Philadelphia, has joined the staff of WKRN, Nashville, Tennessee, as program director.

ALLEN JENNINGS, formerly announcer of WOR-KCLE, Cleveland, has joined a yeoman in the Navy, married Jeanette Owen at Washington Nov. 21.

EDWIN LILJEA, announcer of WHEB, Portsmouth, N. H., has joined the Army.

TOM CAFFERY, formerly chief announcer of KDFL, Salt Lake City, has joined the announcing staff of WBNX, Chicago.

ED DINSMORE, former announcer of WORL, Boston, has joined the Army Signal Corps and leaves Dec. 26 for officer training.

LUTHER EVANS, formerly guest relations department, NBC Hollywood, has joined the Army.

AUBREY JISON, former announcer of NBC Hollywood, and now in the Army Air Forces, has been promoted to second lieutenant. He is stationed at Baltimore.

PAUL GRANNIS, maintenance department of NBC Hollywood, has joined the Coast Guard.

KEN NILES, announcer on the weekly NBC Abbott & Costello Show, has been signed as narrator on the trailer for the 20th-Century Fox film, "My Friend Flicka".

TOM MCKNIGHT, for two years Hollywood producer of the weekly CBS Blondie, sponsored by R. J. Reynolds Tobacco Co. (Camels), has been signed as narrator on the trailer for the 20th-Century Fox film, "My Friend Flicka".

REED WILSON, announcer of WYNN, Nashville, has joined the Army staff as sergeant and is serving as chief of radio section, Public Relations, Army Air Base, Maxon, N. C.

KEL FOX, new to radio, has joined the news staff of KOY, Phoenix, as writer.

DOROTHY STORBY, receptionist of WDLP, Panama City, Fla., has been transferred to program department, where she will serve as engineer-announcer, Billy Crumble, new to radio, has also been added as an engineer-announcer.

DOROTHY FEY, formerly of Macaulay, Carlson & Associates, Chicago public relations firm, has joined Atlantic Coast Network as assistant to Ted Steele, AON director of program. Miss Fey will handle program publicity.

Radio Gossip for Army

DON WILSON, Hollywood announcer of the NBC Jack Benny Show, sponsored by General Foods Corp., has been commissioned by OWL to make a series of five weekly quarter-hour records for Army camps. Titled Main Street, U.S.A., the series features gossipy news about radio and motion picture personalities.

Willson in Army

MEREDITH WILLSON, for six years Hollywood musical director of the weekly NBC Maxwell House Coffee Time, sponsored by General Foods Corp., has resigned that post to join the Army Special Services division with commission of captain. He is currently stationed in Los Angeles. Carmen Dragon, for several years Willson’s assistant and arranger, has temporarily taken over the musical directorship of the program. Benton & Bowles, agency serving the account and producing the show, has not decided whether to replace Willson with a director who can double in character roles or continue with Dragon as straight musical director.

NCAC Staff Revisions

ED BROWNE of the publicity staff of National Concert & Artists Corp., New York, has been named director of publicity of the popular division, in a reallocation of the company’s promotion and publicity personnel. His assistant is Peggie Kingston, formerly of the special attractions department of NCAC. Dick Leach heads publicity for the concert division, assisted by Shirley Metz, and Philip Kerby continues as director of advertising and publicity for NCAC, handling institutional advertising and promotion etc.

Food Victims Recover

J. M. (Bill) BAILEY, news editor of the radio branch, Bureau of Public Relations, War Dept., and Mrs. Madie L. Cardwell, stenographer of that office, were victims of attacks of food poisoning suffered Dec. 1 when a large number of people were infected by food served in the War Dept. Pentagon building cafeteria. Both are now fully recovered.

PHIL BAKER, m.c. of the weekly CBS Take It or Leave It program, sponsored by Eversharp, has been signed to a film contract by 20th-Century Fox. His first assignment is in "The Girls He Left Behind Him," starring Carmen Miranda, Betty Grable, Eddie O’Shea, New York radio actor, has been signed to a seven-year film contract by MGM, and will play the male lead opposite Barbara Stanwyck in "G-String Murders".

CBS Publicity Post Is Given Crandall

GEORGE CRANDALL, acting director of publicity for CBS since Sept. 1, has been made director of publicity for the network, effective immediately, it was announced last week by Frank Stanton, CBS vice-president.

Entering radio as manager of WBIX, Utica, Mr. Crandall had previously been on the staff of two Utica newspapers and had taught music theory at the Utica Conservatory of Music. He joined CBS four years ago, and in 1940 was made assistant publicity director for CBS under Louis Ruppel, then publicity director.

Knows the Nation

His duties were outside the actual department as contact man, requiring constant travel around the country to visit more than 100 of the CBS affiliate stations. He also visited newspapers and magazines all over the country and became well-known among newsmen from coast to coast.

In announcing Mr. Crandall’s appointment, Mr. Stanton stated that he “is exceptionally well qualified for his new responsibilities because of his intimate knowledge of radio station operation and his frequent contacts with radio editors” in cities where CBS stations are located.

Mr. Crandall also accompanied Edward R. Murrow, CBS London representative, when he toured this country early this year. In July when Hal Rorke resigned as assistant publicity director inside the CBS organization, Mr. Crandall took over his duties, later becoming acting publicity director.

New KVGB Setup

UNDER provisions of an application filed with FCC Dec. 1, the license of KVGB, Great Bend, Kan., would be voluntarily assigned from Helen Townsley, local businesswoman, to KVGB Inc. for $1 “and other considerations”. Organization of the corporation acquiring the station is given as follows: R. C. Russell, president, who will acquire 300 shares; Clem Morgan, vice-president, 50 shares; M. F. Russell, treasurer, 300 shares; Melvina Morgan, secretary, no shares. Mrs. Townsley, the licensee, who is present on a prolonged visit to South America, will receive 100 shares in KVGB Inc. Mr. Morgan has been general manager of the station since it was purchased by Mrs. Townsley in January, 1959, and will continue in that capacity. Attorney is R. C. Russell, president of KVGB Inc.

Joint Renewal Hearing

In New Orleans Dec. 9

A CONSOLIDATED hearing involving renewal of licenses of WDSU, New Orleans; WMIS, Natchez, Miss.; and WGRM, Green- wood, Miss., has been scheduled by the FCC in New Orleans Dec. 9 before Commission George H. Payne.

The issues, it is understood, embrace largely questions of adherence to FCC technical regulations and ownership of the two Mississippi stations by F. K. Ewing, vice-president and general manager of WDSU. Joseph H. Uhalt is the owner of the New Orleans station, a regional and the BLUE outlet. The Mississippi stations are locals.

Annual Bar Meeting

SPEAKER at the annual dinner of the Federal Communications Bar Assn. Dec. 12 in the Mayflower Hotel, Washington, will be Commissioner T. A. M. Craven, whose subject will be “International Broadcasts in Time of War”. The business session convenes in the North room at 10 a.m.

BILL STEERN, NBC sports director, will take part in a Broadway play, “The Sun Field,” scheduled to open Dec. 9, doing a mock sports broadcast via recording.

There is no need to cut down on necessary recording at your station nor to let your recording equipment deteriorate for lack of proper maintenance. All vital replacement parts such as idler wheels, turntable tires, bearings and miscellaneous small parts are on hand for immediate delivery. Cutting heads and pickups are being reconditioned promptly. An A-3 preference rating is sufficient to obtain any parts or factory service. There is no shortage of discs. Your local radio distributor can deliver discs and needles immediately from his stock without requiring a preference rating on your order. But remember, these conditions may not last indefinitely. Wartime demands may at any time prevent our offering this service to Presto owners. We suggest that you recondition your turntable equipment without delay and carry a full stock of discs and needles at your station. Order through Graybar Electric Company or your local radio parts distributor.
In cities...villages...towns...for miles and miles around Pontiac, the messages of national, regional, and local advertisers are heard over WCAR's 1000-reading watts.

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

The CLEVELAND ORCHESTRA

Broadcasts A NEW SERIES OF WORLD-WIDE RADIO CONCERTS

SATURDAYS 5 TO 6 P.M. (E.D.T.)

Over the Columbian Broadcasting System and Short-Wave Around the World

Sponsored by Radio Station W-6-A-R Cleveland

Authors subject themselves to a barrage of criticism from readers and reviewers in a weekly program on WHN, New York, under the title Author Meets the Critics. Every other broadcast consists of transcriptions of a literary forum aired on WGY, Schenectady, while alternate weeks are given over to a live show patterned after the WGY series, known as Speaking of Books, and conducted by Granville Hicks, author and critic. The live version, originating in New York, is headed by Lewis Gannett, book editor of the New York Herald-Tribune.

First author to be literally bound and gagged at WHN while the critics had their way was W. L. White, writer of They Were Expended. Author is allowed a rebuttal.

Added feature is a contest in which listeners are invited to send letters telling whether or not and why they would read the book after hearing the program. Prize is a subscription to the Book-Of-The-Month Club.

Novel Cookery OUT-OF-THE-RUN facts about cooking are revealed by The Mystery Chef in a five weekly series on BLU. Special emphasis is placed on food shortages.

How To Write Letters HOMETOWN NEWS prepared especially for servicemen is presented twice Sunday series on WCAU, Philadelphia, titled Postscript. To encourage people to write more in the armed forces, a "home town news service" containing items of interest to soldiers that might be overlooked by the letter-writer, is offered to listeners who may write in for copies of the broadcast to send with their own letters. Conducted by Norman Jay and sponsored by the Yellow Cab Co., the series was placed through Aaron & Brown Agency, Philadelphia.

* * *

Ten-Pin Topics TIEING in with the Oakland (Cal.) Post-Enquirer, KROW, that is currently conducting a bowling tournament for shipyard workers in that area, Tournier committee, composed of public relations officials of the various shipbuilding firms, is under direction of Lloyd McLean, Post-Enquirer's sports writer and commentator on KROW. Participants are interviewed during the weekly Ten-Pin Topics on that station.

* * *

Favorite Recordings RECORDED MUSIC program with a twist is On the Record, weekly evening series on WHN, New York. Conducted by Irving Kolodin, music editor of the New York Sun, the program brings names guests—musical celebrities, and music lovers from diverse fields—who present their favorite recordings, and give the reasons for their preferences. First guest was Oscar Lovant, pianist.

* * *

For Swing Shifts CAR RADIOS of the swing-shift workers of Duncan Field, on the long drive into town from San Antonio, Air Depot, pick up a summary of the afternoon and early evening news on a KMAC, San Antonio, program, which is the brain child of Leaf Sgt. "Will Douglas" Dougherty. Featured are interviews with field personalities, request tunes and latest sports flashes.

* * *

Toasting the Past IMPORTANT happenings on corresponding dates in the past are featured on a new KSD, St. Louis, program A Toast to Melody, presented twice weekly by Italian Swiss Company Wines, Asti, Cal. Announcer Joe Evans gives the historical data, while the musical portion includes recordings by popular orchestras.

* * *

New York's Boy Heroes NEWS OF New York City's boys in training in A RMY throughout the United States is broadcast on WLIB, Brooklyn, six times weekly. Feature of each broadcast is a tribute to an outstanding accomplishment of a local boy, either at camp or at the front.

Toward Victory

TO SHOW how thousands have geared their talents to the war effort, and to offer specific information on how others may follow suit, the BLUE E. has inaugurated a weekly series, What's Your War Job, in cooperation with the OWI, assisted by the Employment Service and the War Manpower Commission. With Milo Boulton as m.c. and interspersed with light orchestra music, the program will present real-life dramatizations showing how many have adapted themselves to new wartime jobs. Questions from listeners regarding available war work are answered.

Accidents Dramatized ACCIDENT preventive measures are stressed in a series of programs to be aired on Philadelphia stations by the Philadelphia Record, in call attention to the accident insurance policy it offers to readers. Prepared by Enid Hager, radio promotion director of the newspaper from material obtained through its city desk, the programs will feature dramatizations of the day's accidents and will run on stations having a space-for-time swap arrangement with the Record.

* * *

Smokes for Canadian Forces CANADIAN OVERSEAS forces are still enjoying the luxury of cigarettes and CHML, Hamilton, Ont., has undertaken a series of Sunday night broadcasts to provide them with an unfalling supply. Program features flash descriptions and scores of the names and requests donations to the "Cigarettes for the Armed Forces" fund which was established to see to it that Canadian forces in wartime are offered to contributors.

* * *

Spirit of Harlem ELDER SOLOMON Lightfoot Michaux, known as the "Happy Am I" preacher, has inaugurated a series of Sunday broadcasts on WHN, New York, in which he aims to acquaint New York with "the true spirit of the colored American who lives in Harlem." The program is semi-religious, featuring singing by choir and congregation, and concluding with a sermonette, originating from a Harlem auditorium.
NOW IN PREPARATION

ADVERTISING DEADLINE DECEMBER 23
WIRE YOUR RESERVATION TODAY

1943 YEAR BOOK
WAR TIME NUMBER

Annual Subscription $5.00 including Year Book Number Contents Copyrighted 1943 by Broadcasting Publication
Emilio Ascarraga

(Continued from page 33)

his brothers in the then booming automotive field and became a Ford dealer. In 1920 they had seven dealerships throughout Mexico. Emilio managed four—in Monterrey, San Luis Potosí, Saúlillo and Leon.

