attention--
time buyers, account executives!
clip and keep this important list...

Here are the 16 great war-active cities of more than 100,000 people each covered every hour of every day by WOR.

That WOR has sold—does sell—; that WOR can add dealers; simplify and safeguard distribution, in these cities and beyond them is more than adequately proved in the majority of 99 WOR success stories. Call, write, or wire

BRIDGEPORT, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK, N. Y.
JERSEY CITY, N. J.
PATerson, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATeRBUtY, CONN.
HARTFORD, CONN.

that power-full station WOR at 1440 Broadway, in New York
Intensive Coverage — in Western Michigan. This is the fourth in a series of advertisements showing WLS coverage, by counties, in Midwest America. These 19 counties comprise the fourth, fifth and ninth congressional districts of Michigan.

From This Area
ONE Out of THREE Families Wrote Us!

From this area of Michigan, WLS last year received 70,398 letters. In the area there are 189,550 radio homes. Thus we received definite evidence of listening from 37% of the radio homes — better than one out of three! That's intensive coverage! The WLS Major Coverage Area, as proved by mail response, extends over an even larger area of Michigan and includes the majority of Illinois, Indiana and Wisconsin as well! This is Midwest America, where the thousands of radio families habitually tune to WLS. They listen and respond... with more than a million letters a year!

WLS
CHICAGO

Represented by
John Blair & Company

Management Affiliated with Koy, Phoenix, and the Arizona Network — Koy Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
As Flexible As A Helicopter

This is a helicopter. It can fly in any direction, has wheels and pontoons, can land on your lawn or your favorite swimming hole. To say that an advertising medium is as flexible as a helicopter is indeed to pay it a compliment.

Yet radio is just that. You can buy spot announcements or programs. You can be on tomorrow, even tonight. You can address men, women and children...separately or simultaneously. You can pick your markets and concentrate your advertising where it pays most.

That, of course, is where WDRC comes into the picture. Hartford is second in income only to Washington, D. C. And WDRC is second to none in presenting your product to Hartford.

It's natural that each year more advertisers spend more of their appropriation 1) on radio, 2) in Hartford, and 3) on WDRC. Write Wm. Malo, Commercial Manager, for a schedule that will fit your needs.
Motorman Botts has discovered the secret of success...

He's gone to buy up time on KFAB...

You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station.

Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the cycle of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

When these people buy, they buy what KFAB recommends. It becomes exceedingly obvious, therefore, which station you need to do a complete selling job for your account.
From its organization in 1907 the United Press has gathered worldwide news from its independent sources, from its own American trained correspondents. Likewise since this date it has distributed American news abroad in a constantly growing volume.

Such barriers as existed to free and independent news gathering and distribution throughout the world were leveled by the U.P. very shortly after its organization. The result was a revolution in world news-gathering and distributing methods.

Since 1907, the news of the North American continent has been distributed to newspapers in foreign countries via cable and wireless by the United Press.

The United Press began the sale of world news to the newspapers of Latin America in 1916, more than two years prior to any attempt by any other American news agency to operate in that field which theretofore had been monopolized by the Havas Agency.

United Press clients never have been dependent for their world news coverage on the propagandized and often nationally biased services furnished by Reuters (British), Havas (French), or Wolff (German).

NOW AS ALWAYS
The World's Best Coverage of the World's Biggest News
by UNITED PRESS
On WABC leading station in New York

KATE SMITH SOLD

Before sunrise on October 6th Kate Smith arrived at the studios of WABC, 485 Madison Avenue, Manhattan. At 6:00 A.M. she went on the air for 5 minutes urging people to buy War Bonds and to telephone or telegraph their orders to her personally.

During the rest of that day and night (until 2:00 A.M. the following morning) she was on the air 30 different times. Ted Collins alternated with her on the air with 31 eloquent appeals. And 22 times that day and night WABC's staff announcers made appeals.

Under Kate Smith's leadership, the coordination of her magnificent talents with the facilities of WABC, the New York Telephone Company and the Postal Telegraph Company, a day in radio, the like of which no man has ever heard, and a personal patriotic triumph the like of which no man or woman has ever matched, resulted in the sale at WABC of $572,000 in U.S. War Bonds. And during this day and night Kate Smith personally answered over 1900 telephone calls from purchasers—answered them graciously, unhurried, warm and friendly, as only Kate can be. The New York banks gallantly and eagerly added their sales of War Bonds for the day to swell this amazing total to $2,013,500.

Of the humble but efficient part which WABC played in this historic achievement, we are pardonably proud. We've never assisted in a more inspiring demonstration of the power of radio to reach the hearts and minds and pocketbooks of the world's greatest city.
Three weeks after her New York success, Kate Smith stood before a WJSV microphone in Washington, D.C., at daybreak of October 29th. As the studio clock clicked to 6:05 A.M. she went on the air to speak for five minutes about the purchase of War Bonds. It was the first of 29 patriotic pleas Kate Smith made before one o’clock the next morning.

For nineteen tireless hours Kate “stood by” at microphone and telephone—making and taking orders for War Bonds—bringing to bear on this great cause all the deep sincerity of her nature, the persuasive power of her personality. At her side was Ted Collins, joining his efforts to Kate’s with 23 air-appeals of his own.

Both Postal Telegraph and the Chesapeake & Potomac Telephone Company lent their facilities to the campaign. And as in New York the listening public responded magnificently—telephoning and wiring Kate Smith at WJSV until War Bond sales for the day soared to $511,650.

Washington’s banks—sharing the warm enthusiasm of the public—donated their sale of Bonds to the Kate Smith campaign to bring the day’s total to $1,016,750.

In this great tribute to a cause, Kate Smith stands supreme. WJSV feels privileged to have been the means of carrying Kate’s voice to every corner of the nation’s capital market.
Now the War of Nerves is backfiring!

On September 21, untold thousands of Germans and their conquered slaves heard the first of a new kind of radio propaganda program, sent as part of the dedicatory program of WGEO, General Electric’s new 100,000-watt shortwave station beamed at Europe.

The program was a three-quarter-hour broadcast written by Ted Huston and produced under the direction of John Sheehan. In blood-curdling dramatic re-enactment it depicted the horrors of the German war machine in its ruthless march against civilization. Then it foretold the revenge of justice and the inevitable doom of Hitlerism. In a rising roar of wind and factory whistles and wheels of American production, the voice of fate spoke out—in actual words—to promise the death of the Nazi monster.

We wish you could have heard it. Like us, you would have been shocked and thrilled and stirred. Like us you would have been deeply impressed with the capacity of Sonovox to create dramatic illusions—to help sell Freedom as easily as it helps sell any of the products listed at the right. . .

How can you use Sonovox to increase the effectiveness of your radio efforts? Our top-flight Production Department would be glad to submit some ideas. Get them! No obligation, of course. Address:

**SONOVOX CAMPAIGNS**

Allied Mills, Inc. (Wayne Feeds)
American Chicle Co. (Black Jack Gum)
American Industries Salvage Committee (Steel Scrap Drive)
Bismarck Hotel Co.
Buick Motors Division of General Motors Sales Corp.
Chicago, Milwaukee, St. Paul and Pacific R. R.
Chick Bed Company (Chick Bed Liner)
Emerson Drug Company (Bromo Seltzer)
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
Colgate-Palmolive Peet Company (Veet, Palmolive)
Feltman-Curme Shoes
Forum Cafeterias of America
Grocery Store Products Sales Co., Inc. (Foulad’s Macaroni Products)
Christian Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Lever Brothers Co. (Liberity Soap)
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Pan American Coffee Bureau
Purity Bakeries Corp. (Tayostee Bread, Grenman Cakes)
Alvino Roy and his Orchestra (in all broadcasts)
Shell Oil Company
U.S. Treasury Dept.
Velie-Ryan, Inc. (Nestle’s California Orange Drink)

**WRIGHT-SONOVOX, INC.**

“Talking and Singing Sound”

CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
Tax Relief Available on Excess Profits

Treasury to Rule On Individual Petitions

RELIEF from the 50% tax on excess profits may be procurable by many broadcasters under Section 222 of the Revenue Act of 1942, officials of the Bureau of Internal Revenue told BROADCASTING last week. Each appeal for relief, however, must be decided separately and no provision of the Act will provide general benefit for the industry.

The new Section 222 amends and liberalizes reductions permitted last year under Section 752, extending permission for corporations to compute their tax on the net income for an average base period instead of on capital investment.

Types of Adjustments

Industry observers have pointed out that, as a service industry, broadcasting has a relatively light capital investment and that without benefit of the average income tax base, the taxable excess profits would be much higher.

The 1942 tax law virtually permits all corporations to use average income over a period of years as the basis of excess profits calculations. Section 222 provides a number of instances in which the "average income" may be modified to reduce the tax in case the sample years 1938-39 do not fairly represent "average years" of the firm's operations.

Some of the instances where broadcasters may expect adjustments are:

1. Where production of service was interrupted in the period 1938-39 by fire, strikes and other events, and where earnings have therefore suffered. Such a year, the Internal Revenue people say, is not representative of the earnings of the corporation.

2. Where one or more of the base years was particularly unprofitable because of unusual economic conditions. This has been interpreted by the Bureau of Internal Revenue to include unfavorable local business conditions or other individual economic reverses.

3. Where a broadcaster has suffered from economic reverses common to the entire industry, if figures proving such a reverse can be demonstrated for one of the base years.

4. Where the taxpayer either during or immediately prior to the base period 1938-39 has commenced business, or changed the character of his business. The law states that if the earning level, by the end of the base period had not reached an amount it would have been if the change had been made two years previously, to the date it was actually made, relief may be had. "Change" here will be interpreted as a change in the operation or management; a difference in the product or services offered; a difference in capacity for production or operation; a difference in the ratio of non-borrowed capital to total capital.

5. Any other factor which might reasonably be considered as resulting in an inadequate standard of normal earnings.

These five opportunities for adjustments, the Bureau of Internal Revenue explained, can legitimately be interpreted to allow major relief for stations that have increased their facilities, or improved their network affiliations in recent years. Such adjustments may easily be interpreted to mean "changing the character of the business" under (4) above. The same provision will be of considerable aid to operators who have taken over their property since 1936, and who suffered depressed earnings in the base year period.

Average Net Income

Importance of the provision was made clear by broadcasting service under Section 222, amounting to $302,400 in 1938 and $370,477 in 1941, according to the FCC figures. Under the tax law, the stations conceivably could be taxed the maximum 90% of most of the $680,000 increase. However, the FCC figures show that there were 31,000, 000, 000 clear-channel stations in 1938, and 42 in 1942. At least 11 of these stations, those that obtained increased power, will be able to get adjustments in their tax base under the section, the Bureau of Internal Revenue demonstrated.