The Victor Talking Machine Co. offered the fast-moving brothers the distributorship for North Mexico in 1921. They soon had the entire country for Victor, continuing also for Ford. The Victor business outran the automotive, which proved the entering wedge for Emilio's interest in radio, though he didn't know it at the time. Emilio wanted to build a market for RCA-Victor receivers (after the merger of the two companies). He found himself pioneering in broadcasting.

In 1926 Emilio moved to Mexico City and began devoting all his time to Victor. One brother, Rogério, remained his partner, and the others took the automotive business. Another brother, Raoul, had started station CYL in 1922, but had given up three years later. In 1929 Emilio established XEW, with a half-dozen stations of non-descript character already in the city. To sell sets, he found people wanted to hear programs from Mexico City. The combination proved a prompt success, just as it did when RCA formed NBC in 1926.

It was a job from the ground up, for talent was not abundant. So Emilio found himself in the talent business, too. In 1931, when the crash hit Mexico, his brother Rogério took over the Victor distribution, which still holds. Raoul is still in the automotive field, while Gaston is the head of the Chrysler assembling plant for all its products in Mexico. Luis, the fourth brother, is associated with Emilio in all his ventures. Emilio directed everything on a grandiose scale. When he built the Alejandra Theatre (3,300 seats) in 1935, he statted on nothing. It's said to be the best in Latin America. His Bucareli Theatre (2,200 seats) also stands out.

In 1933 XEW had 50,000 watts, equal to the power of any regularly licensed station in the United States. Four years later it had 100,000 watts. Amplifiers have been added capable of 250,000 watts output. James Weldon, chief engineer of the Office of War Information, in charge of the shortwave construction program, built the superpower unit.

XEW has a staff of 175, including 42 technicians. XEQ, established four years ago, has 80 employees. Some 300 exclusive artists are contracted to the Azcarraga organization, including the bulk of the top music authors of the Republic.

Along with Southern Music Co., Don Emilio owns PHAM, the music publishing firm which was so instrumental in winning early success for BMI in the ASCAP-copyright right. It was PHAM (which Emilio calls a purely philanthropic institution) that contributed some 18,000 numbers to the BMI repertoire, including such outstanding hits as “Perfidia,” “Frenesi” and “Maria Elena.”

Don Emilio organized the Mexican Assn. of Broadcasters in 1933, and twice has served as its president. A convention is held in Mexico City once a year. The organization collaborates with the government in the regulation and administration of radio. Not only engineers, but announcers must pass rigid examinations to become eligible for station assignments. Radio “circulation” in Mexico is recognized as five times that of the combined circulation of its newspapers, according to Don Emilio. Most Mexicans, he says, have learned to “read through their ears.”

Don Emilio's hobbies are almost boundless. He devotes all possible time to his family. Mrs. Azcarraga, a famed and beautiful hostess, is the former Laura Milmo, born in San Antonio. Her mother was American. They have three children, Laura, Carmen, and Emilio, Jr. The girls attend Villa Duchesne, Clayton, Mo. Their home in Mexico City, built four years ago, is one of the showplaces. All of the furnishings were made in Paris. Part of the winter is spent in Acapulco, Pacific beach resort where Don Emilio owns the Papagayo, a 250-room resort hotel. He predicts Acapulco will become the Riviera of the New World.

A walk down a Mexican thoroughfare with Don Emilio reveals his humanitarian side. A bright-eyed newsboy, with noticeable limp, greets him. An inquiry from an associate bring the story that the lad had been club-footed, and that Don Emilio had paid for the corrective operation. He's done it in dozens of other cases, but you'd never learn it from him.

It's easy to get Emilio to play bridge or poker. He keeps abreast of all American sports, plus those native to Mexico. The bull fight is the thing to Emilio, however, and he never misses them on Sundays. He displays more admiration for a good bull than he does for the matador.

“That's a damn fine bull,” he comments. With the next charge (if the bull does what bulls should) he lets loose in faultless Brooklynese: “That bull is terrific.”

In all Mexico, they'll tell you Don Emilio is terrific in any language.

Combs in Movie

George Hamilton Combs Jr., new analyst of WHN, New York, is featured in a special trailer sponsored by the War Activities Committee of the motion picture industry. The film is to be distributed to movie houses throughout the country as part of the film War Bond drive, known as “Avenge Dec. 7th, On to Victory.”

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 you put your message on WIBC, the only Indianapolis station that is programmed to reach both markets.

W I B C

Paul H. Raymer Co., National Representatives

Broadcast Advertising
FCC Freeze Hits WKPT and WGRC
Commission Explains Denial Of 1,000 Watts on 790 Kc.

CONSISTENT with its “freeze order” of April 27, the FCC last Monday announced proposed findings of facts and conclusions proposing to deny without prejudice the applications of WGRC, New Albany, Ind., and WKPT, Kingsport, Tenn., for an assignment on 790 kc. with 1,000 watts. The action, the Commission said, was taken because the applications involved use of materials and personnel and therefore were in conflict with the freeze order.

WGRC sought to shift its frequency from 1400 to 790 kc. and increase its power from 250 watts to 1,000 watts, using a directional both day and night. WKPT sought an identical shift, with a power increase from 250 watts using a directional nighttime only.

WIBM Denied

The Commission also announced proposed findings of facts and conclusions proposing to deny without prejudice the application of Herman Radner, operator of WIBM, Jackson, Mich., for a new station in Dearborn to operate on 650 kc. with 250 watts daytime only. The action was based on conflict with the April 27 freeze order, in view of use of materials and personnel.

Supplemental finding of facts and conclusions on the application of Butler Broadcasting Corp. for a new station at Hamilton, O., also was issued, holding that granting of the application would not be consistent with the April 27 freeze order and that the proposed grant would not serve public interest. The Commission said it had considered all of the evidence in the case and found unnecessary the adoption of conclusions on issues other than those having to do with the freeze order.

The Commission announced adoption of an order making final its proposed findings of fact denying without prejudice the application of Louis G. Baltimore, owner of WBRR, Wilkes-Barre, for a construction permit for a satellite station at Scranton to operate with 100 watts simultaneously with the 250-watt WBRR.

ARMS SOS HANDLES OVERSEA PROGRAMS
TRANSFER of responsibility for the production of shortwave radio programs intended primarily for American troops overseas was announced by the War Dept. Nov. 28, with the Radio Section of the Special Service Division, Service of Supply, relieving the Bureau of Public Relations.

Change is in line with the War Dept. program toward development of a sharper line of delineation between the divisions. Special Service Division is concerned with morale of troops, while the Bureau of Public Relations is charged with bringing information to the public, the announcement explained.

Radio Branch of the Bureau of Public Relations will continue as liaison between stations, networks and advertisers and the War Dept. on matters involving Army broadcasts over domestic stations and networks. It will also clear programs originating at Army Posts. Shows appearing at camps, but not broadcast, will be handled by Special Service Division, as will commercial programs recorded for re-broadcast to troops overseas.

Sargent Aids in Fire

LOE SARGENT, announcer of WEEI, Boston, was one of the rescuers to enlist his services at the time of the Coconut Grove nightclub fire in Boston a week ago, when he happened to pass the club en route to handle a dance pickup from Boston's Hotel Statler. Leaving his overcoat with the rescuers, Sargent went on to do his broadcast, but returned when it was over and assisted workers in carrying victims to ambulances.

HOME FOR A BREATHER, Larry LeSueur of the CBS foreign news staff (left), points out to Paul White, news chief for the network, the Russian battlefront whose activities he has been reporting for CBS for the past year. Making his last broadcast from Russia Oct. 21, LeSueur went to Cairo where he was heard several times while inspecting the Egyptian campaign. He arrived in New York Nov. 25 and made his first back-home broadcast Nov. 29 on the Sunday afternoon world news roundup on CBS at 2:30. He is to be succeeded at Moscow by William Downs, formerly with the UP London bureau.

DON'T wait till the sun shines

The sun in the sky shines the same on the just and on the unjust. But the business manager who idly waits for the sunshine of prosperity to come out behind the war clouds is very liable to find himself left in the shade of his growing competitors.

If you want to sell your product after the war, keep selling your name now. Give your old customers and your new prospects something they value—radio entertainment—to remember you by.
WEIL, Philadelphia
Willard Tablet Co., Chicago (Willard tablet), 5 as weekly, thru First United Broadcasters, Chicago.
Garrett & Co., Brooklyn (Virginia Dare wine), 100 as, 1 year, thru Rothbaur & Ryan, N. Y.
Seeck & Keel, New York (Perfumania cough medicine), 3 as weekly thru Wasey & Co., N. Y.
Albert M. Kuehn Bros., N. Y. (pork) 3 as weekly thru Small & Seifert, N. Y.
Brexy Ice Cream Co., Philadelphia, 7 as weekly, thru McKee & Albright, Philadelphia.
Dr. Locke Shoe Stores, Philadelphia, 1 as weekly, thru Aaron & Brown, Philadelphia.
Land Title Bank & Trust Co., Philadelphia (banking service), 1 as weekly thru Stewart-Jordon, Philadelphia.

RTK, Ketchikan, Alaska
Standard Oil Co. of Cal., San Francisco.
Pacific Natl. Bank of Seattle, Seattle, daily as, direct.
New England Fish Co., Seattle, daily as, direct.

CBGB, Timmins, Ont.
Dept. of Labor, Ottawa (Selective Service), 13 as thru R. C. Smith & Son, Toronto.
W. K. Buckley Ltd., Toronto (proprietary), 100 as thru Walsh Adv. Co., Toronto.

THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

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

WJJD, Chicago
Walgreen Co., Chicago (drug chain), weekly 15, thru Schimme & Scott, Chicago.
U. S. Tobacco Co., New York (cigarettes), 12 as weekly, 18 weeks thru Arthur Kudner Inc., N. Y.
Siegelf’s Inc., Chicago (mail order), 6 as weekly, 52 weeks thru J. L. Stewart Agency, Chicago.
Block Drug Co., Jersey City (Gold Medal calendars), 2 sp weekly, 52 weeks thru J. W. Walter Thompson & Co., N. Y.
Rev. Floyd Hitchens, Springfield, Mo. (religious), 1 52, 25 weeks, direct.

CKWS, Kingston, Ont.
Pierce Proprietaries, Buffalo, 122 thru F. H. Hayhurst Co., Toronto.
Nyal Drug Co., Ltd., Toronto (chain stores) 154 as thru A. McKim Ltd., Toronto.
Dominion Government, Ottawa (electric power conservation), 78 as, thru E. W. Reynolds & Co., Toronto.
Canadian Bankers’ Assn., Montreal, 182 as thru R. C. Smith & Son, Toronto.

WLIR, Brooklyn
Barney’s Clothes, New York (men’s clothing stores), 70 as weekly, 13 weeks thru Emlii Mogul Co., N. Y.
Sachs Quality Furniture, New York, 42 as weekly, 13 weeks thru Neff-Hogew, N. Y.

WEAF, New York
Planters Peanut & Chocolate Co., Wilkes- Barre, Pa. 38 weekly, 13 weeks thru J. Walter Thompson Co., N. Y.

KECA, Los Angeles
Los Angeles Nut House, Los Angeles (peanut butter), weekly 1, thru Western Adv., Los Angeles.
Goodyear Service Stores, Los Angeles (auto accessories), 5 weekly, thru B. B. Reddy Co., Los Angeles.
Los Angeles Railway Corp., Los Angeles (transportation), 28 as, thru Smith & Roll Adv., Los Angeles.
B. C. Remedy Co., Durham, N. C. (headache powders), 3 weekly thru Harvey-Massengale Co.
Thrifty Drug Co., Los Angeles (chain stores), 5 sp weekly, thru Hillman-Shane Breyer, Los Angeles.
Mission Packing Co., Los Angeles (fruit), 7 weeks thru thru Allied Adv., Los Angeles.
Thomas Leeming Co., New York (Baume Bingo), 11 weekly thru William Ealy & Co., N. Y.
Broadyway Department Stores Inc., Los Angeles, 3 sp weekly, 145 as thru Lee Ringer Adv., Los Angeles.
Superior San Food Co., Los Angeles, 3 sp weekly thru Hillman-Shane Breyer, Los Angeles.

KQLS, Chicago
Chicago Mail Order Co., Chicago, 3 sp weekly, thru Buchanan & Co., Chicago.
Sawyer Biscuit Co., Chicago, 5 sp weekly, 52 weeks thru George H. Hartman Co., Chicago.
Leuer Bros., Cambridge, Mass. (Rimco-Vimento), 12 as, 2 weeks thru Rothbaur & Ryan, N. Y.
Skelly Oil Co., Chicago, 5 sp weekly, 52 weeks thru Henri, Hurst & McDonald, Chicago.

KKN Hollywood
Grove Lake, St. Louis (vitaminine), 3 sp thru Russell M. Seeds Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (Band-aid), 21 as weekly, thru Young & Ruben, N. Y.
Columbia Recording Corp., Bridgeport, 6 sp weekly, thru Benton & Bowles, N. Y.


KQW, San Francisco
Procter & Gamble, Cincinnati (Dial), weekly 6 sp thru Compton Adv., Inc., New York.
Bell Brook Dairies, San Francisco, 4 weekly thru Botsford, Conatantie & Gardner, San Francisco.
Acme Beverages, San Francisco, weekly thru Brisacher, Davis & Staff, San Francisco.
Kipling’s Bakery, Oakland, Cal., 3 as weekly thru Emil Reinhardt Adv., Oakland.
Nehi Corp., San Francisco (Royal Crown cola), 5 weekly thru BBDO, San Francisco.
Shasta Water Co., San Francisco (sparkling water), weekly thru Brisacher, Davis & Staff, San Francisco.

WINS, New York
J. Fox & Co., New York (furs), 70 as weekly, thru Louis Kaufman, N. Y.
Colgate-Palmolive-Perf. Co., Jersey City (Super Blue), 30 as weekly thru Williams Ealy & Co., N. Y.

KAPS, Pasadena
McMillan Petroleum Corp., Los Angeles 30 as weekly, direct.
Camel Oil Co., Norwalk, Cal. (Beacon gasoline), 15 as weekly, direct.
Kriger Oil Co., Clearwater, Cal. (petroleum products), 50 as weekly, direct.
Rosicrucian Fellowship, Santa Monica, Cal. (religious), 5 as weekly thru Dean L. Simmons, Los Angeles.
Los Angeles Railway Corp., Los Angeles (transportation), 5 sp weekly thru Hammel & Hammel Adv., Los Angeles.
Belgium Information Service, New York, 15 as thru Frank-Guettner Law, N. Y.

WJZ, New York
American Chicle Co., New York, N. Y. (chewing gum), weekly thru Radger & Browning & Hersey, N. Y.
Beecham’s Pills Inc., Bloomfield, N. J. 5 as weekly, thru Atherton & Currier, N. Y.

OREGON’S most powerful station.
Rep.—Joseph Henney McIlvaine—10,000 Watts, 760 Kc.

For the smoothest performance in Montana—the net

Page 42 • December 7, 1942

BROADCASTING • Broadcast Advertising
WARD BAKING Co., New York, has purchased the recorded serial, Judy and Jane, produced by Henry Souvaine Inc., New York, for the New York territory, and will launch the program on WOR, New York, Jan. 4, on a five-weekly basis, in the 12-2:45 p.m. spot. Ward may spread the program to other stations in the Eastern area at a later date. Agency is J. Walter Thompson Co., New York. The serial is sponsored on Midwestern stations by Folger Coffee Co., Kansas City, through Lord & Thomas, Chicago, and on West Coast outlets by Carter Products Corp., New York, for Carter's Little Liver Pills, through Ted Bates Inc., New York.

KIBBLETS Inc., Newark, (dog food) through its newly appointed agency, Al Paul Leffon Co., New York, has entered radio with participations on Adelaide Hawley's Women's Page of the Air, on WABO, New York, starting Nov. 21, and participations in Imogene Wolcott's five-weekly program on the New England Regional Network, cooperatively sponsored by First National Stores. The latter schedule started Aug. 10. The Philadelphia, Baltimore and Washington area is being covered by newspaper ads.

MISSION PAK Co., Los Angeles (glace fruits), in an extensive pre-Christmas campaign, is using a heavy schedule of spot announcements and participations on stations in California. Allied Adv. Agencies, Los Angeles, has the account.

SACHS QUALITY Furniture Store, New York, has launched a three-weekly quarter-hour program on WMCA, New York, featuring Maxine Keith, bringing news of women's activities and interviews with well-known personalities and people with interesting stories to tell. Program title is From Me to You. In addition to sponsoring a Sunday variety show on WMCA, Sachs uses 60 announcements weekly on that station. Agency is Neff-Hogow Co., New York.

NELSON DOUGLAS Co., Los Angeles (investments) now to radio, on Dec. 1 started sponsoring a twice-weekly quarter-hour commentary, Busy Money, on two Los Angeles California stations (KHJ-KOR). Tuesday, Thursday, 9:15-9:30 p.m. (PWT). Contract is for 22 weeks. Barton A. Stebbins Adv., Los Angeles, has the account.

KILPATICl'S BAKERY, Oakland, Cal. (Roman Meal Bread) Nov. 50 started for 52 weeks It's Glen Aqua starring Glen Hurlbut, six times weekly on KGO, San Francisco. Agency is Emil Reinhart Adv., Oakland.

Miles Discs on 126
MILES LABS, Elkhart, Ind., has started a 39-week campaign for Nervine and Anti-Pain Pills, the original products of the company. One-minute transcriptions titled Historical Alliance of the Air have been placed on 126 stations, five days a week and on 11 regional stations. Transcription is version of Miles Historical Alliance distributed for the past 52 years through draggluts which has been discontinued this year because of curtailment of printing materials. Agency is Wade Adv. Agency, Chicago.

BARKER BAKERIES, Toronto (regional), Nov. 25 started test mid-afternoon half-hour quiz show on CFRB, Toronto, with studio audience. It is planned to expand to an Ontario network. Account was placed by Tandy Adv. Agency, Toronto.


INDEPENDENT theaters of Chicago have started sponsorship of weekly quarter-hour program titled Tate's Theatre Guide on WABT, Chicago. Film chatter will be handled by Hal Tate and Nikki Kaye. Agency is Malcolm-Howard Adv. Agency, Chicago.

Knox Spots
CHARLES B. KNOX GELATINE Co., Johnstone, N.Y., user of both spot and network radio from time to time, recently started participations on women's programs in New York, Chicago and New England. Sponsor participates in the Mary Jane Mills on the New England Regional Network; on Mary Margaret McBride's five-weekly period on WEAP, New York; and on June Baker's program on WGN, Chicago. Agency is Kenyon & Eckhardt, New York.

BROADCASTING • Broadcast Advertising December 7, 1942 • Page 43
THURSDAY VACANCY ON NBC TO CAMELS CONCURRENT with the shift on Jan. 7, 1945, of the Sealtest Rudy Vallee show from 7:30 p.m. to 9:30-10 p.m. Thursdays on NBC, R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will move Abbott & Costello at their present 7:30-8 broadcast time the same evening on NBC to the vacated 10 p.m. period. Now based on 54 NBC stations, the comedians' show will be placed on the full NBC network when it shifts to the later hour, and the present repeat broadcast for the West Coast will be dropped, according to William Esty & Co., agents for R. J. Reynolds.

The change in time of the Sealtest program was effected when WFLA-FM, Clearwater, Fla., announced its decision to cut down the Kraft Music Hall to the half-hour period 9-9:30 p.m. on NBC [Broadcasting, Nov. 29].

As BROADCASTING went to press, it was reported that Lever Bros., New York, the company which has been interested in shifting the NBC Tommy Riggs program for Swan soap from Fridays 7:30-8 p.m. to Thursdays 7:30-8 after Abbott & Costello has changed times. No confirmation of this could be obtained from Young & Rubicam, New York, the Swan agency.

Newkirk Now Directing Coast Emergency Plan

VAN C. NEWKIRK, program di- rector of Don Lee Broadcasting System, Hollywood, has been ap- pointed temporary coordinator of the West Coast War Emergency Broadcast plan. Largely responsi- ble for the network traffic opera- tions of the War Emergency Broadcast of West Coast Broad- casters Assn., his taking over was announced by the industry leaders and with approval of the IV Fight- er Command. Newkirk will handle all traffic operations until a permanent coordinator is appointed, it was said.

Richard F. Connor who formerly held that post, and recently ap- pointed chief of station relations, Radio Bureau, Office of War In- formation, Washington, D. C., is now with the new duties in Washington Dec. 12 [Broadcasting, Nov. 29]. He was honored Dec. 1 at a farewell lunch-eon staged by the executive com- mittee and officers of the Southern California Broadcasters Assn. Connor was also radio coordinator of the latter association and in addi- tion radio consultant of the OWI.
Lawton, the of omdary areas, marked its 31. credit with the tee was was.

In all, these negotiations represent 42 separate contracts with individual provisions covering freelance employees as well as staff employees; some contracts are collective and others are individual. All agreements run until Nov. 1, 1943. The agreement seeks approval of the War Labor Board. Although some doubt exists whether WLB would accept the terms the AFRA representatives were confident of being upheld by WLB.

Negotiations which started last Monday and lasted all week represent a compromise between the 15% boost sought by AFRA and 5% offered by the broadcasters. The cost of living clause was retained in all contracts. Confirmation of the agreement by the union's board of directors is expected early this week although an attempt was being made to hold such a meeting last Saturday. A BLUE spokesman said the network felt it was uncertain of ability as a new organization to afford a 10% increase.

Donate Time to U. S.

CONTRIBUTION to the Treasury of 5% of radio time bought by drug, cosmetic and allied industries for promotion of War Bonds and War Stamps was announced last week, with the Government getting the use for five months of 42 programs of an estimated $4,000,000 value in time. The gift was arranged by a policy committee of the industry, in cooperation with the Advertising Council. All commercials are devoted to War Bonds, with sponsors getting only credit lines [BROADCASTING, Aug. 31].

Keystone's Second year

KEYSTONE Broadcasting, transcriptions network, which has secondary areas, marked its second year of operation last week. Organized in the fall of 1940, with 30 affiliates, the network has expanded to 204 with the recent addition of KWWF, Los Angeles, and KOTIN, Pine Bluff, Ark.

Gen. Mills Baseball

THE General Mills-policy of broadcasting baseball, will remain essentially the same during 1943 as last season, it was indicated at the meetings of major and minor baseball leagues last week in Chicago. The major leagues and the larger minor leagues will attempt to keep their clubs in operation during the coming season although it will necessitate traveling and other curtailments. The outlook for the smaller clubs is not encouraging, according to W. G. Branham, president of National Assn. of Professional Baseball Leagues. Last season General Mills sponsored baseball on 84 stations in 73 cities.

WOB, New York, has appointed Joseph H. McGillivra Inc., New York, to handle all of its national advertising except the Eastern Seaboard.

GEORGE K. THROCKMORTON, chairman of the executive committee of RCA Mfg. Co., was elected a director of RCA by the board Friday.

CONSOLIDATED DRUG Trade Products, Chicago, has supplemented its current five-week schedule for Casvia, half-hour half-hour musical program on WBBM, Chicago, with the addition of a Saturday program. Agency is Benson & Dull, Chicago.

KOIN's 10-Year Club

TEN NEW MEMBERS were added to the roster of the Ten-Year-Club of KOIN, Portland, Ore., at a recent banquet at the Hotel Benson. The club was founded in 1940 by Charles W. (Chuck) Myers, KOIN president, and the late C. Roy Hunt, general manager, with 13 charter members, giving recognition to staff members serving a decade or more at the station. The Ten-Year Club now has 22 names on its roll, the new additions being Louis L. Bookwalter, technical director; Charles E. Conche, advertising manager; Earl W. Granger, auditing department; Ivan Jones, night operations manager; Byron Paul, transmitter engineer; Clyde E. Phillips, treasurer; James A. Ridel, chorus director; H. M. Smartwood Jr., program; Frank Trevor, musician; Lloyd A. Woodell, transmitter engineer. Gold emblems were awarded each initiate.

THE Chicago Sun last week started a daily ten-minute newscast on WMAG, Chicago, titled Air Edition of the Sun and featuring Myron Wallace as commentator. Account was placed direct and is a time-space exchange.

WGN carries more local and national spot business than any two other major Chicago stations

P.S.

WGN's Funny Paper Party featuring the reading of the Chicago Sunday Tribune comics on Sunday morning is available.

OFFICIALS of NBC and the Canadian Broadcasting Corp., met recently in Radio City, New York, for conferences concerning future activities of the two organizations. Hosts of the Canadian visitors were Niles Trammell, NBC president (second from left), and William S. Hedges, NBC vice-president in charge of stations' department (right); CBC officials are Dr. J. S. Thomson, newly-named general manager (third from left), Donald Manson, chief executive assistant.

CLARE OLIMSTEAD, former producer of Young & Rubicam, New York, and most recently production manager of Orson Welles in his radio work, is relinquishing Y & R the end of the year to handle production for the new half-hour musical series to be sponsored on NBC by Westinghouse Electric & Mfg. Co. (Broadcasting, Nov. 23). Series, slated to start probably Jan. 10 in the 2:30-3 p.m. period Sunday afternoons, will feature John Charles Thomas, John Nesbitt, Mark Warrow's orchestra and A. Lynn Murray Chorus.


LELAND STANFORD BRIGGS has replaced Raymond Atwood as general manager of the New York office of McCann-Erickson, where he has until now been in charge of all creative activities. Briggs was associated with the original H. K. McCann Agency, later forming the agency Briggs & Varley, New York, resigning subsequently to join his present firm.

LT. COL. ARTHUR C. FARLOW, formerly vice-president of J. Walter Thompson Co. San Francisco, and Mrs. Leona Dalton were married in that city Nov. 20.

MITCHELL J. HAMILBURG Agency, Hollywood talent service, has moved to 9120 Sunset Blvd., that city. Telephone is Crestview 1-5168.

KIRBY KATZ, formerly copywriter of H. W. Kastor & Sons, Chicago, and Benton & Bowles, New York, has joined the copy staff of Leo Burnett Co., Chicago.

HAROLD W. CLARK, in charge of copy for West Coast accounts, was recently made office manager of Buchanan & Co., Los Angeles.

NORMAN S. VAN MATRE, account executive of the W. G. Jeffries Co., Los Angeles agency, was recently commissioned a first lieutenant in the Army Medical Corps.

DORA MAY TALCOTT, formerly with the Institute of Public Relations, New York, has joined the publicity staff of Newell-Emmett Co., New York.