BROADCASTING's informant at Internal Revenue pointed out that stations seeking relief because of local difficulties might find it valuable to provide figures proving that their earnings for a particular base year were below the general trend for the industry. Sample earning figures for average full-time radio stations in recent years, computed by BROADCASTING from FCC reports on industry income, follow:

<table>
<thead>
<tr>
<th>Year</th>
<th>1938</th>
<th>1939</th>
<th>1940</th>
<th>1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear</td>
<td>$292,400</td>
<td>$284,094</td>
<td>$299,096</td>
<td>$370,477</td>
</tr>
<tr>
<td>Clear</td>
<td>3,826</td>
<td>3,824</td>
<td>3,822</td>
<td>3,827</td>
</tr>
<tr>
<td>Regional</td>
<td>43,276</td>
<td>42,222</td>
<td>42,987</td>
<td>46,307</td>
</tr>
<tr>
<td>Local</td>
<td>6,127</td>
<td>4,871</td>
<td>7,727</td>
<td>7,594</td>
</tr>
</tbody>
</table>

The value of such figures is accentuated by a notation in the Internal Revenue instruction book noting that a taxpayer should be prepared with figures of this nature when seeking to prove that his earnings during the base years were abnormally low.

(Continued on page 47)
Federal Probes Cover Locals’ Income

Plight of Independents Concerns Several Branches

DISTURBED over reports that a number of independent locals, notably those in the Rocky Mountain area and South, have been forced to suspend operations because of depleted income, several Government agencies are undertaking studies to ascertain the status of these stations, their need in the war effort and methods of coming to their aid.

Gardner Cowles Jr., assistant director of the Office of War Information in charge of domestic operations, said last Wednesday the Government is preparing to investigate the plight of the smaller non-network stations which have been hit hardest since the war’s outbreak.

His comment came after FCC Chairman James Lawrence Fly said last Monday he believed "everything along the way could be done" to enable non-network stations to remain on the air and perform "a necessary service to the people and the Government.

Mountain Area Hit

While Mr. Cowles did not indicate what OWI planned to do about relieving the stations of their difficulties after the study, to be undertaken promptly, Chairman Fly said there were several possibilities indicating loss of loans for programs by the Government, and some measure of relief through tax measures [see editorial, BROADCASTING, Dec. 7 and this issue].

Mr. Cowles, president of the Cowles stations in Iowa, editor-in-chief of the Des Moines Register-Tribune and publisher of Look, said the preliminary reports indicated that the stations most seriously affected are in the Rocky Mountain area. He added, however, that the study would not be confined to that section of the country.

"I don’t know how serious the situation is, nor how widespread," he declared. "We are on the verge of making a fact-finding investigation to find out which stations are suffering and whether it is national, regional, or local advertising that has suffered.

Reports have been current that a substantial number of stations may be forced to give up the ghost by next March if some relief is not afforded them. There has been some talk of expanding network operations to supply such stations with high-powered programs to bolster their strength. It was pointed out, however, that while network service might attract additional business, it could not be ascertained whether this would be enough to offset the costs involved.

Queried directly whether he meant Government payment for use of time, Mr. Fly answered affirmatively at his Monday press confer-

ence. Then after considering the possibility of loans momentarily he opposed that possibility, saying that he was "reluctant to see the Government involved in any sort of stakes in private broadcasting." In fact he said he preferred to see the problem handled otherwise, but felt that the problem must receive serious consideration promptly.

Staying on the Air

Mr. Fly said he didn’t think it was "wholly desirable" for the FCC to go to stations on the air but rather one of how such stations could be kept on the air. In defining smaller stations, Chairman Fly said he had particular reference to those situated in small cities reliant upon local radio business, which is drying up as a result of the reduced civilian economy.

Furthermore, he observed that such stations seldom share in the institutional advertising now prevalent among national advertisers currently getting the bulk of production, since this type of advertising is predominantly placed with the networks.

To illustrate the importance of the smaller stations, Chairman Fly said that some of these stations are the only mediums available to Government in reaching the people in scattered rural communities. Conversely, he said that the people in such communities have come to be "nightly dependent" upon those stations to stay on the air, performing a necessary service to the people and the Government alike.

It was suggested that the Bureau of Internal Revenue was considering a plan to allow deductions for time given to the Government. Chairman Fly pointed out this was a matter for the Bureau of Internal Revenue, but he commented that such a move would not likely provide adequate relief for the smaller stations which are not presently making money.

Chairman Fly explained that stations are gathered in clusters around the larger cities owing to economic factors, whereas those need is not an important determinant in the situations of stations. Consequently he said there was no way of shifting stations around because of the economics of the station’s location insuring a station’s profitable operation. He could see no value in closing down stations in larger cities except for the manpower they would result from such a closure.

He admitted he had no idea how programs could be paid for, but recognized the urgent need. He could not see a limit of payment to the smaller stations, but emphasized that isolated communities with only one station need relief promptly to serve the needs of the Government and their listeners.

‘17 Buyers for Blue’—Kobak; Network, Petrillo Hold Talks

There are 17 prospective buyers of the BLUE Network Co.—all equally as big as RCA.

The BLUE is progressing in its talks with Petrillo, while the industries as a whole is fighting him.

BLUE is using the PTA plan—via transcription of many of the network top productions during the daytime hours to compete with the “soap operas” are being formulated by the BLUE.

These and other revelations came from Edgar Kobak, executive vice-president of the BLUE, in a stopover in San Francisco during a business swing around the country. He was guest of honor and principal speaker at a luncheon Dec. 4 attended by approximately 100 leading business executives, advertisers and advertising officials at the St. Francis Hotel.

Commenting on the satisfactory talks with Petrillo, Mr. Kobak said the network would not duplicate the music circuit, but not the BLUE. It chose to meet him on his own ground and trash out their differences in person, he said. “You can’t smear a labor leader and win your case,” he explained.

Mr. Kobak told of some of the innovations introduced by the BLUE and of its steady increase in commercial sponsorship. War-time advertising, he maintained, is picking up in all media. True, some advertisers are dropping out but others are quick to take the spaces.

The group buying more advertising comprises the manufacturers whose plants have been converted to war industries but want to keep the public mindful of their products, he said. Among those attending were Don E. Gilman, BLUE vice-president in charge of the western division, and William Ryan, BLUE manager in San Francisco.

WTAG Names Raymer

APPOINTMENT of the Paul H. Robinson Co. executive vice-station representative, as national sales representative of WTAG, Worcester, effective Dec. 14, was announced last week. WTAG, managed by director, Raymer replaces Edward Petry & Co., which has shifted from WTAG to WAAB, where Robinson is also an outlet.

Mr. Robinson took over this month from Boston to WORCESTER. WTAG now is an NBC outlet, with WAAB in CBS network, and WAAB is an MBS outlet. The Petry Co. represents all four of the Shepard-operated stations.

WAAB on the Air from Worcester

WAAB, former Boston station, went on the air from Worcester, Sunday, Dec. 13, at 8 a.m., operating on 1440 kc., 5,000 watts day time, and 1,250 watts night time. In addition to Mutual programs, broadcasts originating at WNAC, Boston, key station of the Yankee network. Studios are located in the Barnard Dept. Store building, Worcester, the transmitter at Hol- den.

Supervisor and sales manager is Mrs. Dorothy Robinson, former producer of radio plays and later manager of WRBC, New Brunswick, N. J. Edward Crockett and Margaret Schaeffer will assist Mrs. Robinson in the business department.

New Quarters for NAB Will Be Opened Dec. 21

NEW HEADQUARTERS of the NAB, a few blocks away from the existing offices, will be open for business Monday, Dec. 21, according to Don E. Petry, assistant to President Neville Miller, final arrangements for the removal were completed last week with the approval of the District of Columbia Zoning Commission in time for the opening of the building for “educational purposes.”

NAB, along with other occupants of the Normandy Bldg. at 1700 N St., NW, were purchased by NAB for $31,000 (see cut in Nov. 30 issue). Mr. Arney said the moving would take place the weekend of Dec. 19. The telephone number—National 2080—remains the same.

Lt. Chandler Prisoner, Not Killed, Kin States

Lt. BARRON CHANDLER, USNR, reported several weeks ago as killed in action in the South Pacific, was a prisoner before Corregidor fell, according to his brother-in-law, Paul M. Lion, chief of radio operations of the FCC’s Common Carrier Division.

Mr. Lion, himself a retired Naval officer, asserted that last available information from the Navy indicated he had been wounded while commanding a motor torpedo boat in the South Pacific and had been taken to Corregidor. He suffered machine gun wounds in both ankles. Just two days before Corregidor fell, Lt. Lion said, Chandler was commissioned at that fort. Consequently, he said, it is presumed that he is a prisoner and the records now show him to be “missing in action”.

Corning Glass Spots

CORNING GLASS WORKS, Corning, N. Y., started Dec. 13 a 12-day campaign in behalf of its Christmas tree ornaments, using “transcriptions” on nationwide basis. Agency is BBDO, New York.

Page 10 • December 14, 1942 BROADCASTING • Broadcast Advertising
WSIX has a job to do for its advertisers—delivering coverage of the rich Nashville market. That's a complex job, but we're doing it!

Wire for full information on the Nashville market and station coverage.

Our station strategy includes heavy use of news, sports and music to draw the listeners, with ample power (5,000 watts day and night) to reach them.

Spot Sales, Inc.
National Representatives
New York Chicago San Francisco

5000 Watts

980 Kilocycles

Nashville, Tenn.

December 14, 1942 • Page 11
PHILADELPHIA stations are being used as a "guinea pig" by the Office of War Information to test the new coordinated plan of broadcasting all Government war agency announcements. It had been adopted on a nationwide scale shortly after the first of the year. The plan, it was announced, has been in operation in Philadelphia since Dec. 1.

The nine network and independent stations in the city have been used as a testing field while 11 other OWI regions throughout the country were being organized for nationwide adoption of the system. The ultimate aim is to have all broadcasting stations in the country scheduled one minute per day for war agency announcements prepared by the national and regional offices of OWI.

Station executives in Philadelphia say the new simplified war message broadcasts and makes more effective scheduling possible. Dissemination of important war agency pronouncements covering a variety of subjects from rationing to manpower problems is said to be facilitated. OWI officials pointed out that the new plan is entirely voluntary and was worked out by the radio industry to avoid confusion and to assure broadcast of vital messages from the welter of information which various Government agencies are getting out on the air. There is no suggestion of censorship, station operators being free to use the announcements at their convenience, it is stated.

Improved Scheduling

Dr. Leon Levy, consultant for the OWI in Philadelphia, OWI, and president of WCAU, Philadelphia, said the experiment in the Philadelphia area has been so successful that it will be extended to all stations in Pennsylvania, Maryland and Delaware on Dec. 21. Results of the wider regional experience then will be worked out in the national plan.

All Government announcements are handled through national and regional OWI offices. Strictly national announcements are covered in weekly recordings from Washington, but to allow for presentation of local or regional problems, the national announcements are limited to 75% of the total. The remaining one-quarter is to be filled with local announcements. They may be used from 16 per day for independent stations to 12 per day for network or affiliated stations. Thus, if an independent station uses 12 announcements per day, for example, WCAU, it will also schedule four of the regional announcements. The latter are prepared in typescript by the regional OWI office. Typescripts of the recordings are also furnished.

**Appeals From Monopoly Rules Filed With the Supreme Court**

NBC, CBS Claim Net Rules Unconstitutional and Destructive; Justice Dept. Suit Deferred

THE LAST and most important lap in the life-and-death battle of NBC and CBS against the FCC chain-monopoly regulations was entered last Thursday with filing of nationwide actions. The appeals from the adverse decision of the statutory three-judge court in New York in the Supreme Court of the United States. In separate pleadings CBS and NBC, which once before had reversed the lower court on the question of jurisdiction, to nullify the regulations and maintain their identity and goodwill, CBS argued they will make the operation of the network burdensome and costly, and compel a change in the fundamental character of its business and render its property valueless.

An overreach upon the FCC's authority to promulgate the regulations was made. The order was branded illegal and void, and beyond the power of the Commission as well as Constitutional guarantees. The court was asked to set aside, annul and permanently enjoin the regulations.

The cases were further branded as arbitrary and capricious in that they "bear no reasonable and rational relationship to the statutory standard of "public interest, convenience and necessity."

In stating its grounds for appeal, NBC, joined by WOW and WHAM, held that the FCC order is repugnant to the terms of the Communications Act, as amended by the Act, and beyond the power of the Commission as well as Constitutional guarantees. The order was labelled an attempt by the FCC to regulate network broadcasting under the anti-trust laws, and in derogation of the power of the Dept. of Justice and the Federal Courts.

It was argued, moreover, that the action of the three-judge court in dismissing the appeals was not in accordance with the principles covering judicial review.

**Dept. of Justice Will Appeal AFM Case to Supreme Court**

AFM CZAR James C. Petrillo must face further legal proceedings, as well as legislative inquiry, because of his arbitrary bans against public music performance. The Dept. of Justice last week procured authority to appeal direct to the Supreme Court an anti-trust case against AFM, which on Oct. 12 had been dismissed by the Chicago Federal District Court.

Authority to take the suit to the highest tribunal under the Expediting Act, was granted last Thursday to Assistant Attorney General Thurman Arnold by Federal District Judge John P. Barnes in Chicago. The request came after Attorney General Francis Biddle and Solicitor General Charles Fahy had authorized the action.

In requesting leave to appeal from the Chicago court's decision, U. S. Attorney Albert Wall, in Chicago, told the court that the case raised issues of "great public importance involving the right of action by the union, which if permitted to continue, ultimately will deprive the public of the means of recreation hitherto available at reasonable cost and deprive it of nation in wartime of important radio communications."

In dismissing the Government suit Oct. 12 without a written opinion, Judge Barnes concluded that the case was essentially a "labor dispute" and that the proceeding was brought under the wrong statute. Assistant Attorney General Arnold, who had argued the case personally, immediately announced his intention of seeking Supreme Court review.
They KNOW they need WOWO

What's more, they've used WOWO in 1942. These important advertisers and their time buyers know that Chicago—or Cincinnati or Detroit—stations can't deliver the close-in sales punches required to influence that great tri-state, two-million-consumer market which surrounds and follows WOWO. Join them—and profit.
Morency Renamed As NAB Director Of First District

Boston Session Studies War Operation and Manpower

WINDING up the 1942 series of district meetings which began in mid-October, the first district, comprising the New England States, meeting in Boston Wednesday and Thursday selected Paul W. Morency, WTIC, Hartford, as director for another two-year term. The new term will begin at the end of the present NAB convention to be held next spring.

A veteran member of the board and several times an officer, Mr. Morency was field director of the NAB in the New England organizations in the 20's. He has been one of the most active members of the trade group and served on its executive committee prior to its dissolution two years ago.

The largest registration in the history of meetings of the first district was enrolled at the Boston session, with 107 NAB and government and industry representatives present. C. E. Arney Jr., assistant to President Neville Miller, outlined work of the NAB in Mr. Miller's absence the first day. The NAB president had been called back to Washington following the meeting earlier in the week of the second district in New York.

Industry Problems

Following the pattern of the earlier sessions, broadcasters were told of the problems of the war that affect the industry by spokesmen for Government agencies. Among those who addressed the sessions were Carl Haverlin, headquarters consultant, Radio Branch, OWI; Eugene Carr, Office of Censorship; Carl Jack, Engineer, Radio Branch, Army; Lt. Col. C.R. Collier, chief, radio section, Navy Public Relations Office; Capt. William H. Price, district public relations officer, Marine Corps; and George E. Shrigley, assistant regional representative, USES, who spoke for the War Manpower Commission.

The luncheon meeting on Wednesday was addressed by Neal O'Hara, Boston columnist and humorist, who entertained the delegates with off-the-record observations on the life of a professional humorist. Immediately following the luncheon on the first day, Lewis H. Averette, Jr., and William G. Johnson, commercial manager of WTIC, outlined to the meeting the retail promotion committee plan, which was enthusiastically received.

On the second day, a morning (Continued on page 52)

Shifting of XEAW to 1570 kc Eases Mexican Border Problem

XEG, Monterrey, Given 1050 kc in Realignment Of Stations Following American Protests

TANGIBLE evidence of the desire of Mexico's Communications Ministry to eliminate the "borderization" problem was seen last week with realignment of the 1050 kc I-A channel to XEG, Monterrey, and the assignment of the channel to Reynosa, operated by Carr Collins, to its regularly assigned though less desirable 1570 kc channel.

For several weeks Mr. Collins, head of Crazy Waters Crystal Co., Mineral Wells, Tex., had sought desperately to cling to the more desirable frequency at Reynosa, to serve American rather than Mexican listeners. The State Dept., however, through the American Embassy in Mexico City, had objected to the assignment because it was at variance with the Treaty and particularly the subsequent bilateral agreement governing use and location of stations.

License Revocation

Gen. Maximino Avila Camacho, Minister of Communications & Transportation and brother of Mexico's president, last week settled the issue by authorizing use of the contested 1050 kc channel in Monterrey to XEG. The frequency has been assigned to that station for operation by a Mexican company having American connections. In late October, however, the XEG license was revoked and the station went off the air.

XEAW procured a "temporary assignment" on the frequency at 1050 kc, which was licensed 15, however, and XEG returned to the air with authorized power of 150,000 watts but operating output of approximately 60,000, a regulation which it is reported has been lifted on the basis of reported harmonic interference with Canadian aviation communications and with other operations.

XEAG originally was licensed to Radio Mundo de la Vela, editor of the Monterrey El Sol. Because of purported Fascist tendencies, however, his authorization was revoked in October. The American company participating in the operation, headed by James A. Savage, president of the North American Agency, San Antonio, immediately proposed to reorganize the company and comply with Mexican laws. Mr. Savage represents a group of Kansas investors in the commercial operation of XEG.

During the reorganization period, Mr. Collins succeeded in getting the temporary assignment for XEAW on 1050 kc. Previously, the station had operated on 1910 kc. but because of protests from our Government it was forced to relinquish that frequency in early October.

The 1050-kc. operation of XEAW caused interference with WHN, New York, also assigned to the channel. But the basic complaint was that the frequency could not be maintained there over the Monterrey location. On this basis Gen. Avila Camacho ordered the reassignment of XEG.

Other Protests

Mr. Collins, accompanied by his attorney, Thomas Love, spent considerable time both in Washington and in Mexico in early December to obtain the 1050 kc. assignment. It was understood that at one stage he offered to remove XEAW to Mexico to serve the frequency. This also was vetoed.

There are several other border station assignments against which other signatories to the Havana Treaty have protested. These are being considered, it is reported, as prospects of remedial action in the near future. Harvey Otterman, of the State Dept., International Communications Division, is handling the Treaty matters for the department. At the American Embassy in Mexico City, Sidney E. O'Donoghue, assistant secretary, is handling contacts with the Mexican Government on broadcast assignments.

AFRA Preparing Pact For Increasing in Wages

Details of the plan for putting into effect the increases of 10% in radio station salaries that performers were being worked out last week by the American Federation of Radio Artists, to be submitted upon completion to the network and stations concerned. Agreement to the increase was reached Dec. 3 by AFRA and NBC, CBS and MBS and the individuals stations having sustaining contracts with the union [Broadcasting, Dec. 7].

Meanwhile conversations between AFRA and the BLUE continued in an effort to reach a solution to what the network feels are its individual problems, with both sides confident that they will be able to come to an agreement soon. Mrs. Emily Holt, executive secretary of AFRA, said the revised contracts would not be ready for submission to the other parties until early March. However, some stations feel there are 42 individual contracts to be revised, many with differing terms and conditions, so the task is an exacting one. Would further be delayed by the illness of Henry Jaffe, AFRA counsel.

TIE FIRM PLACES NATIONWIDE SERIES

GREGOR ZIEMER, commentator for WLW, Cincinnati, is featured in a new series of transcribed spots to be aired over 160 radio stations from coast to coast, during December. Sponsor is Beau Brummell Ties Inc.

The campaign, according to Harry Weisbahn, Beau Brummell Ties executive, is being conducted with the Christmas gift tie business and as a test for the effectiveness of radio as a medium for national merchandising of neckwear.

Ziemer, author of Education for Death, a current best seller now being filmed for release early in 1943, has written 15 of the 52-episode Beau Brummell Tie spots—a technique that contrasts favorably with the many breathless types of spots and chains-breaks currently being used.

Included in the list of stations carrying the schedule are: WLW, Cincinnati; W.E.E.I., Boston; WGST, Atlanta; WCCO, Minneapolis; WBBM, Chicago; WMGM, Milwaukee; WTAM, Cleveland; CKLW, Windsor, Ont., Canada; WJZ, WJIB, WQX, WXYZ, Va.; WPLJ, New York; WBBM, Chicago; WAMX, KDKA, Pittsburgh; WBAI, Baltimore; WIRE, Indianapolis; KMB, Kansas City; WMC, Memphis; WOR, New York; WLS, Chicago; WOR, New York; WLAC, Nashville; WPTF, Raleigh; KFEL, Denver; KRTN, Des Moines; WOW, Omaha; WINS, New York.