ALBERT W. MARTINEZ, former publicity representative for the Westinghouse Lamp division, has joined the publicity staff of J. M. Muthes Inc., New York.

HELEN BROWN has left Pedlar & Ryan, New York, to join the radio department of J. Walter Thompson Co., New York, as a writer.

ROBERT M. MUCKS, formerly exploitation director of Calvo Growers of California, has joined the publicity department of Young & Rubicam, Hollywood, and is assigned to the weekly NBC Jack Benny Show, sponsored by General Foods Corp.


HOWARD ESARY, account executive of Allied Ad Agencies, Los Angeles, has entered the Navy as an ensign.

AETNA ADV., New York, last week moved from 1600 Broadway to larger quarters at 1776 Broadway to accommodate an enlarged staff. New phone number is Circle 7-5150.

Henry P. Jenks
HENRY P. JENKS, 25, a lieutenant (j.g.) in the Naval Air Arm, has been killed in action, his family announced last week. A graduate of Hamilton College Class of '30, Lt. Jenks had been a partner in Fenton Kelsey agency, New York, until he enrolled in the Navy in September, 1940. He was unmarried.

C. Percival Mason
C. PERCIVEL MASON, 39, president of Mason United Ad. Agency, Toronto, died at Toronto Nov. 18. He was also president of Mason Remedies Ltd., the International Associated Proprietaries, and Mason's Prescription Labs., Toronto.

Keep Posted

WITH THIS DATA AT YOUR ELBOW
— you are equipped to get your share of business from the 12,000 national and sec- tional advertisers and their 1,800 advertising agencies.

NATIONAL REGISTER PUB. CO., 530 West 42nd Street 332 N. Michigan Ave., New York Chicago
Moratorium Ruled In 740 kc. Contest
KQW, KSFO Await War's End
For Decision by FCC

MORATORIUM for the war's duration in the heated contest between KQW and KSFO, San Francisco stations, for the 50,000-watt assignment of 740 kc. was declared by the FCC last Monday in proposed findings of facts and conclusions on the applications of the two stations.

The fact that neither station has the necessary equipment to make the high-power installation, even if a decision was reached, is understood to have motivated the Commission in its declaration. KQW now is the occupant of the 740 kc. channel, using 5,000 watts. A year ago it became the San Francisco outlet for CBS, replacing KSFO.

Effect of Grant

In declaring the moratorium, the Commission said the continued operation of KQW on 740 kc. under authority of a temporary license shall not be deemed to affect the position of any party in connection with operation on that frequency "when conditions permit the construction of other facilities for operation on said frequency."

KSFO, owned by Wesley I. Dummi, now operates on 560 kc. with 5,000 watts day and 1,000 watts night. It sought the 740 kc. assignment with 50,000 watts, when this facility became available under the Havana Treaty reallocation effected in March, 1941. KQW, located midway between San Jose and San Francisco, was assigned to the 740 kc. channel as an outgrowth of the Treaty and promptly sought an increase in power from 5,000 to 50,000 watts fulltime.

'Cavalcade' Shift

SO EDWARD ARNOLD, film actor, can be featured as Daniel Webster in the dramatic shift "The Man Who Wouldn't Be President", E. I. Dupont de Nemours Co., Wilmington, Del. (Motion pictures), on Dec. 14 only shows the Weekly Cavalcade of America on 62 NBC stations from New York to Hollywood, Mon. 8-9:30 p.m. (EST), with West Coast repeat, 8-9:30 p.m. (PST). Arnold portrayed that character in the film version. Production details will be handled by the Hollywood staff of BDDB, agency servicing the account.

They Advertise in Wartime

A SERIES OF institutional advertising on the status of wartime advertising carried in Broad- casting and elsewhere by WLW, Cincinnati, provides inspiration for an elaborate brochure. The expenditures of the ten companies whose heads were represented in the series remained for the first eight months of 1942 at 85.1% of the level maintained for peacetime advertising, it is shown, though seven of the ten companies have been converted to war industries.

WLW had asked executives of ten firms who in 1941 invested more than $200,000 in advertising to give their observations on advertising in total war. Industry leaders such as Charles E. Wilson, president, the General Electric Co.; J. Howard Pew, president, the Sun Oil Co.; Robert Shannon, president, RCA Mfg. Co.; and Paul Garrett, vice-president and director of public relations, General Motors Corp., and others, were unanimous in declaring in their copy for WLW that advertising has an important place in wartime America.

Study of Expenditures

Interested in the advertising policies of these ten concerns, WLW arranged with Publishers' Information Bureau to study advertising expenditures for the first eight months of 1942 compared to the first eight months of 1942 in three media classes—magazines, newspapers and network radio. It was discovered that the ten companies have "hurt their shout of defiance at our enemies" by a remarkably high advertising record despite the fact that seven of the ten are now all for war.

The book records the reactions to wartime advertising by distributors, including such executives as E. H. Struble, secretary, treasurer, and general manager of White Vila Grocers; W. H. Albers, president of Albers Super Markets; J. W. Cassin, president and general manager of the Dow Drug Co., and others, who unanomously support national advertising for brands.

Only plug for WLW is a statement on the last page: "These pages serve to remind you again", with a terse 17-word message about its coverage.

Seymour Korman Heard

On MBS From London

SEYMOUR KORMAN of the London Bureau of the Chicago Tribune is now heard regularly on MBS from London every Thursday and on alternating Tuesdays, replacing Arthur Mann, who has joined John Thompson as Mutual correspondents with the AEF in North Africa. Korman, who has been with the Tribune since 1933 and in the London office for the past several months, will work under John Steele, head of the MBS London bureau.

Mutual's weekly news schedule, built up since Pearl Harbor, now includes 80 individual newsmen's features by 19 news analysts, accounting for 19 hours and 18 minutes of broadcast time each week.

Game Capsuled

IN ORDER that the American armed forces throughout the world might hear the highlights of the Army-Navy game, played at Annapolis on Saturday, Nov. 28, the transcription division of Columbia Recording Corp. worked all through that night, completing the task of compressing the account of the gridiron classic into a half-hour program. In getting the records into the studios for shortwaveing at 7 a.m. on Sunday, time was so close that the first 15 minutes went on the air while the last quarter-hour recording was receiving its final audition from the Army censors.
Petrillo
(Continued from page 9)
gaged in general court, depart-
mentalized effort in administrative practice
in Washington. While he was born
in New York and spent most of his
early life in Butte, he has been a
resident of Washington since 1935.
Active in Washington affairs,
Mr. Bingham was president of the
Federal Communications B a r
Assoc. in 1940-41. He served as sec-
retary of the Bar Assoc.'s
Administrative Law Institute held
in Washington during the last few
years.
Mr. Bingham was born in New
York on Nov. 12, 1901. He was
educated at Culver Military Academy,
graduated in 1920; University of
Pennsylvania (B.S.) 1924; Leland
Stanford University (J.D.) 1928.
Mrs. Bingham is the former Eliza-
thet Nichols of Chicago. They
have three daughters, 11, 8 and 3.
The late J. Bruce Kremner, Democratic
National Committeeman from
Montana, was Mr. Bingham's law
partner.
Disc Firms Concerned
News of the postponement of
the Senate investigation was received
with some concern by executives of
transmission companies in New
York, who had hoped that the hear-
ings might pave the way for a set-
tlement with the AFM. The pro-
ducers of transcribed library ser-
vices are especially desirous of an
early resolution of recording.
Although they recorded large
supplies of material before the AFM
ban went into effect last Aug.
1, and although they are including
new music in their releases through
the use of a cappella choruses and
of the harmonica and other musical
instruments not recognized by the
AFM, there is no doubt that
by spring if not before they will be
hard pressed to supply their
regular monthly releases.
Other possibilities for resolving
the issue were being considered,
but the consensus last week was
that probably nothing would be done
until after the Clark hearings have

Third AP Man Placed

THIRD news reporter of the
Associated Press staff to be placed
in Washington, by Press Assn. Inc.,
radio subsidiary of AP, is Alvin J. Stein-
kopf, former AP foreign corre-
respondent in Europe, who has joined
WWBP, Chicago, as a news ana-
lyst. The other two AP newsmen
are Morgan Beatty, NBC news
analyst, and Roy Porter, Blue
news analyst. The new relationship
between AP and radio was adopted
before several months ago to supple
news analysts for the air waves.
In arranging contracts between the
newsmen and a radio station, PA
serves only as an agent, making
only a "handling charge," it was
stated.

Boston Symphony Pact
Is Verified by Petrillo

VERIFYING the earlier report
that the Boston Symphony Orches-
tra had reached an agreement with
the American Federation of Musi-
cians, AFM President James C. Petri-
ollo, AFM president, last Thursday
told a press confer-
ence that the union's Boston local
had signed a three-year contract
with the orchestra and that all
members of the orchestra, includ-
ing George Koureskly, its leader,
have become AFM members.

It was also learned that negotia-
tions were in progress between Bos-
 ton Symphony officials and the
Associated network program execu-
tives for broadcasting weekly con-
certs of the orchestra, with expecta-
tions that a contract for such a series
might be signed over the weekend.
Details of arrangements were un-
available as BROADCASTING went
to press on Friday, but it is under-
stood that the broadcasts will be
weekly and will begin late this
month. This conflicts with earlier
reports that the symphony was go-
ing to broadcast on CBS, on which
CBS has declined to comment.

been held. One suggestion was that
the decision of Federal Judge John
P. Barnes that the ban on record-
ing involves a "labor dispute" be
taken as sufficient grounds for ask-
ing the War Labor Board to con-
sider the complaints of AFM that
the use of recorded music consti-
tutes unfair competition with live
musicians and to work out a basis
of compensation which would per-
mit the musicians to return to work
for the recording companies.

The plan of settlement outlined
by Bernard B. Smith in the Decem-
ber issue of Record World, and join-
ing in general court in the Decem-
broadcasting, Nov. 30, has received
careful attention, but most com-
ments have described it as too
idealistic and impossible of practi-
cal application.

Networks, Co-Op Plan Code Session

Code Ruling to Be Discussed

At Meeting Set for Dec. 14

APPLICATION of the NAB Code
to consumers' requests such as that
of the Cooperative League of the
USA for paid time on the air will be
considered at a meeting Dec.
14-15 of the NAB code commit-
tee with representatives of NBC,
CBS and the Cooperative League.
The groups are involved in a dis-
pute over refusal of NFC and CBS
to sell time to the League [BROAD-
CASTING, Oct. 12 et seq.]

The meeting is a result of a con-
ference Nov. 24 in New York be-
tween NBC and the Cooperative
League to discuss the network's
stand that sell time to the Lea-
gue would violate the NAB Code,
is scheduled to take place at the
Mayflower Hotel, Washington.

Attending the Dec. 14-15 con-
ference of the NAB code commit-
tee will be: Earl Glade, chair-
man, KSL, Salt Lake City; Rus-
pell P. Place, acting secretary;
Grant Ashbeck, KBZ, Muske-
gon, Mich.; Edney Drye, WBIG,
Greenboro, N. C.; Stockton Helf-
rich, representing NBC; Jan Shil-
emeck, representing CBS; William
B. Quayton, WMT, Cedar Rapids,
Ia.; Arden X. Pangborn, KEX,
Portland, Ore.; Lee Wailes, West-
inghouse stations; William B.
Way, KVOO, Tulsa.

Also to attend are: Ne-
ville Miller, NAB president; Frank
Russell, NBC Washington vice-
president; Frank Mullen, NBC
vice-president and general man-
ger; Frank Stangl, CBS vice-
president; Earl Gammons, in
charge of the CBS Washington of-
fice. Representing the Cooperative
League will be Murray Lincoln,
president; E. R. Bowen, executive
secretary; John Carson, chief of
the League's Washington office;
Wallace Campbell, assistant sec-
retary for public relations.

Meanwhile, Senator John-
son (D-Col.), chairman of the sub-
committee of the Senate Commit-
tee on Interstate Commerce ap-
pointed to investigate alleged dis-
crimination against the Coopera-
tive League (RES. 305), had not
called a meeting of his committee as
BROADCASTING went to press.
The subcommittee was not ex-
pected to meet before Dec. 14.

Action by the House Rules Com-
mmittee of Rep. Geh-
mann's (Prog-Wis.) companion
resolution in the House likewise
awaited outcome of the meeting.
The league plans to submit to the
FCC a brief in reply.
FEDERAL PROGRAMS REACH HIGH TOTAL

BROADCASTS during August, September and October included 1,354,150 station-sponsored announcements and 160,100 programs for various Government agencies, according to the NAB. Biggest user of time was the Treasury with 415,340 spots, 1,740 5-min., 410 10-min., 5,930 15-min. live and 39,400 15-min. ET programs.

The Army used 126,710 spots, 1,460 5-min., 510 10-min., 4,500 15-min. live and 2,150 15-min. ET programs. The Marines used 98,750 spots, 460 5-min., 350 10-min., 3,400 15-min. live and 3,200 ET programs.

The Coast Guard used 66,330 spots, 170 5-min., 310 10-min., 560 15-min. live and 10 ET programs. Civil Service used 65,190 spots, 20 5-min., 10 10-min., 150 15-min. live and 50 15-min. ET programs. Labor recruiting and war industry training used 45,560 spots, 820 5-min., 170 10-min., 1,470 15-min. live and 200 15-min. ET programs.