Agency is Key Adv. Co., Cincinnati.

Press Assn. Sends Disc To All PA News Users

A UNIQUE Christmas gift in the field of radio transmission dramatizing eventful happenings of 1942 is being sent this week by Press Assn. Inc., radio subsidiary of the Associated Press, to all radio stations using AP news. Titled This For You, the transcription dramatizes thrilling news events of last year. Written and directed by Richard Coe, the program was produced by Press Assn. and includes such radio performers as those who engaged in the invasion of France; Maurice Tarplin, David Kerman, Jack Manning, Richard Sanders, Peter Bongardt, Ron DeCori, Roger DeKeven, Peter Cahill and Al Binnie, sound man. The program is recorded as stings that can be sold to a sponsor or use it as sustaining feature for opening the New Year.

MBS Gross Rises

MBS GROSS billings for the 11 months of 1942, totaling $8,775,305, represented a 13% over a corresponding period in 1941, and mark the highest 11-month period in the company's history. The figures were attained by the network. Billings for November, 1942, were $910,167, a dip of 5.1% from 1941 November figures.

POWER INCREASE for WRDW, Augusta, Ga., from 250 to 5,000 watts, effective this month, is a shift in the frequency from 1490 to 1450 kc, was marked by a banquet and special conferences at station on CBS, parent network, Dec. 10.
FIRST AID FOR WARTIME ADVERTISERS

COVER THE FATTEST MARKET

Even though your budget's short, you can still make ends meet to cover the fattest market in the U. S. Use WJZ's thrifty coverage of Greater New York. (WJZ recently pulled nearly 10,000 requests from four low-cost announcements on "The Woman of Tomorrow"."

KEEP TRADE NAMES ALIVE

Keep your trade name alive for the duration by the WJZ "respiration" method. You're the one who'll be tickled. Because you'll keep that name alive and kicking in the minds of Greater New York's millions at lower cost over WJZ.

FINGERS ON PULSE

Keep your fingers on the pulse of what really counts in wartime advertising. WJZ advertising is up 37% for 1942. And there's a reason. For example, when WJZ and a competitor recently carried the same announcement 22 and 21 times respectively, WJZ pulled 20% better!

KEEP MESSAGE WARM

You’ll find your advertising message getting hot with the help of WJZ's extra coverage... 5,336,253 radio homes in the Greater New York Market—658,253 more than its closest competitor. It's the lowest cost coverage of the world's greatest market!

WJZ 50,000 WATTS
77 ON YOUR DIAL

New York's First Station and
Key Station of the BLUE NETWORK
WPB to Proceed With Repair Parts
Receiver Maintenance Plan To Be Started by Jan. 1
WPB’s twin programs for replacement parts for home radio tubes will be ready to go into operation by the beginning of 1943 despite some disagreements with distributors and manufacturers over the details of the two programs, a spokesman for the Radio & Radar Division said last week.
A deadline for today (Dec. 14) was given tube makers and distributors at the Advisory Committee meeting last Monday, he said, and the WPB will probably no longer consider changes in the proposed list of 118 tube types that it will make in a concentrated production effort for the first quarter of the year.

To Avoid Delay
The spokesman indicated that the Tube Advisory Committee failed to approve the revised 118 types intended to make. He said there were further minor changes suggested by the tube makers, but the WPB did not want to delay the program any further.

The Dec. 14 deadline was set as the last chance for changes before WPB prepares orders for production of tubes.

Meanwhile WPB’s other program, the Victory Model line of replacement parts — condensers, transformers, resistors — was further curtailed by engineers at a meeting of the American Standards Assn. in New York Dec. 8. The WPB spokesman said the revised program will be resubmitted to manufacturers and will still be receive final approval at an ASA meeting Dec. 23.

Aleshire in Red Cross
EDWARD ALESHIRE, radio director of Broadcast Advertisers, Chicago, has been granted a leave of absence to join the American Red Cross. After a brief training period at national headquarters in Washington, Mr. Aleshire will leave for an overseas assignment in charge of radio at one of the Red Cross foreign operation points. He will be succeeded as radio director by National Director of Sales to enter the Red Cross mobile units as an ensign. His duties have been taken over by Hugh Holz, formerly his assistant.

Holiday Breather
DROPPED for the holidays will be Simon & Schuster’s radio comic strip for the new issue of Your Income Tax, giving people a rest Dec. 20-Jan. 3 from the reminder of the tax year. Jack Win A. Kraft, manager, Northwest Radio Ad Co., agency handling the strip, said the last strip will be doubled and tripled on best producing of the 516 stations now being used, while others will be dropped. Kraft was America’s best seller for 1941.

Bernie Program Covers Local Manpower Needs
IN VIEW of the fact that the nation’s manpower problem is primarily a local one, a plan for local cut-in announcements on community employment needs has been introduced on Ben Bernie’s five-weekly CBS program, sponsored by William Wrigley Jr. Co., Chicago.
Worked out through the OWI, the plan calls for a period of time each week on the network broadcasts for local station cut-ins bringing messages on local employment problems from personalities with the local U. S. Employment Service officials.

Under this arrangement, for example, should the need arise for chemists in a particular city, a local announcement would be introduced by the station urging all chemists not engaged in war production to get in touch with the local Federal employment office. Agency for Ben Bernie’s broadcasts is Arthur Meyerhoff & Co., Chicago.

New Treasury Ruling Permits Bonuses In Line With Policy of Last Two Years
BONUSES in line with policies of the last two years may be paid to employees whose salaries are controlled by the Treasury under the Salary Stabilization Program without the prior permission from the Treasury, Guy T. Helvering, Commissioner of Internal Revenue said Friday.

In a statement explaining the Treasury’s revised regulations for executive, professional and administrative personnel earning less than $5,000, and other salaried people above $5,000—all under the Treasury as a result of the National Stabilization Program—Commissioner Helvering explained in detail bonus regulations touched on in previous Treasury orders [.Broadcasting, Dec. 7].

Formula Specific
At the same time, the War Labor Board, which has jurisdiction over workers earning $5,000 or less, not controlled by the Treasury, said that bonuses of the same size or amount as those authorized by the Treasury on any previously established formula, would need no approval.

Commissioner Helvering’s statement for the Treasury says bonuses may be paid out without the Stabilization Regional offices when:
1. The amount in 1942 is not greater than the bonus paid that year.

TEXAS MOVIE CHAIN FAVORS AIR SERIES
APPROVAL of the plan for distribution participation in the institutional radio program Show Time presented by the Southwestern Air Interstate Circuit has been voiced by the majority of the motion picture companies, according to R. J. O’Donnell, general manager of the Interstate Circuit, who was in New York last week.

Four film companies are actively participating in the Circuit’s Sunday morning program, presenting six of their current productions, it was reported, with others expected to join in the project.

The plan itself has been under way over a year in Texas, with the Interstate presenting regularly scheduled broadcasts on four Texas stations. Name bands and talent appearing on the stage of various Interstate theatres participate, and commercial announcements promote both the pictures currently being shown and the theatres themselves.

In this way film distributors can divide the cost of the sponsorship on a cooperative basis.

Emmco Sponsors
EMMCO INSURANCE CO., South Bend, Ind., is sponsoring a three-week end-of-season picture program, Not Forgotten on WMAQ, Chicago, to call to mind the “good ole days.”

Mr. H. M. Minta, the background piano music and Norm Barry recalls events of the past. MacDonald-Cook Co., South Bend, Ind., is agency.

Occupational List May Be Revised
Breakdown of Definitions for Various Industries Included
EXCEPTED this week is a revision of Occupational List used by Commerce’s NO. 27, which was released last October, which established the essential occupations within the communications field, including broadcasting [Broadcasting, Nov. 6].

WPB is not expected to adopt broadcasting, one War Manpower Commission spokesman said, explaining it would cover certain of the other occupations within the industries which were originally overlooked.

As soon as this basic bulletin is revised the USES will be ready to release its breakdown list of definitions to local offices for use in guiding local draft boards. Formerly, little satisfaction was found by the industry in cooperation attempted by USES offices with local draft boards. Now as a result of the centralization of manpower agencies under WMC it is expected that guidance for occupations within the industries will be accepted by local boards in classification of draft registrants.

Manning Tables
Another advantage of the centralization will develop in the use of manning tables [Broadcasting, Nov. 6]. The table, which is essentially a manpower summary, was considered minimized by the absence of coordination between WMC and Selective Service. Since unity was established by Executive Order of the President, all manpower agencies and ending voluntary enlistments in the armed forces, the manning tables take on an added importance.

By announcement of the WMC last Wednesday, manning tables will provide the “blueprints” for all manpower mobilization. They are designed for the allocation of manpower to essential industries, including broadcasting, and for war plants engaged in at least 75% war production. From the law as obtained in these reports from each company, a careful withdrawal can be arranged for the men who must be released to the armed services, it was said.

Thomas P. Littlepage Sr.
Dies After Heart Attack
ONE OF Washington’s pioneer radio attorneys, Thomas P. Littlepage Sr., died in Washington last Friday as a result of a heart attack. Littlepage, 69, was senior member of the law firm of Littlepage, Littlepage. He was the firm’s partner in the Stabilization Regional offices when:
1. The amount in 1942 is not greater than the bonus paid that year.
TO ALL AFFILIATED STATIONS

Today we sent by express a complete ready-to-air program for your use at the end of the year.

"THIS WE HAVE DONE" is a 30 minute dramatized transcription of 1942 which we have produced for your use and profit. We suggest that you reserve your best half hour availability, because when you hear this program you will want to see your best prospect.

"THIS WE HAVE DONE" is not a promotion piece but a factual dramatization of all the history-shaping events of 1942. We suggest that, after you use it, you keep the program in your files permanently. It is contemporary history and you will want to use it again!

Do NOT send your check for "THIS WE HAVE DONE". It's "on the house".

P.S. PRESS ASSOCIATION, INC.
Radio Subsidiary of
The Associated Press
50 ROCKEFELLER PLAZA, NEW YORK, N. Y.
Elmer Davis Expected to Start Radio Reports in Near Future

Ready for Criticism, He Says; OWI Overseas Unit May Be Reorganized; Tells of Africa Reports

ALTHOUGH Elmer Davis would not indicate the possible date for start of his own broadcast series of reports to the nation, he indi-cated at his news conference of the afternoon of Wednesday that he had only postponed the start of such a series owing to the pressure of other work. He explained that he hoped to get back to the plan which was originated several months ago as soon as he felt that various administrative responsibilities were being cared for adequately.

Questioned as to format of such a program he said it would be interpretative and background in character without spot news. The possibility was raised that he might be competing with other commentators and he said, "I realize that I would be competing with some of my old friends and I am anxious not to clash with them (listeners' interpretation)."

Not a 'Propagandist'

Mr. Davis emphasized, though, that his material would not contain spot news; instead he would try to tell a listener situationally perhaps or perhaps in a regular weekly period" how the general situation appears. He felt that periodic broadcasts would probably be better and more certain.

It was suggested that such a broad cast might establish him as the official voice of Government but he quickly countered that it would be official insofar as OWI is concerned but would not be official in any other sense. Also in discussing the content of the program he conceded that some of his material might come from previously unpublished information but promised that all such information would be made instantaneous following any given broadcast.

The question arose as to the potential danger he faced in becoming a direct propagandist of the Government but Mr. Davis belittled this suggestion explaining there is always a “danger of being accused of something no matter what you do.”

Queried on the published report that representatives of the OWI and British Broadcasting Corp. in North Africa were unable to broadcast because Admiral Darian didn’t like the type of broadcasts planned, Mr. Davis asserted some use had been made of the Algi er radio but none had been of the Moroccan radio so far as he knew. Furthermore he pointed out that the news from Morocco is a seeming confirmation but added that reports are lacking and an exact presentation of the facts is still unknown.

In the case of the Algiers radio he said that OWI representatives were not to his knowledge operating the station but were furnishing some material. Some reports from Morocco are "open to considerable doubt", he added, since they are inconsistent with news as reported by American sources. He added that there is even variance with official announcements made from headquarters. Despite inconsistencies, he said he wouldn’t discredit all radio reports from Morocco and Algiers.

Pearl Harbor Story

As part of a general roundtable on OWI activity he claimed full responsibility for the release of the news of the Pearl Harbor attack. In retrospect he felt that the only fault, if such, lay in the "rehash of all of those old sores" which provided the Axis radio with offensive material for their psychological warfare at a time when all other news was decidedly defensive for the American people. He denied that the facts of Pearl Harbor "had to be told sometime" and were not released prior to his entrance into the OWI post last fall. Leizy aside rumors to the contrary he accepted the Pearl Harbor facts as the whole story insofar as he was informed.

In commenting on activity of the OWI Overseas Branch he admitted that a reorganization was under study but added that decision was still far from final. Leizy concluded to decide whether to organize it geographically or ideologically. Whether a radio and news division and publications division should be established or whether all activity should be divided purely on the basis of geography was the crux of the reorganization problem, he said. He explained that no conclusion had been reached but suggested that the final solution might conceivably be a combination of both organizational concepts.

OWL Handling Only Its Own Programs In New York, Independents Are Informed

CHARGES by the Assn. of Re- ceiving Studios that the Office of War Information was creating a recording organization which menaced the interests of independent recorders, were answered by OWI last Wednesday. The OWI report pointed out that there is no intention of competing with private industry. The OWI has the largest and most diverse collection of recordings in the world and will not handle record- ing needs of any other Federal agency.

In fact, the report stated, it would be impractical to handle any other agency's recording since it would hamper OWI's own work and even now OWI's recording operations in New York require compli-cated and careful scheduling. In addition one OWI spokesman said private recorders would have to be used for some of the work.

Cost of Equipment

These facts have been made known to representatives of the recorders and an OWI spokesman said there appeared to be no issue since all of the factors have been clarified. At the same time he said there had been a misconception in the minds of recorders as to the quantity of equipment installed.

The recorders originally maintained that OWI had spent $600, 000 for equipment whereas the actual cost was announced as $50,000.

The report explains at length the gradual recognition of the need for recording studios to be used exclu-sively by OWI. Before January, 1942, it says, OWI and its prede-cessor, the Broadcasting Service Branch of the Coordinator of Information, had no recording equipment. Operations carried on in outside studios and the work was found difficult as the programming activities of the unit expanded. Time lost by producing personnel in traveling to and from recording studios and the decrease in efficiency and interfered with orderly production of the production department, the report states.

In December 1941, the last month before installation of recording equipment, there were 107 recorded programs, 105 by New York studios and two in Detroit.

Installation of its own equipment was made necessary when the need for many simultaneous, multi-language distributions of news and commentaries increased. In June, 1942, when OWI was organized and absorbed several other agencies, the volume jumped to a monthly total of 1,369, of which 1,152 were produced in New York and the remaining 237 came from private studios. Of these 233 were made in five studios in the New York City area and produced outside New York, one in Detroit and another in Hollywood.

When the program was announced under which the OWI installed recording facilities and announced plans for 22 additional transmitters, it was felt private programming responsibilities would be divided. According to the OWI, recording space was rented in New York and plans made for studios to provide adequate programming, ac-cording to the report.

Cost Factor

Another factor cited was the need for its own production of transcribed discs develops in a consideration of the cost involved. During October, for example, OWI produced 1,656 transcriptions in the New York studios at a total cost including blank records, processing by outside companies, recording engineers, deprecation, rental and miscellaneous expenses, of $7,946.38. Based upon the charges shown in the General Schedules of Supplies—Recording and Transcription Service, Class 103, Supplement No. 2, the report states these recordings would have cost the Government $15,900. In other words it would have cost the Government an additional $7,954.32.

Further, the OWI said that OWI had received a sum of $100,000 to notify recorders who it was felt would have difficulty fitting the OWI schedule into their own.

Filtrex Buys Spots

FIRST advertising of any kind to be undertaken by Filtrex Co., Elizabethtown, N. J., a new firm promoting Heatrex boiler-cleaning compounds, part of the program of National War Information Service and another of the projects of Arthur Godfrey's early morning program on WABC, New York. The company, Filtrex Company, does not plan to expand its advertising for the present. Business is placed direct.
Take stock and you'll find Kansas City in the midst of a record-shattering agricultural boom. You'll also find KMBC hogging most of the farm audience hereabouts . . . (surveys proving this are available on request). The explanation lies in a policy of "selling farmers by serving 'em" which has never yet laid an egg for an advertiser. Consider: In Phil Evans, nationally-known agricultural authority, KMBC has the only full-time farm service director in Kansas City radio. Only KMBC is authorized by the Kansas City Livestock Industry to broadcast market reports from the Livestock Exchange Building. KMBC is the only station broadcasting nearly thirty solid hours of farm service programs each week. For greener profit pastures, farm out your sales problems on KMBC—the station that's "9 Ways the Winner." Remember?

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KWIK KWIZ
FOR AGRICULTURED ADMEN

THIS IS A K — — —

THIS IS A M — — —

THIS IS A B — — —

THIS IS A C — — — — —

THE ANSWERS
C IS A CHICKEN
B IS A BOAR
M IS A MULE
K IS A KID

KMBC
OF KANSAS CITY
FREE & PETERS, INC.
CBS BASIC NETWORK
N. Y. District Seeks Easing of Rules

NAB Urged to Move for Relaxed Technical Regulations

HIGHLIGHTED by John Benson, president of the American Assn. of Advertising Agencies, and Paul West, president of the Assn. of National Advertisers, the meeting of NAB District 2 was held last Monday and Tuesday at the Biltmore Hotel, New York.

In addition to a review of the music situation and a presentation of the plan whereby the industry hopes to secure a fairer share of the advertising of department stores and other large retailers, the two-day meeting also featured a report of the method whereby more than 4,000 radio engineers have been trained in upstate New York through the efforts of the broadcasters and an avid discussion of the entire manpower problem.

Manpower Stand

On this latter subject the convention, attended by more than 100 members of the broadcasting and affiliated industries, adopted the following resolution: "OWI has radio stations, especially the smaller ones, facing a serious manpower problem due to the loss of technicians to the armed forces and to various war industries. The relaxation of the regulations by the FCC has been very helpful and the stations are very grateful for the cooperation received from the FCC. However, many have found that operators now holding restricted operator's licenses will not be able, in the six-months period, to pass the required examination, due to the demands made upon their time and to the lack of technical instruction available.

"Therefore, be it resolved, that the broadcasters of District 2 urge upon the officials of NAB to bring to the attention of the FCC the foreseen difficulties, to the end that a further relaxation of the rules and regulations of the Commission be made so that operators holding restricted licenses, showing good reason for not being able to pass the required examination, may be permitted to continue to perform their duties for such further period as the FCC may deem advisable and proper."

Convention also passed resolutions approving the radio allotment plan of the OWI, expressing appreciation for the work of the retail promotion committee and endorsing the efforts of the NAB executive board and steering committee in their handling of the AFM ban on recordings.

Music Problems

Tuesday morning session, devoted largely to music problems, opened with a review of the BMI status by Carl Haverlin, BMI vice-president, and as OWI executive, who stated that "there's nothing wrong with BMI that a little performance won't cure".

Merritt Tompkins, BMI vice-president and general manager, reported that a number of BMI-licensed stations are among the leaders in sales and performances each week. He announced that BMI has just secured the performance rights to the Harry James catalog. Mr. Haverlin said BMI bulletins are being combined into a single volume to be issued about the first of the year, and that henceforth the weekly bulletins will be consolidated quarterly.

Reviewing the Petrillo ban on recordings and its effects on both the recording and broadcasting industries, Sydney Kaye, NAB counsel on musical affairs, said that pending Senatorial hearings may be helpful by requiring Petrillo to answer such questions as: "What do you want? From whom? To whom shall it be paid, and how much?"

Expressing disappointment that no recording company has taken legal action in the State courts to test the AFM's right to prohibit the making of commercial transcriptions for one-time use, which Petrillo himself admitted do not harm the musicians, Mr. Kaye pointed out that this action cannot be taken by the NAB but must originate with one of the transcription companies which has been directly affected.

Support for NAB

The ensuing discussion, participated in by Lloyd Egner, NBC Radio-Recording; Clinton Finney, Associated Music Publishers; C. O. Langlois, Lang-Worth Feature Programs; Milton Blink, Standard Radio, evoked expressions from all speakers that the problem must be faced by the entire broadcasting industry and they pledged their support to the NAB and to whatever plan of action its steering committee may evolve.

Leonard Callahan of SESAC spoke briefly on the liaison work his organization has done between the broadcasters and the Treasury on the War Bond sales drive. J. M. Collins, of ASCAP; invited any interested broadcaster to come to ASCAP's offices for information about the Society's program services.

Speaking at the luncheon session, Paul West, president, Assn. of National Advertisers, declared the war, following a world depression, to be a severe economic situation which has a terrific effect on the American system of merchandising.

NAB Labor Booklet

NAB Labor Relations Dept. has revised its booklet "The Wage and Hour Act: How It Affects a Broadcasting Station," for a third edition, now on the press. The new edition contains a supplementary section on the stabilization of salaries, and will be distributed within a few weeks.