The CAA used 6,390 spots, 220 5-min. and 90 15-min. live programs. And FPA used 7,020 spots, 200 5-min. and 270 10-min. live programs. USO used 22,600 spots, 70 5-min., 10 10-min., 620 15-min. live and 10 15-min. ET programs. The Red Cross used 66,330 spots, 330 5-min., 550 16,450 15-min. live and 10 15-min. ET programs.

Civilian Defense (all kinds) used 46,650 spots, 3,740 5-min., 520 10-min., 3,890 15-min. live and 180 15-min. ET programs. Nutrition used

Raymond Rubicam Back at Desk

RAYMOND RUBICAM, chairman of the executive committee of Young & Rubicam, New York, who has been doing special Government work for several months as head of the public relations division of the War Manpower Commission, is taking over his position at the agency this week upon completion of his special assignment. T. S. Repplier, associate copy director of Y&R, who accompanied Mr. Rubicam in his work in Washington, is also returning to his desk.

Lucky Strike Uncertain

AMERICAN TOBACCO Co., New York (Lucky Strikes), may discontinue its sponsorship of Information Please, heard Fridays at 8:30 p.m. on NBC, shortly after Feb. 1, as it was understood last week, although Lord & Thomas, New York, the agency, would make no comment on the rumor. The quiz show was its first session away from New York last Friday night when it was staged in Boston’s Symphony Hall, first engagement in a once-a-month tour to sell War Bonds.


OWI-WPB-OPA—Agriculture used 245,000 spots and 21,810 programs of various length. Other agencies used 30,340 spots, 890 5-min., 920 10-min., 7,010 15-min. live and 5,710 ET programs.

Lawyer Levy

ISAAC D. LEVY, chairman of the board of WCAU, Philadelphia, and a member of the board of CBS, made an unexpected “personal appearance” in Quarter Sessions Court in Philadelphia Nov. 27 when called by Judge Vincent A. Carroll to come forward and represent a defendant without counsel. Mr. Levy was visiting the court to show procedure to his son. Formerly a practicing attorney, although inactive for several years, Mr. Levy accepted the judge’s invitation and won acquittal for his client.

Paramount Spots

PARAMOUNT PICTURES, New York, is running a series of spot announcements on seven New York stations, Dec. 2-10 to promote “Palm Beach Story”, film having its world premiere in New York Dec. 10. Some stations are carrying all live announcements while others present live announcements combined with brief transcriptions, consisting of “teaser” phrases recreating scenes from the film. A total of 74 announcements are used from 4 to 21 times on WOR WIZ WABC WNEW WMCA WHN WQXR. Radio advertising plans for national release of the picture are not set Buchanan & Co., New York, handles the account.

Silver Extension

INTERNATIONAL SILVER Co., Meriden, Conn., has extended its sponsorship of Edward R. Murrow’s Sunday evening quarter-hour talks from London on CBS for another week after Dec. 27, date on which Murrow was understood to be going off the air for that sponsor. According to Young & Rubicam, New York, the agency, plans are still indefinite, pending settlement of International Silver’s proposal to resume its half-hour Silver Theatre programs [BROADCASTING, Nov. 23].


KING-TRENDLE BROADCASTING CORPORATION Represented by Paul H. Rayner Company

BROADCASTING • Broadcast Advertising December 7, 1942 • Page 49
Salary Freeze
(Continued from page 18)

12.
WCOP is getting more and more radio dollars from more and more advertisers... do YOU know why?

WHY?

New WLW Forms
Meanwhile, the War Labor Board last week distributed the forms which employers will use in applying to local offices of the Wage and Hours Public Contracts Division when seeking permission to raise wages of workers under War Labor Board jurisdiction. The form, which must be made with five carbons, calls for complete information showing: maladjustments; inequalities and gross inequalities; substandard living. The board has already made clear that it will grant increases only under such circumstances, and that it is not likely to approve raises where payments are already 15% above the rate of Jan. 1, 1941.

Lowell Thomas Honored
LOWELL THOMAS, news commentator for Sun Oil Co. on the Blue, was guest of honor Dec. 2 at the weekly luncheon meeting of the Advertising Club of New York. The day was designated "Lowell Thomas Day" in recognition of his past services to the club as president for two terms. Among the speakers were Cecil Brown and William L. Biwer, CBS commentators.

PARTY WAS STAGED by girls of KSO-KRNT, Des Moines, for Mary Little, radio editor of the Register & Tribune and publicity director of the Iowa Broadcasting Co., who was recently married to Lt. Ray Spatz, Lois Jory and Helen Watts Schreiber were hostesses. Attending were (1) Mrs. John A. Leonard (white blouse), Virginia McFarland (black blouse), Jessie Axmoe, Esther Sipling, Mary Little, Barbara Lee Oliver, Helen Schreiber, Phyllis Shaw, Mary Ingram, Lois Jory; top row: Eunice Doty, Ruth Ruben, Virginia Foepplin, Mabel Bodicker, Helen Mekas, Joan Fitzpatrick, Dorothy Miller.

Western OWI Session
TO CORRELATE their future plans and to review current war activity, Arizona station executives met recently with Richard F. Connor, regional radio consultant of the OWI, in Phoenix. Besides discussing the package plan of spot announcements and transcribed shows to be released by the OWI shortly, attending executives conferred with public relations officers at Luke Field, Ariz., to analyze radio's role in the war effort. Richard Lewis, manager of KTAR, and assistant radio consultant of the OWI, presided. Attending the meeting, which was preceded by a luncheon at the Adams Hotel, were Frances C. Myers, Harry Safford, KOY; Donald C. Reese, KPHO; Roberta Pfister, KYCA; Paul Merrill, KGLU; Wade Sanders, KTUC; Andrew White, Bud Williams, KV; Harper Phillips, KYUM; Burridge D. Butler, WLS; Pauline Brown, OWI.

Series for AEF
AEF BASES throughout the world are enjoying the dramas of the late World Series between the New York Giants and the New York Yankees by means of 14,500 records prepared by the Gillette Safety Razor Co. The company prepared 500 complete sets of the series at its own cost to bring and (white) to the thousands of service men prevented from hearing the shortwave broadcasts coincident with the games.

Cross-Haul Study Still in Progress
REGULATIONS governing "cross-hauling" by trucks of many "luxury" and "non-essential" items of merchandise now nationally advertised are still undergoing intensive study and research by the War Production Board, BROADCASTING, Nov. 2, and there is no indication that the list of restricted items will be forthcoming within the near future.

However, according to an official of the Office of Defense Transportation, of which Joseph B. Eastman is director, the trend of the government's study of this subject has changed, with basic heavyweight items receiving primary consideration for restriction, instead of the so-called "luxury" items of lesser weight and bulk. This is based on the theory that material availability restrictions imposed by the WPB will automatically curtail the "non-essentials".

On Regional Basis
The studies are being conducted on a regional basis, and some of the items and necessities which are now restricted are flour, apples, potatoes and citrus fruits. Trend of the research trend to prevent California citrus fruits from being shipped to Georgia, if similar fruit is available from Florida; Idaho potatoes will not be shipped to Maine, and vice versa; Oregon apples will not be shipped to New York, where a native crop is available. Items like machine tools, or technical and specialized items not of great tonnage, are not to be restricted.

It was emphasized that the investigation of the cross-hauling problem remains in the "study" phase, and any specific item here mentioned is purely illustrative. The OD T reports that both railroads and the larger trucking companies are cooperating in the government's campaign to gain more ton-miles from existing transportation facilities by voluntarily giving priority to essential war products and necessities which must have inter-regional movement.

WHAT'S WHAT IN BOSTON

Michigan City

HOTEL REFORMA

THE HOTEL OF TOMORROW

What about WOL?

BROADCASTING • Broadcast Advertising
Ad-Lib Practice

PRACTICE session to loosen up new announcers, and get them acquainted with the art of ad-lib, is used weekly at WRDC, Hartford. Informal discussion by the announcers is recorded and played back for them to hear. Talks are not heard on the air schedule of WRDC.

TIME AND TALENT sales for WQXR, New York, for the first nine months of 1942, exceeded 48% of the same period in 1941. In that period WQXR business includes a contract for 36 announcements weekly for Vitamins Plus, New York, through Morse International, New York; Schiaparelli Perfums, New York, twice-weekly program of recorded music, and additional spot announcements for Parfums Well, Paris, which also renewed its schedule of 31 time signals weekly. Andrew Jergens Co., Clinton, Iowa, renewed an hour-long daily program. Just Music, in behalf of its cosmetics. Renewals include Corin Products Refining Co., New York, 62 spot announcements weekly; Jacob Rapport Bros., Brooklyn, 18 spots weekly; J. B. Williams Co., Glastonbury, shaving products, four announcements weekly.

MODEL WARPLANES, made by pupils of Milwaukee public schools, are given in a new War Bond show featuring Helius (played by Roy) and the Grenadiers over WTMJ, Milwaukee, every Tuesday night, 6:30-7:00. Models with the names of bond buyers inscribed on the fuselages are hung on the walls of Radio City's auditorium studio in formation. Fighter planes represent a $25,000 purchase, medium bombers, $100,000 purchases.

BREAKING his recorded music shows in the middle, Russ Hughes, announcer of KWK, St. Louis, brings his listeners a five-minute spot news summary, including brief background material to relate foreign geography to that familiar to Midwesterners. Two or three of the most important news items are covered in each period.

INTER-CITY competition has entered the field of radio's efforts to sell War Bonds. WEBC, Duluth, Minn., a morning program, Bondspiel, sponsored by the Duluth Wholesale and Gas department. Recently the program billed Duluth against Superior, Wis., and during the one-hour show the station handled 302 telephone orders for $6,750 in bonds.

KOY, Phoenix, now opens at 6 a.m., (MWT) with a daily newscast. La Hora Mexicana, foreign language program, is scheduled at 6:30 a.m.

KFQD ANCHORAGE ALASKA

LOCATION “The Nerve Center”
Hub of Alaska Activities
Low Rates - Real Results
Representatives
ROMIC FULLER 1411 Fourth Ave.
Seattle, Wash.

WDAY

FARGO, N. D. - 5000 WATTS - N. B. C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

BROADCASTING - Broadcast Advertising
December 7, 1942 • Page 51.
Midway Battle Movies Shown to Club in N. Y.

MOVING pictures of the battle of Midway together with a movie of the training course of the Chapel Hill Naval Cadets highlighted the Dec. 2 luncheon meeting of the Radio Executives Club of New York. Lt. Com. J. Clement Boyd, in charge of public relations and a member of the Naval Cadet Selection Board, outlined to the club the extensive training courses set up for all Naval flyers.

It was announced that the Dec. 9 meeting would be "United Press" day, and key correspondents from Tokyo and Berlin would give the club background news on personal experiences in those war capitals. In addition, the Radio Executives Club will participate in the Dec. 8 meetings of the NAB District 2 sessions to be held at the Hotel Roosevelt, New York.

**Hill Naval**

Tokio charge Lt. dio the Midway the most strategic location modern ties which bour.

HALIFAX

NOVA SCOTIA: Central Depot for World Export

HALIFAX is the one Canadian port that is "always open to all shipping", being ice-free and easy of access in all weathers. It has no tidal extremes (4 to 6 ft.) and is so naturally endowed and magnificently equipped that it is the only harbor in America, aside from New York, which can dock ships of the Queen Elizabeth class.

Five railways serve Halifax, two transcontinental and three provincial; and have access to twenty large waterfront transit sheds, heated, or with cold storage facilities available for perishable products. Its modern grain elevator has two and a half million bushels' capacity. In aviation its strategic location is ideal.

With Halifax as a location you can make the most of the Nova Scotia Market.

INVESTIGATE NOVA SCOTIA

Radio Broadcasting Station

CHNS HALIFAX, NOVA SCOTIA, CANADA


**Dept. Store**

(Continued from page 11)

cally everyone. Lit Brothers' present program pattern reaches housewives, shoppers, men sport fans, noon-time news listeners, and children, but we do not feel that our radio radius has been completely covered. We are still working on possibilities for an evening show which will appeal to the whole family. Such a show would round out our program pattern to include a general audience group, as well as several separate groups.

Store Talent

A talent controversy often crops up in department store-radio plans. Some stores feel it is essential to have talent come directly from the store itself, in order to properly put the sales message across. We do not feel store talent is essential for that purpose. However, because of the nature of the programs and close tie-ins between results and store organization we do use store talent on three of the four programs. On the other hand, radio host Hal Storrs is a WFL man, the m.c. of Shopper at the Mike is a WFL man, and A. D. is a writer for a Philadelphia newspaper.

One bogey that turns up with annoying regularity in the question of department store-radio affairs, particularly in program production, is the costs problem. The greatest difficulty in exercising this evil spirit is the lack of specific figures of radio unit costs versus direct sales results—which makes highly dubious any attempts at exact comparison, for example, with newspaper costs and results. Lit Brothers feels, however, that for what we ask of radio, in institutional value, store promotion and goodwill, the cost is quite moderate; in relation to other more important factors, it is inconsequential.

The crux of the present radio-department store problem appears to me to be a matter of education—education of department stores to the possibilities, limitations and correct use of radio, and education of radio stations to the organization and aims of a department store.

When department stores realize that radio advertising effectiveness grows in direct proportion to the length of time it is heard, they won't wonder why short-term campaigns fail to achieve desirable results.

Lit Brothers advertises 45 weeks out of the year. We realize that radio programs and bonds have this in common: It usually takes a definite period of time for them to mature and pay dividends. Because of the "nature" of a department store—because it contains hundreds of departments with thousands of separate items for sale, advertising of an institutional type is far more effective, in the long run, than attempts to "plug" specific products. Of course, if only one product is to be "plugged" on a program, e.g. Pikaney Shoes, on A. P. program, that is a different matter. But for other cases, there is no repetition value, no particular effect on the minds of listeners, of a program that might mention perfume one day and parkas the next.

"If I Were a ..."

If I were a radio time salesman, anxious to tell the department store market, I would certainly not proceed as some do, to contact store management immediately with an offer of radio time on any sustaining programs we had at the moment. First of all, I would study that particular store; learn its policies; how they were trying to accomplish the

**Strange Coincidence** marks the adjacent placement of billboards WIND, Gary-Chicago, and the Chicago Sun, each promoting selected news as the central theme, in the same color schemes and using the same areas for their exploitation. Ironically the combined message reads, "In War News, The Truth, The Chicago Sun" and "For the Best News Service, Tune in W-I-N-D". WJWC, Chicago, broadcasts the Chicago Sun air edition, featuring Clifton Utley several times each day

**Bought any bacon lately? If so, you know why farmers in this territory have plenty "do-re-mi" to lay on the line.**

**Broadcasting** • Broadcast Advertising

**WHKY HICKORY NORTH CAROLINA** 5,000 WATTS DAY 1,000 WATTS NIGHT

For complete details write HOWARD H. WILSON CO. Chas., New York Kansas City San Francisco • Hollywood 1290 KC BLUE NETWORK
Mr. A's Plug Studies

BY MAURICE CONDON

The busy office of the station's commercial continuity writer is invaded by K. W. Ampliatstat, on his mission of isolating cliches in radio.

Q. What is your work?
A. I'm the commercial continuity writer. When the salesman brings in a new client, I have to write the announcements.

Q. What is an important job?
A. The idea is to surprise the public with a new trick. And we're always trying to think of something new.

Q. How do dogs regard Canine Choice?
A. They crave it.
B. They heave it.
C. They like it.
D. They love it.

Q. What will the reaction be?
A. He'll be surprised with its economy. And it's easy to serve.

Q. Where and why do the dog deserve this brand?
A. The dog is man's best friend. He deserves the best.

Q. Excellent. Now what do we have?
A. Chrysanthemum Corner—it's a florist.
B. A meeting room.
C. A bedroom.
D. A living room.

Q. Anyone or anything?
A. A local theater.
B. A local restaurant.
C. A local store.
D. A local school.

Q. With what speed?
A. With lightning speed, in a jiffy, in jiffy, or before you could say presto.
B. With tumbling speed, in a jiffy, in jiffy, or before you could say presto.
C. With tumbling speed, in a jiffy, in jiffy, or before you could say presto.
D. With tumbling speed, in a jiffy, in jiffy, or before you could say presto.

Q. Then dishes are?
A. Beautifully clean, sparkling or glittering.
B. Beautifully clean, sparkling or glittering.
C. Beautifully clean, sparkling or glittering.
D. Beautifully clean, sparkling or glittering.

Q. Washes are?
A. Snowy white, dazzlingly white. And sweet smelling!
B. Snowy white, dazzlingly white. And sweet smelling!
C. Snowy white, dazzlingly white. And sweet smelling!
D. Snowy white, dazzlingly white. And sweet smelling!

Q. When you write of a store scene what is?
A. An opportunity, unparalleled, or grand, or unusual, or remarkable or exceptional. Sometimes all of these.
B. An opportunity, unparalleled, or grand, or unusual, or remarkable or exceptional. Sometimes all of these.
C. An opportunity, unparalleled, or grand, or unusual, or remarkable or exceptional. Sometimes all of these.
D. An opportunity, unparalleled, or grand, or unusual, or remarkable or exceptional. Sometimes all of these.

Q. In the face of?
A. Difficult market conditions.
B. Difficult market conditions.
C. Difficult market conditions.
D. Difficult market conditions.

Q. What will I remember?
A. You will long remember this greatest value event of the year.
B. You will long remember this greatest value event of the year.
C. You will long remember this greatest value event of the year.
D. You will long remember this greatest value event of the year.

Q. I see. Why are you drooling?
A. I am getting ready to write a spot for Sam's Steakhouses.
B. I am getting ready to write a spot for Sam's Steakhouses.
C. I am getting ready to write a spot for Sam's Steakhouses.
D. I am getting ready to write a spot for Sam's Steakhouses.

Q. What are they like?
A. They are delicious, toothsome, mouth-wateringly good.
B. They are delicious, toothsome, mouth-wateringly good.
C. They are delicious, toothsome, mouth-wateringly good.
D. They are delicious, toothsome, mouth-wateringly good.

Q. How are they prepared?
A. Carefully, skillfully.
B. Carefully, skillfully.
C. Carefully, skillfully.
D. Carefully, skillfully.

Q. And what is the steakhouse placed?
A. On a big, crisp, golden-toasted bun with plenty of rich creamery butter. The taste-tantalizing flavor is heightened by tangy relish, catsup or mustard.
B. On a big, crisp, golden-toasted bun with plenty of rich creamery butter. The taste-tantalizing flavor is heightened by tangy relish, catsup or mustard.
C. On a big, crisp, golden-toasted bun with plenty of rich creamery butter. The taste-tantalizing flavor is heightened by tangy relish, catsup or mustard.
D. On a big, crisp, golden-toasted bun with plenty of rich creamery butter. The taste-tantalizing flavor is heightened by tangy relish, catsup or mustard.

Q. And what are the finest cuts?
A. They are prepared with the finest cuts.
B. They are prepared with the finest cuts.
C. They are prepared with the finest cuts.
D. They are prepared with the finest cuts.

Q. How will you describe these?
A. Very, very good, delicious, and nourishing and vitamin filled.
B. Very, very good, delicious, and nourishing and vitamin filled.
C. Very, very good, delicious, and nourishing and vitamin filled.
D. Very, very good, delicious, and nourishing and vitamin filled.

Q. I am getting ready to write a spot for Sam's Steakhouses.
A. I am getting ready to write a spot for Sam's Steakhouses.
B. I am getting ready to write a spot for Sam's Steakhouses.
C. I am getting ready to write a spot for Sam's Steakhouses.
D. I am getting ready to write a spot for Sam's Steakhouses.

Q. What are the finest cuts?
A. They are prepared with the finest cuts.
B. They are prepared with the finest cuts.
C. They are prepared with the finest cuts.
D. They are prepared with the finest cuts.

Q. And what is the steakhouse placed?
A. On a big, crisp, golden-toasted bun with plenty of rich creamery butter. The taste-tantalizing flavor is heightened by tangy relish, catsup or mustard.
B. On a big, crisp, golden-toasted bun with plenty of rich creamery butter. The taste-tantalizing flavor is heightened by tangy relish, catsup or mustard.
C. On a big, crisp, golden-toasted bun with plenty of rich creamery butter. The taste-tantalizing flavor is heightened by tangy relish, catsup or mustard.
D. On a big, crisp, golden-toasted bun with plenty of rich creamery butter. The taste-tantalizing flavor is heightened by tangy relish, catsup or mustard.

Q. Will the recipient appreciate it?
A. She will fill her with joy.
B. She will fill her with joy.
C. She will fill her with joy.
D. She will fill her with joy.

Q. Is the mounting suitable?
A. The mounting is suitable.
B. The mounting is suitable.
C. The mounting is suitable.
D. The mounting is suitable.

Q. Are there watches for sale?
A. There are a variety of watches for sale.
B. There are a variety of watches for sale.
C. There are a variety of watches for sale.
D. There are a variety of watches for sale.

Q. Are there diamonds for sale?
A. We have a variety of diamonds for sale.
B. We have a variety of diamonds for sale.
C. We have a variety of diamonds for sale.
D. We have a variety of diamonds for sale.

Q. From diamonds to dog food!
A. From diamonds to dog food!
B. From diamonds to dog food!
C. From diamonds to dog food!
D. From diamonds to dog food!

Q. Versatility indeed!
A. Versatility indeed!
B. Versatility indeed!
C. Versatility indeed!
D. Versatility indeed!

Q. Suppose you are preparing to write a story involving a dog.
A. We typically sell a dog food account.
B. We typically sell a dog food account.
C. We typically sell a dog food account.
D. We typically sell a dog food account.

Q. Why?
A. We need a dog food account.
B. We need a dog food account.
C. We need a dog food account.
D. We need a dog food account.

Q. Then I write:
A. "If your dog could talk, he'd demand Canine Choice."
B. "If your dog could talk, he'd demand Canine Choice."
C. "If your dog could talk, he'd demand Canine Choice."
D. "If your dog could talk, he'd demand Canine Choice."

Q. Tell, personalize the dog.
A. Because it gives him a properly balanced diet—it's appetizing and nourishing and vitamin enriched.
B. Because it gives him a properly balanced diet—it's appetizing and nourishing and vitamin enriched.
C. Because it gives him a properly balanced diet—it's appetizing and nourishing and vitamin enriched.
D. Because it gives him a properly balanced diet—it's appetizing and nourishing and vitamin enriched.

Q. How will it do for the dog?
A. Give him plenty of pep and energy.
B. Give him plenty of pep and energy.
C. Give him plenty of pep and energy.
D. Give him plenty of pep and energy.

Q. A favorite with discriminating women.
A. It's a precious tribute to beauty.
B. It's a precious tribute to beauty.
C. It's a precious tribute to beauty.
D. It's a precious tribute to beauty.

Q. If you mention blemishes, how will you describe them?
A. They are gentle, soft, creamy, foamy.
B. They are gentle, soft, creamy, foamy.
C. They are gentle, soft, creamy, foamy.
D. They are gentle, soft, creamy, foamy.

Q. A. Unsightly blemishes.
B. A. Unsightly blemishes.
C. A. Unsightly blemishes.
D. A. Unsightly blemishes.

Q. And what are the suds?
A. They are gentle, soft, creamy, foamy.
B. They are gentle, soft, creamy, foamy.
C. They are gentle, soft, creamy, foamy.
D. They are gentle, soft, creamy, foamy.
Mrs. Lewis Finds Listener Resentment At Heavy Schedules of War Campaigns

GROWING discontent with overextensive war drives and propaganda and a definite resentment against abuse of patriotism by radio advertisers are among the listener reactions reported by Mrs. Dorothy Lewis, who, as coordinator of listener activities of the NAB has just completed a two-month tour of the country.

Mrs. Lewis conducted about 17 conferences on the subject "Radio Serves the War and the Post-War Era," in which she outlined the extent and nature of American radio's wartime participation, with listeners revealing their reactions to current radio material.

Too Many War Plays?

While in general openly approving the manner in which radio is serving the war effort, listeners saw room for improvement. At heavy schedules for war drives, listeners reported messages would soon be going in one ear and out the other. It was learned that where stations created their own shows, results were "phenomenal". Many suspected that news is being psychoanalyzed for them and they fear they are being conditioned by Government agencies. They were reported to be eager for "more news, more direct," provided it did not aid the enemy.

Most groups were unanimously in favor of a weekly summary of news by Elmer Davis, OWI chief, preferably late Sunday afternoon or evening. Station representatives called for a "judicious use of the blue pencil" on OWI material, indicating also that material should be geared closer to the local station picture.

"Children in Wartime" was the subject of a series of conferences lead by Mrs. Lewis, and attended by state and local leaders of civic welfare organizations, educators, and broadcasters. Mrs. Lewis reports that new radio councils are being formed in a number of communities, including New York, Kansas City, Fargo, Omaha, Des Moines, Kansas City, Wichita, Intermountain Area, Missoula, Spokane, Sacramento, San Francisco, Oakland and suburban Los Angeles.


Fund Sought to Aid Reporters Abroad

Overseas Press Club Moving To Help Correspondents

PROMPTED by the realization that American correspondents and commentators serving abroad share the same trials and dangers as the armed forces, and calling attention to the fact that nine press and radio representatives have been killed in the war to date, the Overseas Press Club of America last week took action towards establishment of a "correspondent's fund," at a meeting of its board of governors, Nov. 30.

Announcement was made by Howell Thomas, president of the club and BLUE commentator. The fund will be launched with the American premiere of Noel Coward's, "In Which We Serve," at the Capitol Theater, New York, Dec. 23.

The fund has been set up to give aid, in the event of illness, injury or death resulting from service, to "deserving men and women who have served the American press, radio, newsreels and allied American service of public information in foreign lands or outside the continental borders of the United States." Wife, child, or other immediate dependent of a person losing his life in service will be provided for by the fund, as will those no longer actively engaged in the public information field. Finances will be devoted principally to the aid of freelance correspondents and those on special missions who are not protected by insurance.

Nineteen American correspondents have been hurt or wounded since the war started in September, 1939, according to a count reported by Walter E. Schneider in "Editor & Publisher", recently.

Administrators of the fund are: Lowell Thomas, H. V. Kaltenborn, NBC commentators; John N. Steel, commentator of WMCA, New York; Wythe Williams, commentator for WNYC, New York and other members of the board of governors of the Press Club.