MEETING OF 2D DISTRICT NAB was held in New York Dec. 7-8, climaxing by this luncheon session at the Biltmore. At the speaker's table, top, are (1 to r): William S. Paley, CBS; Charles Phillips, WFBL; Lew Avery, NAB; Col. Stoppagile; Kolin Hager, WGY; John Benson, AAAA; Neville Miller, NAB; Lt. Com. Morgan Reichner, Navy; Gene Carr, Office of Censorship; Joe Ream, CBS.
Johnny Timebuyer

BONNEVILLE DAM, ONE OF THE WORLD'S GREATEST HYDRO-ELECTRIC PROJECTS, HAS HASTENED THE AREA-WIDE INDUSTRIAL DEVELOPMENT OF THE KEX MARKET—MEANING: BONNEVILLE POWER HAS ENHANCED PURCHASING POWER IN THIS MARKET!!!

-AN' OF COURSE KEX GIVES SPOT RADIO ADVERTISERS THE FULL BENEFIT OF THAT GOLD-PLATED, STERLING SILVER, DYED-IN-THE-WOOL BLUE NETWORK PROGRAM SCHEDULE FOR THIS FALL AND WINTER!

GOSH—HOW THE ORDERS ROLL IN! THOSE RAYMER BOYS CAN'T FOOL US—WE KNOW IT'S EASY TO SELL KEX—IT'S AMERICA'S BEST RADIO BUY!

THE KEX MARKET IS BIG, VITAL, ROBUST AN' MODERN—RIGHT TO IT'S ENAMELED FINGER-TIPS! 'BOUT THE ONLY PLACE AN AVERAGE CITIZEN SEES A COWBOY OR INDIAN 'S IN A CIRCUS?

GEE MOM! ARE THOSE REAL INJUNS?

YOU'LL HIT THE SPOT (AND THE JACK-POT!) BY PUTTING KEX ON YOUR SCHEDULE. GRAB THE PHONE AN' CALL YOUR NEAREST PAUL H. RAYMER OFFICE—OR WRITE OR WIRE DIRECT!
Nathan Lord New 7th District Director; NAB Music, Retail Plans Are Approved

REPLACING J. Harold Ryan, assistant director of censorship for radio on leave as vice-president and general manager of the Fort Industry Co. stations, Nathan Lord, general manager of WAVE, Louisville, was named director of the NAB for the 7th district, comprising Ohio and Kentucky, at the two-day district meeting in Columbus Dec. 4-5.

Mr. Lord, former newspaperman and for the last decade the executive head of the Louisville NBC outlet, begins his term with the end of the 1943 NAB convention, to be held in New Orleans or Chicago next spring.

Following the same general theme of preceding district meetings, the Columbus session was addressed by NAB President Neville Miller, to whom broadcast representatives attended, with Mr. Ryan presiding.

Praise for Mr. Ryan

Resolutions adopted at the meeting included approval and endorsement of the OWI, the NBC allocation plan, the work of the Retail Promotion Committee of NAB and the department store exploitation project; action of the NAB board and its officers in handling the Petrillo recording and transcription ban. The meeting also extended its thanks to Mr. Ryan for his able representation of the district on the NAB board during the last four years.

At the opening day's session, 51 members and representatives of the Ohio Association of broadcasters convened at a luncheon presided over by Mr. Ryan as president of the association. The remainder of the program included an address by the general luncheon presided over by President Miller. Gov. John W. Bricker of Ohio addressed the sessions and praised the free American system of broadcasting which he said permitted full and fair discussion of political issues of the times and made them available to everyone. The president of the Discovery Corporation, he especially stressed the impartial handling of the recent political campaign in Ohio.

OAB elected Carl Eversen, of WCRE, Columbus, president for the ensuing year. Robert T. Mason, WMNR, Marion, O., was elected vice-president; and Laben Smith, WCOL, Columbus, was named secretary-treasurer.

At the second day's session, the delegates were guests of the Fort Industry Co. at luncheon. Lewis H. Avery, director of the NAB's Department of Broadcast Advertising, spoke on "Good Taste in Radio Advertising".

Transfer of WJW Explained by Fly

Chairman Says No Departure From BWC Policy Involved

CLARIFYING the FCC's position on the expiration Friday of the BWC radio license granted to WJW, Akron, which allowed the station to move its plant 14 miles closer to Cleveland, FCC Chairman Fly denied the action was any departure from the BWC freeze order of April 27. "Circumstances would justify an exception there," he told his press conference.

He pointed out that the move allows better coverage of Cleveland and does not involve any new critical materials since all material to be used in the structure has been earlier authorized. Furthermore, he added, "the Cleveland situation is one which everybody in the industry and everybody in the Commission long felt ought to be alleviated."

Sixth Market

Elaborating on this point, he observed that Cleveland is the sixth largest city in the country and the sixth largest market in the country and the only city anywhere near its size that doesn't have adequate service." In effect this action provides the blue line on the map by permitting the station to locate its transmitter 14 miles nearer to Cleveland and move its main studios from Akron to Cleveland.

Chairman Fly pointed out that the move had "long been contemplated" and the action represented the first opportunity to give a larger part of the service to the Cleveland market.

Standard Oil Sound

STANDARD OIL Co. of Cal., San Francisco, extensive user of network radio on the Coast, will sponsor a nationwide institutional Christmas program on NBC next Sunday, Dec. 17, to greet former employees of the company now with the armed forces. The program, to be broadcast from NBC's Hollywood, is under the direction of Frank L. Harmon, OWI radio executive, will be m. e. of the 12:15-1 p.m. program, which will feature pickups from Army, Navy and Marine bases in the United States and Honolulu, music by Robert Armbruster's orchestra. No commercial announcements will be included in the broadcast. Agency is BDDB, San Francisco.

Credit Card Disclosure: "Cy" Langholtz, Pierre Weis, Lang-Worth; Porter Smith, WJWC; Harmon L. Stevens, WJWW; E. H. Zillman, WHRM; Robert S. Keller, AMP; Louis F. Hutchinson, Robert Laidlaw, OWI; G. Howard Lane, CBS; Grant F. Ashbacher, W. C. Weidler, WREX; Paul C. Bridges, WJHL; Leo Pitlaphrisk, WJR; M. H. Latour, Air War Warning Admin.; L. F. Tilly, Air Raid Precaution Officer, Chicago; 3rd Lt. W. Maron, WAAC, Fort Des Moines; Milton Blink, United Press; Guy A. Thomas, OWI; W. J. Chambers, WOFS; Frank O. Sharp, WFBM; Vincent McMahon, Press Assn.; R. T. Reichert, WFAC, NBC; Neville Miller, NAV, John W. O’Harrow, WJNW; The Associated Press, WGBH; Geo. J. Jackson, WBHO; Jack Frassl, WHNL; Dick H. Kvale, WJNW; Robert H. Miller, WBHO; Julius H. Avery, NAB; Carl Haverlin, BMI-OLW; Col. Robinson Patch, State Dir. Selective Service, Indianapolis.

in Baltimore

CONSISTENTLY REACHES & INFLUENCES the cream of your sales potentials • 600 KC • CBS BASIC • 5,000 WATTS DAY & NIGHT • Paul H. Raymer Co. Nat'l Sales Representatives

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This is a machine to help Germans remember

It works very simply. An American steps before it and calmly reads a script in German. Powerful short-wave transmitters beam the words to Axis Europe. That's all there is to it.

Yet to the Fascist dictators, this simple process is a thorn in their sides, a threat to their power, a danger to the success of their bloody schemes.

Why? Because these American short-wave broadcasts are often devoted to waking up German memories—on a subject Der Fuehrer would prefer to be forgotten. That subject is: What America's might and manpower will mean to the cause of the United Nations.

Hitler wants the Germans to forget what happened in the last war when America swung in its full strength. He wants them to forget the boatloads of ammunition, the fleets of soldier-packed transports, the food and the weapons. He wants them to forget the Yanks ever came, because memories like that are not good for Fascist morale.

That's why American short-wave stations WRCA and WNBI are so busy nowadays giving a memory course to the German people. RCA is proud that its equipment, used by these stations, can help remind Axis-dominated Europe that America is again on the march, that America's factories are rolling out the tanks and the planes and the guns, that America's shipyards are sending out an armada of transports and freighters and battleships, that America's manpower is moving...moving fast...moving with all its might.

Yes, you Fascists who fight for Hitler, this is something to remember: the Yanks are coming—again!

RCA BROADCAST EQUIPMENT
RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.
**Christmas 1942**

We have come a long way since last Christmas, all of us. American Amateurs have flocked to the colors — made themselves the backbone of the great Army Signal Corps and Navy Communications. Makers of Amateur equipment have put their entire effort into design and construction of Military communications units. For example, the Hallicrafters have, since Pearl Harbor, turned out production that would normally have taken seven years! We can all be proud that we have in one short year turned the tide of battle from almost unopposed conquest by the enemy to the first stages of the Victory drive on every front. And, let us all fervently hope that another wartime Christmas will be unnecessary.

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**Merchandising & Promotion**

**Florida Market Mystery — Oakland Sports — Laughing Shirts — Column — Tips on Copy**

BOWLING TOURNAMENT KROW, Oakland in cooperation with the Post-Enquirer, evening newspaper, is currently sponsoring a bowling tournament for shipyard workers. The tourney committee is made up of public relations officials from the Bethlehem, Kaiser, General Engineering, Moore Drydock, United Engineering and Pacific Bridge shipyards and is headed by Lloyd Moore (Speed) Maddock, sports writer for the newspaper and commentator on KROW. Participants are interviewed on Ten-Pin Topics on KROW each Thursday night. Several hundred 18 x 24 inch cards announcing the tournament have been distributed to the shipyards and posted by the publicity officials.

DAILY CHUCKLES, a five-minute daily series on CFCC, Montreal, features laughs contributed by listeners who receive a Pioneer shirt from the sponsor for each chuckle used. Response of the public to the program conducted by Brahm Seymour has been excellent.

Car Card Plugs ADAPTING its promotion technique to changing habits of people and changing methods of transportation, KSO and KRN, Des Moines, have supplemented their outside car cards with new car cards plugging shows which are placed inside buses and curbliners now overcrowded with potential buyers.

Shirts for Chuckles

**Sales Problems Solved**

WIBW, Topeka, has still another promotion stunt: Encased in a gift box mailed to "future radio advertisers" is a bottle of bright red nail polish and a note to the firm describing how with the aid of WIBW it can "polish" off three pests—Hitler, Mussolini and Hirohito—and meet 1943 sales problems that may result from the war. Carter-Owens Adv. Agency, Kansas City, originates the local and national direct mail material for WIBW.

**Plugging Its Shows**

WAIT, Chicago, is distributing a series of direct mail promotional pieces calling attention to the individual live-talent, locally originated programs on the station with a brief description of the m. e. and the format of each show. The campaign is being supplemented with a comprehensive stand-up presentation.

**WTAG's Copy Guide**

TO AID local advertisers prepare radio copy and to maintain high standards, WTAG, Worcester, has issued a Radio Advertising Copy Guide, containing a time-table of dates when copy is due, standards of good taste recommended in the NAB Code and helpful hints on copy length and preparation and copy limitations.

**Dial Habit**

TO BUILD the "77 on your Dial" habit in the New York area, WJZ, New York, has launched a car card advertising campaign in subways, featuring its news commentators for the first month and big name bands heard on the station, the second.

**Ward Matches**

WARD BAKING Co. (Tip-top bread) is distributing through grocery a half million book matches promoting the five-weekly quarter-hour early morning listenor participation program on WBBM, Chicago.
OVER THE HILLS IS FAR AWAY FROM THE NATION’S 19th MARKET!

If you know Northeastern Pennsylvania, you know how population is centered in the Scranton—Wilkes-Barre valley. You know this big, bustling industrial section (The Nation’s 19th Market) is isolated by miles of mountains. And you know that—even for radio—"Over the hills is far, far away."

That’s why most national spot advertisers depend on WGBI to reach the 629,000 spenders in the valley. Inside the market, WGBI is bigger, more powerful than any other station. And WGBI works the market inside out to give you more sales for every dollar spent. Call your John Blair man and BUY WGBI.

SCRANTON WGBI PENNSYLVANIA

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, President

JOHN BLAIR & COMPANY
National Representatives
WCAU Buys Building

PREPARING for the post-war period, WCAU, Philadelphia, has purchased the eight-story Perry Bldg. at 16th and Chestnut, Philadelphia, to house television and FM facilities after the sale. Sale of the building by the trustees of the estate of Edward Perry to the WCAU Broadcasting Co. was approved last week by Judge Allen M. Stearne in Orphans’ Court. The purchase price was $505,000. Regular broadcasting facilities are housed in the nine-story WCAU Bldg. at 1622 Chestnut St. The additional floor space in the new building will be used to house television and frequency modulation. Present tenants of the Perry Building will not be disturbed.

Master Program Log

Families requested the November Program Booklet listing all musical selections, commercials, and theme songs to be heard over WLIB.

That’s Listener-Loyalty for YOU!

WLIB listeners are the “all-day-every-day” kind because WLIB alone gives them what they like best and want most: “The Popular Classics with a Blend of the Modern ... and News.” WLIB advertisers are CASHING IN on this consistent, persistent LISTENER-LOYALTY! And Remember: WLIB is still utilizing the LOWEST RATE FOR EFFECTIVE COVERAGE OF THE METROPOLITAN NEW YORK MARKET.

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Beulah Karney talks
...and housewives listen!

FIVE DAYS A WEEK Beulah Karney airs her "Woman Today" program over Chicago's powerful WENR.

In a one minute announcement, opposite the World Series, Miss Karney offered a booklet on rationing for a local participating sponsor. More than 2,000 requests were received, and they're still coming in!

For another sponsor she pulled 700% more inquiries than the client considered satisfactory.

Every day she receives hundreds of letters asking questions about home-making and food. Women listen when Beulah Karney speaks.

If you have a message for women, investigate this exclusive WENR feature. The cost is low, the coverage is great. Call a Blue Spot Sales representative for all the facts.

CHICAGO'S BASIC BLUE NETWORK STATION
50,000 WATTS 890 KC.

OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT
are being hit the hardest, Mr. Miller said some of them have secured restricted licenses, good for six months, for men in the sales or program departments.

One difficulty with this, he said, is that such men seldom pass the examination given at the end of the six-month period, partly because they are not interested in remaining as engineers and so do not apply themselves to learn any more than the actual work requires and partly because the demands of a short-staffed station leave little time for instruction. Applications have been made to the FCC to relax their requirements and permit restricted licenses to run for more than six months, he said.

From conversations with broadcasters throughout the country, Mr. Miller concluded that by and large, women make better replacements than older men, who do not pick up new skills so readily. Girls with telephone experience have worked out especially well, he said. He also reported that many stations are using women as announcers and have had a good reaction from listeners.

At New York Meeting

John T. Adams, WINS; Ben Adler, RCA; Horst Ackerman, CBS; W. C. Alcorn, WBNX; George Allen, WABC; Warren J. Ambrosio, WABC; E. W. Arsey Jr., WBAB; Lewis H. Avery, WBAB; Carol Bally, WNEW; Jerome T. Barnum, ASCAP (guest); Claude Barrere, NBC; Charles Barry, WEJ; Arthur Beekwith, AMP; Lawrence Bendiner, 2d Region, OCG; New York; Herman Best, WNEW.

LONGINES-WITNAUER HONORS John P. V. Heinmuller, president of the company, on his 39th year of service with a custom-built transcription player. The company, well-known for its use of spot broadcasting, sponsors the transcribed "World's Most Honored Music Programs over many stations. With Mr. Heinmuller (holding transcription) are (l to r): Fred Cartoun, vice-president in charge of sales and advertising; Edward Detjen, vice-president and secretary; Fred Wilkinson, dean of the sales force; Morris Gulden, treasurer. Mr. Heinmuller joined the New York office as a stock clerk coming from the company's offices in Switzerland and took his present post in 1936. He also was advertising manager.

Milton Blink, Standard Radio; H. K. Boice, WQEX; Leonard D. Callahan, SESAC; H. C. Carman, WGBB; Eugene Cary, Office of Camer sharedPreferences; Woodbury Carter, WTRY; Ruth Gehlen, WNYR; Edward Goff, Atlantic Coast Network; Martin Gold, Broadway, J. M. Collins, ASCAP; Nathan W. Cook, WIBM; Albert E. Dale, NBC; Jerry A. Dausis, Public Relations Office, USNFR; William Dwyer, Jr., WHER; Richard Bres- coll, WBTA; Walter Duncan, WNEW; C. Lloyd Ender, NBC; F. C. Edelman, ASCAP; R. Estes, WINS.

William Fay, WHAM; C. M. Finney, AMP; Raymond G. Gaither, WQBR; Clifford H. Glass, WNEW; Stanley W. Gold- den, RCA; Herman Greenberg, ASCAP; D. D. Gregory, WEAF; W. G. Gude, CBS; Ruth Hardie, WSBX; Carl Haverlin, BMI; L. B. Hawkins, WNBX; Arthur Hull

Hayes, WABC; William S. Hedges, NBC; R. B. Kidder, Jr., NBC; George B. Jabelle, WPAT; Bernice Julis, WNEW; Robert E. K. L. Keifer, AMP; Dorothy A. Kem- bie, BLUE; Marvin Kirsch, Radio Daily; C. A. Krach, Howard N. Nelson Co. Bart Lambert, WNEW; William T. Lane, NBC; Joseph Lang, WQOM; Jack Lee, WHAM; Harry C. Levis, NBC; Charles Lewis, 2d Region, OCG; Maury Long, Broadway, J. E. McLaughlin, WQGP; W. E. Lorford, NBC; Alex Macdonald, WQJ; T. S. Marshall, WOLP; Jay Mason, WJTN; John Mayo, AMP; E. R. Mc- Glone, WJNY; John McKay, NBC; Jack McNeil, WJZ; Maurice Mersey, NAB; B. M. Middlebrook, WABC; Henry L. Miller, WPAT; Neville Miller, NAB; William Burke Miller, NBC; Herman J. Moser, WNEW; John T. Murphy, NBC; M. O. Novik, WNYC; Burt Olin Jr., WEJ;

Lt. John R. O’Rourke, 5d Naval District; John J. Patin, AICAT; William S. Paton, CBS; Connie Porrocco, WOW; Willis S. Farnham, NBC; Herbert L. Fetter, WH; Charles F. Phillips, WFBF.

J. F. Beiss, CBS; C. E. Com. M. S. A. Reinhart, USNR; William Ripley, WPFR; Fred R. Ripley, WSR; Bruce Robinson, Broadcasting; I. R. Rosenbaum, WALT; R. B. Rosenbaum, General Electric Co.; Fred M. Schmitt, RCA; Bill Schult, Jr., CBS; Frank A. Seitz, WFRB; Ben Selvin, AMP; M. H. Shapiro, Radio Daily; Alex Sherman, Standard Radio; Frank Stanton, CBS; Ellis W. B. WIBX; Col. Stone- nagle, radio comedian.

Dale Taylor, WENY; C. Robinson Thompson, WENY; Jack Treacy, NAB; Roland Trumbull, WALT; M. E. Tompkins, BMI; Oscar C. Turner, NBC; Edgar H. Twigg, WENY; R. E. Vance, REX; Ernest Walker, Ralph N. Weil, WOT; Pierre Weiss, Long-Worth; Frank K. White, CBS; Norman H. White Jr., USMC; Mr. Wilcox, WHOM; D. C. Wilkins, WJTN; G. C. Wijk, WREY; Sylvia Weiss, Radio Daily; Helen Wood, WIBX.

Members of Radio Executive Club of New York attending luncheon of District 2 Meeting of NAB:

Elizabeth Black, Joseph Katz Co.; A. R. Brauchnagel, Press Assn.; Robert Buckner, Press & Peters; Ralph Dennis, BLUE; Chick Doty, BLUE; Miles Dunlap, WABC; Walter Dunham, WNEW; Bob Eastman, BLUE; Rae E. Elbrock, Franklin Bruck Adv. Co.; E. Schorr, E. Rosen, RED; Hugh Felix, BLUE; Carlos Franco, Young & Associate, RED; Mary Fye, WENN; Mr. & Mrs. John H. Gaglione, RED; Murray Grabhure; BLUE; Jerome E. Harriman, WABC; John Hymes, Lord & Thomas; Paul H. Klarner, Press Assn.; James E. Kelly, Radio Adv. Corp.; Alan Kes, WXYZ.

Maury Long, Broadcasting; John M. Leiden, Ted Bates Inc.; Thomas H. Lynch, WM & Co.; Lucille Maierott; W nier Thompson; Co.; Charles Michelson, Associated Radio Stations; Robert E. Minors Jr., Radio Ad.; J. Walter Thompson, Ed Shureck; WH; Peggy Stone, Spot Sales; Larry Swars, WJZ; B. E. Rich, OWI; W. T. Smith, WH, WBZ-AM; Maury E. Stoltz, WH; Fred Stanits; WH; Howard Stouffer, WWJ; Donald J. Wallace, McCall-Erickson; WH; Mr. & Mrs. William Thompson Co.; Chet Young, Press Assn.; Stanley Young, Foreman, Co.