Appeal for Radios

BUNDLES for Britain Inc., New York has issued an appeal for funds to purchase radios for British troops in Africa, stating also it would welcome second-hand radios in good condition. The appeal followed a message from England stating, "We know how much radio contributes to morale, especially the programs of music which give innominate strength to those who listen."

WQAM Women's Day

AS A Minute Women at War Week stunt, WMAQ, Miami, turned the station over to women from 6:30 a.m. to 6:30 p.m. Nov. 27 and thereby sold $20,100 worth of War Bonds. Six women, working in two-hour shifts, made all station breaks, handled sustaining programs and made local selling talks. Purchases ranged from scores of $25 bonds to one order for $5,100 in $10 bonds to be used as Christmas gifts for 30 grandchildren.

Series for Latinos

ORIGINATING in the studios of WMCA, New York, but heard locally, The Magazine of the Air, Portuguese program featuring Raymond Paige's orchestra and guest soloists, is broadcast by direct line to Rio de Janeiro, under the auspices of the Coordinator of Inter-American Affairs.

At&T Is Denied Delay

In Long Distance Probe

ACTING on the AT&T motion for continuance of the rate reduction hearing scheduled for Dec. 16, the FCC denied the request and ordered the respondents to appear on that date with all evidence then prepared plus an outline of the other evidence to be prepared and the time it would take to prepare it. This action followed an explanation by the company earlier last week that reduction of rates for long distance toll service "would interfere with successful prosecution of the war," since an increase in business resulting from reduced rates was not in the public interest.

The statement was a response to an FCC order directing the company to show cause why rates for its long distance lines department should not be reduced [Broadcasting, Nov. 30].

This reply also represents an answer to Chairman Fly's assertion that such a reduction in cost would increase the number of network affiliates. Coincident with the reply, AT&T had sought the postponement.

To Pick War Song

BEST WAR SONG to be published professionally during the year ending Dec. 7, 1942, has been selected by a board of judges representing the radio and music fields, and will be announced on NBC's Hit Parade Dec. 12. Barry Wood, singer, instituted the award. A plaque will be presented to the writer of the winning song.

Radio Station KRLD Dallas, Texas

50,000 Watts

The TIMES HERALD Station

1090 Kc.

C. W. REMBERT, Station Manager

CBS Network

Two markets for the price of one:

KRLD, oldest and biggest CBS affiliate in Texas covers the vast market of North Texas and Southern Oklahoma, delivering both Dallas and Ft. Worth.

These two cities — with close to 600,000 metropolitan population, will show a combined retail sales gain of $67,550,000 for 1942 over 1941, "Sales Management" Magazine estimates.

In an area of 1.423,508 radio families, you get, with KRLD's 50,000 watts, the metropolitan markets of Dallas and Ft. Worth and the big rural audience in towns and on farms of North Texas and Southern Oklahoma. As about KRLD's phenomenal performance on mail . . .

For Spots that SELL. Call a Branham-man
VIRGINIA MARIE COOKE has been re-appointed to write the weekly half-hour "Curtain America," sponsored by the Western Conference of Teamsters on 38 West Coast Mutual-Dol Lee stations, Thurs., 6:30-7 p.m. (PDT). The musical director with Edward Robinson produces, Clarence J. Jason Jr., TV and film agencies, Los Angeles, has the account.

ELAINE BUTZ, in the production department of KJLJ, Hollywood, was married to Helphorus Spurriner, aircraft worker, on Nov. 28.

EDWARD J. COUTURE, program director of WDLP, Panama City, Fla., has been appointed War Program Manager, for liaison with the OWI.

VERNE SMITH, formerly freelance actor-announcer of Chicago, has been signed to share the announcing assignment with Gayne Whitman on the weekly CBS "Bob Burns Show," sponsored by Lever Bros. (Camels). Gordon Jenkins assumed similar duties on the weekly CBS "Mayor of the Town," sponsored by Lever Bros. (Rinso), when Stevens resigned to join radio division of the OWI.

PERCY MADDUX has resigned as staff announcer of WLLH, Lowell, Mass.

JANE LEE, publicist, writer and home economics authority, has joined KPO, San Francisco, and is conducting "Woman's Magazine of the Air" six mid-weekly features, co-sponsored by the Pan-American Coffee Bureau, Pure Foods Products, Berkshire Knitting Mills and others.

TRUMAN THOMPSON, formerly announcer of WCLQ, Janesville, Wis., has joined the staff of WFLC, San Francisco.

JACK LACY, chief announcer of WBNR, Hartford, has been inducted into the Army. Ed Keegan, a seven-year staff member, also has entered the service.

TOM MCGOWAN has joined the new WFLR, Harrisburg, Pa., announced by Pat Dorais. He was a month leave from a Navy pre-flight training school, re-enlisting due to a broken wrist.

ROB GOERNER, announcer, formerly with several San Francisco area stations, has joined KGNC, San Jose.

MARY JO TATLI, staff announcer of WMPS, Memphis, was married Nov. 20 to Sgt. Joseph G. Mulherin, of the Army. Mrs. Tatlil will continue her duties with WMPS.

JANE BOWLEY, newest staff member of WOAI, San Antonio, has been assigned to "Our People of the Air" and other programs of feminine interest. She was a student of radio at U of Iowa.

ROBERT DILLER, formerly of WMNO, Aurora, Ill., has succeeded Riley Jackson as program manager of WIND, Gary, Ind. Mr. Jackson is now on the production staff of Wde Adv. Agency, Chicago.

JOHN RICHBERG, announcer of WLAG, Nashville, is father of a girl born Nov. 21.

ETHEL MELOY, program department of WJSV, Washington, recently was married to Lt. Eluard J. Casey, of the Army. Her husband, a member of WIXN, Washington, and KSTP, Minneapolis, has joined the production staff of WJSV.

LEON (Bill) DORAS, of CBS Hollywood publicity staff, has been placed in charge of trade news, Joyce Moss, formerly in public relations work, Honolulu, and new to the staff, has taken over Dorais' former duties.

W. D. ROBINS, announcer of KIEY, Glendale, Cal., known professionally as Bill Wiley, has joined the flagship network.

FREDDIE RICH replaces Leith Stevens as musical director on the weekly "War Cartel of Castille Show," sponsored by R. J. Reynolds Tobacco Co. (Camels). Gordon Jenkins assumed similar duties on the weekly CBS "Mayor of the Town," sponsored by Lever Bros. (Rinso), when Stevens resigned to join radio division of the OWI.

Meet the LADIES

JANE WINDOM, a newcommer to radio, Jane Windom, has had a varied background in journalism and is in good stead in preparing her daily "Woman's Page of the Air" program on WSWA, Harrisonburg, Va. Miss Windom began as a State attache in the Court of States at the Century of Progress Exposition of 1933-34. She edited a tourist magazine for two seasons in New England, did newspaper sales-promotion work in Florida, Georgia, Maryland, Pennsylvania and West Virginia, and was for five years editor of a country newspaper.

BETTY HUESTON of the production department of CHML, Hamilton, Ont., is now writing and announcing a new women's show on CHML. New appointments are: Stu Kenney, announcer, as program director; Norm Marshall, sportscaster, to director of special events department; Harold Robbins as chief announcer.

KATHERINE TIFT-JONES, active for many years on New York stations, has joined the staff of WGN, Chicago. She will be featured in a quarterly-program, Miss Katherine and College.

CARROLL GRAHAM, formerly a Hollywood writer and now in the Army, is currently stationed at Camp Blanding, Fla.

ANN TRIPPE, formerly of KSO, Des Moines, has been named continuity editor of WSB, York, Pa. Another addition to the staff is Helen Engle, new to radio, as music librarian.

PHIL COOK, early morning entertainer of WINS, New York, is writing jingles for the Treasury Department's transcribed bond discs.

LOU CHAPIN Jr., formerly of WDDB and WRL, Boston, has joined the announcing staff of WTAG, Forestville.

IRWIN BUCKSTAN, of the guest relations staff of KHJ, Hollywood, has resigned to enroll in the Signal Corps Radio school at Camp San Luis Obispo, Cal.

COLIN HAAGENSON, graduate of the Beck School for Radio, Minaopolis, has joined KHAS, Hastings, Neb., as an announcer.

JOE McCauley has taken a six-month leave of absence as announcer of Denn Patrol, all-night program on WIP, Philadelphia. He has been re- placed by Tom Listery, formerly of WCAU.
Food Reports Shifted

TO IMPROVE service to consumer listeners, OPA has requested the Agricultural Marketing Administration to assume responsibility beginning Dec. 3 for issuance of the weekly "best buy" reports to radio stations, covering market supplies and price trends of fruits and vegetables, it was announced last week by Elwyn T. Rowell, head of the Radio and Market News Section of the AMA. The releases will be available to all radio stations and will be issued locally each Thursday afternoon from approximately 29 AMA centers throughout the United States. Previously OPA had prepared the market releases based on information supplied by the Quartermaster Corps through their purchases of food for military forces. The reports were issued at OPA headquarters. The radio releases, titled "Wartime Food Bulletin," will feature Victory food specials, current supplies and price trends in local areas of fruits, vegetables and other foods.

Firestone's 15th Year

ENTERING its fifteenth year on NBC, Monday, Dec. 7, The Voice of Firestone marks 14 years of almost continuous broadcasting, sponsored by Firestone Tire and Rubber Co., Akron, O. Sweeney & James Co., Cleveland, is agency.

CONGRATS FOR KOA as James R. McPherson, general manager of KOA, Denver, extends his mitt to Gil Verba, chief announcer of the station, at the formal presentation of a ring to Verba signifying the winning of the H. P. Davis Memorial Announcers Award for 1945 in the Mountain Time Zone. Watching are (standing 1 to r): Mr. McPherson; Mr. Verba; Clarence C. Moore, program director. Seated at roundtable are announcers Andrew Galney and Steve Robertson, and production manager T. E. Stepp. Another member of KOA's announcing staff received the award last year, Ed Brady, now a lieutenant in the Army Air Forces.

HECKER, BEST FOODS MERGER PROPOSED

APPROVAL of stockholders of Hecker Products Corp., New York, will be sought at a special meeting Dec. 29 during which the proposal to combine Hecker and Best Foods Inc. into a single operating company at the end of 1942 will be discussed. It was announced last week by William J. Wardall, Chairman of Hecker.

The stockholders will be asked to approve the move, adopt the name of Best Foods as the designation of the combined company and charge off the item of goodwill which results from the merger to a combined capital surplus in the amount of $16,592,444.

The merger proposal follows recent purchase by Hecker of General Foods Corp.'s 29% interest in Best Foods, giving Hecker 100% ownership [BROADCASTING, Nov. 2]. Hecker at present is conducting an intensive spot newspaper and newspaper campaign for its H-O oats, Presto Self-Rising Flour, enriched cream farina, and Hecker and Coreseita brands of family flour, all of which are placed by Arthur Kudner Inc., New York.

CRENEE WICKER, known as the "Singin' Story Lady," on CBS, has been named coordinator of radio in the child care, development and protection department, Civilian Defense Volunteer Office, New York.

PABST TO SPONSOR PRO GRID WINDUP

PABST SALES Corp., Chicago, which has been sponsoring professional football broadcasts in seven cities during the past season, on Dec. 13 will sponsor exclusive Mutual coverage of the 1942 pro football championship game between the Chicago Bears, western division winners, and the Washington Redskins, eastern title holders. Played at Griffith Stadium, Washington, the game will be broadcast at 1:45 p.m. to its finish on over 60 Mutual stations throughout the country.

Harry Wismer, well-known BLUE football announcer, will handle the play-by-play account, assisted by two "color" men, Russ Hodges, who has been handling the Redskin games on WOL, Washington, and Jack Gree, announcer for the Bears on WENR, Chicago. All three will donate their entire salary for the game to one of the armed forces relief societies.

Agency handling pro football games sponsored by Pabst through Jan. 1, 1943, is Lord & Thomas, New York, although Warwick & Logler, New York, was recently appointed for all other advertising by Pabst for its beer. [BROADCASTING, Oct. 26].

Impressive PERFORMANCE

WMBD is undisputed leader in community interest and civic progress in Peoria area; That's why radio listeners look to WMBD for the finest entertainment—why both local and national advertisers look to WMBD to carry the sales load.

Morning, Noon and Night...

C. C. Chappole surveys the enviable position WMBD holds in the Peoria area—see charts at left. They'll guide you, too, in budgeting advertising to sell Peoria area.

WMBD is a member of CBS network

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Arturoa Fan

ARTURO TOSCANINI, noted conductor, is an atomic radio listener who writes a fan letter when a program pleases him, WOV, New York, discovered last week. Excerpts from the late maestro’s note from the Great Maestro himself, expressing “all my admiration.” The note in question has not been published, however, it is known that Toscanini seldom writes his notes, usually dictating them to a secretary.

WPB Drawing Program To Limit Civilian Goods

A THREE-WEEK study of simplifications in consumer goods that have taken place since the outbreak of the war has been concluded by the WPB, announced last week, with a view toward further standardization of products. The WPB's report, prepared by Irvin O. Wolf, consultant to the Deputy Director of Civilian Supply, was presented to the National Civilian Supply Committee.

According to the WPB, the survey “is the first step” in carrying out a request of James B. Byrnes, Director of Economic Stabilization for a vigorous program for simplification and standardization of consumer goods. In addition to eliminating frills and wasteful practices, the program would promote economic production, according to the report, relatively few types of goods of standardized quality, design and price.

WBT Tower Damaged

IN THE WAKE of tornado winds and severe electrical storms, the top section of the tower of WBT, Charlotte, toppled to the ground at 7:08 o’clock the night of Dec. 4, causing extensive damage to the station engineer's building, wind and rain to complete the emergency. On Dec. 5, the station engineer's building, the WBT, was almost completely restored, WBT, reports, and work was immediately begun to repair the damaged section.

THE NEW PLANT of the National Union Radio Corp. at Lansdale, Pa., was formally opened last week with impressive ceremonies in which Army and Navy officers participated. A subsidiary of the National Union, the new plant, 40,000 square feet in area, will produce electronic tubes for TV. After the war, the plant will produce tubes for television.

New Business


Renewal Accounts


R. J. REYNOLDS TOBACCO CO., Win- ston-Salem, NC, on Jan. 7, 1943, shifts Abbott & Costello from 8 to 9 a.m. over full NBC network, Thurs., 10:00 p.m. over 10 NBC. Agency: Scherman & Co., New York.

LOS ANGELES SOAP Co., Los Angeles (Soap coast), on Jan. 9, 1943, adds stations over 16 NBC West Coast stations, Mon. thru Fri., & 11:00 to noon (PDT), Fri., 9:00 to 11:00 P.M. Agency: Raymond R. Morgan Co., Hollywood.

ROUNDUP IS USED AS WINCHELL SUB

ANDREW JERGENS Co., Cincinnati (Jer- gens lotion), as a replacement for Walter Winchell’s 9-10:15 p.m. broadcast on the Blue Dec. 29, arranged an unusual three-way coverage of the news with a special program titled Three of the News. Featured were Bakhauge giving the actual news developments of the week, John Gunther analyzing the same news, and Robert St. John contributing additional color.

Last Sunday's broadcast was the first time a sponsor had to fill in for Winchell during his absence, due to the air force's second mission. Jerden did not announce whether or not the three-commentator replacement would continue.

Jergens is considering sponsorship of the radio version of Mr. & Mrs. North, based on the stories by Frances and Richard Lockridge in the New Yorker magazine.

ANDREW JERGENS Co., Cincinnati (Woodbury) through the agency of Lennen & Mitchell, New York, has arranged an unusual three-way sound effects on Adventures of the Thin Man, on NBC Wednesdays, 8-9:30 p.m.


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BROADCASTING • Broadcast Advertising
Help Wanted

CONTINUITY CHIEF-WRITER—Excellent opportunity to work with the Midwest's leading broadcasting company. Must have thorough knowledge of continuity and good to excellent writing skills. Experience in advertising a plus. Applicants should furnish full information including experience, salary expected, photo, etc. to Box 97, BROADCASTING.


ANNOUNCER—Experienced, draft deferred. $500 weekly and vacation. Permanent position with opportunity for advancement to management position. Salary open. Box 92, BROADCASTING.

First or Second-class Operator—Man or woman. Experience necessary. Apply Box 89, BROADCASTING.

WANTED—Studio or transmitter engineer. WHQ, Dayton, Ohio.

Operator—First or second class license for regional Columbia station. Good working conditions, low living cost, fine climate. Give desired salary and location. WYKO El Paso, Texas.

ANNOUNCER-ENGINEER—Any ticket. Permanent. Box 98, BROADCASTING.

WANTED—An engineer by a 5000 watt CBS station in Middle West. Please state draft and marital status in first application. Write Box 95, BROADCASTING.

Announcer—Married, with dependents. By five kw NBC station. Desire capable, ambitious man with minimum three year's experience. Send small photo, employment background, references, etc. Station WLS, Chicago, Illinois.

Combination Announcer-Operator Wanted—Excellent opportunity with first class operator's license. Must be skilled in newspaper. Submit transcript of newspaper and commercial with application. KSEI, Pocatello, Idaho.

Chief Engineer—At once, permanent. Must be capable of handling any radio installation equipment. New W.E. Give complete details. Apply to Earl Dougherty, KHAKO, Hanford, Mississippi.

First or Second Class Operator—Permanent position for draft-exempt sober man or woman. State experience and references. Radio station KLO, Ogden, Utah.

Announcer—For New England radio network station. Salary $75.00, plus talent opportunities. Work from home, breakfast at home. Considerable experience at work. Box 94, BROADCASTING.

WCGM, Golfport, Miss.—Has opening for first or second class operator. Applicant—Who with good selling voice, capable of filling hit. Also one newsreader. These positions are available for the duration of the war only. Pay is good and permanent with a growing organization, noted for its pleasant working conditions and promotion opportunities. Please send all information and photo. Box 100, BROADCASTING.

Situations Wanted

Available January 1st—Station Manager with wide experience and knowledge of present company nine years. Excellent recommendations. Excellent knowledge of newspaper advertising. Background, Hard worker and producer. Box 100, BROADCASTING.

Radio's Tallest! HERE'S another tall story—and this time it's WTVN, Paterson, N. J., which claims it has the tallest program director in radio. Henry (Hank) Miller, by name, is 6 feet, 7 inches in his stocking feet, and in his shoes, he's just "out of this world," his fellow workers claim.

Seek Air School Manuals REPRESENTING a 30% increase over last year's requests, the CBS School of the Air's "program has already received 142,256 requests for teachers' manuals, according to Leo Levine, assistant director of education of CBS, who stated that it was the largest number of queries in the 12 years the program has been on the air.

KWE, San Luis Obispo, Cal. . . . and we think AP is terrific.

Al Carmona, Program Director.

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

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING
National Press Blvd., Wash., D. C.

P. F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

MENARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Blvd., D. C. 1205
Washington, D. C.

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

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

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

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

BROADCASTING FOR RESULTS!

Radio Engineering Consultants
Frequency Monitoring
Silver Spring, Md.
(Subburb, Wash., D. C.)
Main Office: 2326 Main St.
Crossroads of the World
Hollywood, Cal.
Army Simplifies Setup of Radio Branch
To Centralize Operation in Washington

PURSUANT to the broad-scale reorganization of the Army Public Relations Bureau effected under the direction of Maj. Gen. Alexander D. Surles, bureau chief, the Army's radio branch has been streamlined, with centralization of operations in Washington.

Lt. Col. E. M. Kirby, who organized the radio branch, retains his status as chief. Maj. Jack Harris, formerly of WSM, Nashville, was named executive officer and second in command of the radio branch. Commissioned in the Specialists Corps last October, just before its abolition, Harris last week was appointed to the Army of the United States with rank of captain, in view of Army age specifications. He is 30.

Three Sections

The reorganized radio branch constitutes three sections, as against seven under the former organization. Its functions—handling of all domestic Army radio matters—remain substantially the same. Radio matters related directly to troop morale have been transferred to the Special Service Branch, under Maj. Tom Lewis. The latter branch recently took over production of Command Performance, transcribed program for overseas forces. Glenn Wheaton, writer and producer of the program, likewise has shifted to Special Service.

Capt. Hal Rorke, former assistant publicity director of CBS, is chief of the placement section. Capt. Frank Pellegrino, former NAB Director of Broadcast Advertising, is in charge of the radio branch planning section. Jack Joy, erstwhile West Coast producer and musical director, formerly with Don Lee, is in charge of the broadcast service section.

Under the main centralization program, effected last October by Gen. Surles, the New York office of the Bureau of Public Relations was discontinued. The radio branch no longer maintains a regular office there, though Willis Cooper, writer and producer of The Hour, is still headquartered at 9 Church St. to handle that program alone. All other New York activity involving radio is handled through Washington headquarters.

Maj. Harold Kent, formerly in charge of radio for the Chicago public school system, has been transferred from the radio branch to the review branch of the public relations office. Lou Cowan, Quiz Kid originator, who has served as consultant of the radio branch and liaison officer with the OWI overseas branch, is now permanently connected with the latter organization in charge of the overseas forces division and as an assistant to OWI Assistant Director Robert Sherwood.

Maj. Watson Abroad

Maj. Brooks Watson, former executive office of the radio branch, has been assigned to the European theatre of operations, handling radio public relations. Capt. Rankin Roberts, formerly of Texas Network, is on duty as public radio relations officer of American forces in China.

The West Coast office of the Radio Branch, in Hollywood, is being continued under the direction of Robert C. Colson.

W. J. HERRBERT, producer and announcer of CBS, Vancouver, with Canadian Broadcasting Corp., its report, Peter Sturzemberg and CBC engineer, F. B. H. Fulton and Clayton Wilson, have just completed an aerial trip of Canadian Pacific coast stations, making recordings for a new CBC program feature Wings Over the Pacific.

Networks Prepare for Bowl Pickups

The Rose Bowl game, annual New Year's Day football event in Pasadena, Calif., will again be covered exclusively by NBC, which has a five-year contract for broadcasting rights to the game. While the three other major networks are scheduling similar New Year's Day football broadcasts on a commercial basis, NBC's coverage is not available for sponsorship.

Gillette Safety Razor Corp., Boston, Mass., has chosen the Cotton Bowl game (Georgia Tech vs. Texas A&M) on Mutual; the Sugar Bowl game (Texas vs. Tennessee) on Mutual; and the Blue-Bleu, and is lining up CBS stations to cover the Orange Bowl game.

This will be the third year the Blue has broadcast the Sugar Bowl game under Gillette sponsorship. Fees range from between $100,000 to $150,000, while $300,000 is paid for broadcast rights for the Cotton Bowl game, while the number of CBS outlets to be used is not yet set. Agency for Gillette is Maxon Inc., New York.

Maj. Greene has secured exclusive broadcasting rights for the Heilea race track events in Florida, New York, during the Christmas season. No particular broadcasts have been scheduled, the plan is intended to cover the many of the races as possible on the full station lineup. Bryan will be sports master for the event, which will be aired on a sustaining basis.

Gilchrest Enters Navy, Wife Takes Bond Post

MARJORIE L. SPRIGGS, formerly director of women's and children's programs for the radio section of the Treasury War Savings Staff, has been promoted to chief of the radio section, Vincent F. Calahan, director of press and radio for the Treasury, announced last week. She succeeds her husband, Charles J. Gilchrest, who resigned from the post last week to accept a commission in the Navy. (EWT).

Mr. and Mrs. Gilchrest, both well-known in New England circles, have been married only two years. Maj. Greene, who has been with the Treasury since opening of the Bond and Stamp campaign in April, 1941, is said to be both well-known with Radio Features Inc. as general manager for Earl Ferris and before that news and special events director of WBZ-WBZA, Boston, and for ten years radio editor of The Daily News. Miss Spriggs, well-known in New England radio circles, had been publicity director of WBZ-WBZA, Boston, and publicity and publicist and continuity editor of WORL, Boston.

M-G-M Blue Series

FIRST network series sponsored by a film company was started Nov. 30 when Metro-Goldwyn-Mayer Studios launched its five-weekly five-minute program, The Lion's Roar. Six episodes, Monday through Friday, 7-7:05 p.m. (EWT), with West Coast transcription, 7-7:30 p.m. (PWT). Series features Col Stoopnagle, aided and abetted by Fred Utill, announcer. Donahue & Coe, Sherriff Recording Corporation, present the show for the account of M-G-M, parent organization of MGM.
IT ISN'T ANY TRICK TO PRODUCE RESULTS IN ATLANTA, GEORGIA

If you use the Blue Ribbon Station of the South

WAGA
ATLANTA, GA.
Not the least of the reasons for KLZ's standout position with listeners in the Denver area, and for its standout performance for advertisers, may be found in KLZ's own performance in selling itself. Promotion, exploitation and merchandising of programs, employing various methods and mediums, is a major and continuing activity at KLZ. Recognition for outstanding publicity, exploitation, and merchandising cooperation has come to KLZ from such national advertisers and trade papers as Armour & Company and Billboard magazine.

KLZ Denver
5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY & REPRESENTED BY THE KATZ AGENCY, INC.

KLZ PROGRAMS PROMOTED WITH MANY MEDIUMS

NEWSPAPER ADS promote regular and special KLZ programs consistently in Denver newspapers with a circulation of 158,000 daily, 204,000 Sunday.

TAXI SIGNS and street cards keep Denverites thinking of and listening to KLZ programs day in and day out, month in and month out.

WINDOW DISPLAYS for key dealers are arranged for by KLZ. Illuminated lobby displays and display windows are also available to sponsors.

MONTHLY PROGRAM SCHEDULES are mailed to 5,000 persons regularly. Letters are sent to dealers calling attention to programs, contests, etc.
What are the facts about the CONSUMER COOPERATIVE MOVEMENT?

Just how important are they? Does the cooperative movement work for or against the consumer? How deeply are women's organizations . . . labor organizations . . . farm organizations . . . interested in the consumer movement? What is its possible future?

To seek an answer to these perplexing questions, WLW some months ago established a fellowship at the Graduate School of Arts and Sciences of the University of Pennsylvania. Under the direction of the Marketing Department, Instructor Charles W. Lewis spent a year investigating the consumer movement in all its forms in the Ohio Valley.

Mr. Lewis' authoritative study is just being completed by the University of Pennsylvania Press. When published, it should throw revealing light on the subject which has recently caused so much controversy in the advertising field.

"The Consumer Movement in the Ohio Valley" will be published by the University of Pennsylvania Press in January. Advance copies may be reserved by writing to WLW, Crosley Sq., 140 West 9th St., Cincinnati, O.