WOOD Grand Rapids
Now 5000 Watts
RED • Michigan Radio Network • BLUE

STANDING SQUARE • THE CENTER OF MICHIGAN'S GREATEST STATION

WODD Grand Rapids
Now 5000 Watts
RED • Michigan Radio Network • BLUE

OUT-STATE MICHIGAN'S GREATEST STATION • Represented by Paul H. Raymer Co.

Page 28 • December 14, 1942 • BROADCASTING • Broadcast Advertising
REMEMBER THAT handsome radio button that WGAR, Cleveland, placed beside delegates' luncheon plates during the 1942 NAB convention.

It made an immediate hit. When the supply ran out the disappointment was intense. So much so that WGAR and Broadcasting, as a non-profit service, ordered a new supply and undertook their sale throughout the industry. Radio stations, advertising agencies, radio industry personnel bought them; several thousand were sold.

At Eastern State Penitentiary, Philadelphia, Horace H. Moore, an inmate, saw the emblem pictured in Broadcasting and made a linoleum-cut replica 12 inches in diameter. He shipped it to Broadcasting as a gift, where it attracted so much attention that Mr. Moore was commissioned to make 10 more which were distributed to key radio officials in Washington.

Many Send Orders

Neville Miller, president of the NAB, liked his so well that he volunteered to carry it throughout the nation to a series of NAB district meetings. As a result of his personal salesmanship many more plaques were sold, and additional orders are being received through Broadcasting.

Mr. Moore has written to Broadcasting expressing his delight at the way his plaques have been received. John F. Patt, vice-president, general manager of WGAR, has ordered a number of them and writes that "everyone who sees them thinks they cost $20 to $25 instead of the $5 you charge us." Norman R. Goldman, business manager of Broadcasting, recently visited Mr. Moore and found his cell fitted as a workshop.

Institutional Capt. Kelley, who acted as escort, explained that Mr. Moore works steadily on the radio plaques from 7:30 a.m. to 9:30 p.m. It was learned that Mr. Moore, who reads Broadcasting and several other advertising publications, is a journalism graduate and saw two years of foreign service in World War I. While at the penitentiary he has taken correspondence courses in advertising and radio. In 1940, entering a contest conducted by Boston University featuring Arrow Shirts advertisements, he won first prize over 268 contestants from many colleges. He will soon be eligible for commutation of sentence.

Over a period of years Mr. Moore has made himself known, through his interest in radio, advertising and linoleum cuts, to many people prominent in advertising. Recently he received a letter of commendation from Brig. Gen. Robert L. Denig, Marine Corps, on a linoleum plaque reproducing the Marine insignia.

Davis Buys KMAC

HOWARD W. DAVIS, veteran Southwest broadcaster, has purchased the other half of KMAC, San Antonio, 260 watts on 1440 kc., he announced last week. Mr. Davis, who has managed the station since 1933, purchased the 50% ownership of the Walmac Co., licensee, from W. W. McAllister. No change is planned in the operation of the station. Mr. Davis is also president of Laredo Broadcasting Co., licensee of KFAB, Laredo, Tex., which he owns in company with Mr. McAllister and J. K. Beretta, banker.

Chicago Committee

COPYWRITERS of Chicago agencies who have been selected by the War Savings Staff of the Treasury Dept. to serve on Chicago editorial committee which edits scripts and announcements before air presentation are: Kirby Katz, Leo Burnett Co.; Howard Crum, H. W. Kastor & Sons Adv. Co.; G. B. Drake, Blackett-Sample-Hummert; Kathryn Brady, Gunther-Bradford; Frank Tyson, Erwin, Wasey & Co.; William Ohle, Needham, Louis & Broby; Garrick Taylor, Goodkind, Joyce & Morgan.

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

WFMJ

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

Headley-Reed Co. National Representatives
The Facts First

RELIEF for local non-network stations caught in the downward local business spiral appears to be in the offing. Last week two government officials—FCC's Chairman James Lawrence Fly and Gardner Cowles Jr., assistant director of OWI, himself a practical broadcaster and publisher—took cognizance of the plight of these stations. OWI is to investigate, as the agency charged with the weighty task of handling war information.

Of course, the simple way of meeting the crisis would be for the Government to buy out for particular types of war-effort programs. That, however, has some disadvantages which are readily evident. Consideration is being given to allowance of credits for taxes which, while admittedly attractive, likewise might smack of discrimination or even subsidy.

It has been suggested that network service be extended to these stations, so that program structures would be lifted, and business thereby attracted to stations. That has some merit, but it can't be applied generally with the same result.

Mr. Cowles, we believe, is pursuing the only reasonable course in undertaking an investigation before he decides upon relief measures. There are many factors to be considered. Whereas FCC has reinstated some 177 stations lost money last year, they do not reveal how many of those stations were comparatively new operations, how many were adjuncts of other businesses which may have made money, and how many actually were destitute and faced with suspension of operations.

The Government, as a wartime measure, is interested in having service maintained nationally, with at least one effective signal in every community. Of the stations that lost money last year, approximately 100, we understand, were the only outlets in their communities. But there is no information as to how many of these communities received acceptable service from stations in nearby cities.

We assume a substantial number of the stations now in peril are included among those licensed in the last two or three years. In 1935 there were 600 standard broadcast stations. That figure has jumped to some 920. Approximately 100 stations were newly-licensed in the last two years—until the April 27 freeze order terminated new grants.

If it develops in the final analysis that only a handful of the red-tinted stations are deemed essential for war information purposes, it would seem some means might be evolved whereby the industry itself would see to it that they were sustained. In that fashion, all semblance of Government subsidy, either deliberate or of discrimination in favor of one medium as against others, would be eliminated.

But before anything is done, the facts should be known. They are readily accessible, and little time will be lost in making the essential preliminary analysis. It is refreshing to observe the government's swift action in taking notice of the situation.

"Scare Advertising"

RADIO, TOO, has faced occasional charges of "scare advertising" which, with Government sources, otherwise quite friendly disposed toward the necessity of wartime advertising, have taken occasion in recent weeks to condemn. All media are equally blamed for allowing some short-sighted retailers to urge people to buy merchandise because of expected shortages or impending rationing.

This and what might be called "flag waving selling"—telling people to buy a certain commercial product because it is "patriotic" to do so—are problems that can be met by closer scrutiny of copy with an eye to its effect on wartime policies rather than short-term merchandising.

The condemnation of "scare advertising" comes not only from the Dept. of Commerce and CPA Administrator Leon Henderson, but also from the National Better Business Bureau. None of these agencies has evinced any anti-advertising attitude. Indeed, the Dept. of Commerce, as it states, has shown an attitude that "has been a vigorous refutation of the careless voice that claimed that the Government is against all advertising." And Mr. Henderson, in supporting the BBC's current campaign against this form of advertising, stated:

"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 and 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 hundreds of advertisers are doing them every day. They stand as an enlightened information industry functioning for the common good."

That doesn't sound like crackdown. It's an appeal to common sense, and so is the Dept. of Commerce's echoing warning against building up "unnecessary fears" and sending a "panicky public rushing to stores" for needless buying that fosters hoarding and speeds the day of actual shortages.

Life had-taste commercials, the danger of "scare advertising" is that its use by a few sponsors creates an impression that casts reflection on the zealous war efforts of advertising as a whole. So far as radio is concerned, eternal vigilance must be exercised. The great war job the broadcasting industry as a whole is doing should not be obscured by a few missteps.

Electronics at War

THE OTHER DAY news reports from London told of the precisely-planned bombing raid by United Nations' fliers which completely demolished the Phillips radio tube factory at Eindhoven, Holland. The real significance of that action will become apparent as the war progresses.

Because the whole story of electronics and communications in this global war cannot yet be told, one can only surmise the importance of that magnificently executed action. We know that today the vacuum or electronic tube is perhaps the closest approach to the "secret weapon" this war may use for transcending the actual field of communications, though it is the all-important link in guiding the greatest war armadas on land and sea and in the air in world history. The vacuum tube is being used in the armament factories for innumerable industrial purposes.

The Phillips factories are reputed to be the most important radio manufacturing plant in Europe. It is reported that, following Nazi occupation of Holland, it was greatly augmented. It probably was the greatest single producer of radio equipment for the Axis, as evidenced by the fact that it was heavily defended.

We don't know what the Axis has or had in the way of electronic development, though they appear to be well advanced in this revolutionary art. The intelligence services of the United Nations, however, must have known, because the levelling of the Phillips plant was the planned objective of our bombs.

Besides historians who are the job of writing the story of this war, it is entirely possible that the December 6 bombing of Eindhoven will prove a highly important incident in the breaking down of Axis production and communications supply lines. But that will be only an infinitesimal part of the story yet to be told about the role of the vacuum tube in the war.
RICHARD FITZGERALD CONNOR

WORKMANSHIP goes into building the ship of state as surely as into a ship of the line, but there are few tried and skilled in both. One such is Richard Fitzgerald Connor, recently appointed chief of station relations, Radio Bureau, Office of War Information.

When only a youngster, Dick Connor, as rivet heater and ship fitter in the shipyards of California, was assigned to do a man's work with boy's hands during World War I. In this current global conflict, he conceived and organized a unified emergency broadcast plan for the West Coast. Not only has it been used as model for other similar setups nationally, but its success is largely responsible for his appointment as national coordinator of station relations.

Born in Denver Sept. 15, 1902, Dick was the youngest of two boys. The family moved to California in 1906, settling first in San Francisco, and a few months later shifting to Los Angeles. Shortly after that Dick and his brother Ned, now general manager of KRKD, Los Angeles, applied themselves to the task of maintaining the family home. Only a little fellow, Dick did his share. Most of the responsibility was Ned's until 1917, when he went overseas. Dick left grammar school and starting as rivet heater in the shipyards helped build ships in both San Francisco and Los Angeles.

Four years later he found time to catch up on his education, entering Manual Arts High School, Los Angeles, at 19. He was graduated in June, 1922, after completing the four-year course in only two. A year at the University of California at Los Angeles followed. Then the newspaper field beckoned. Headquartered in San Francisco, he tried his hand as publishers representative from June, 1923, to 1926. Returning to Los Angeles in January of that year, he joined the Examiner merchandising service. Lewis Allen Weis, now vice-president and general manager of Don Lee Broadcasting System, Hollywood, was then his "boss". A year on the editorial staff of the old San Francisco Bulletin in 1927 followed. With merging of that newspaper with the San Francisco Call in early 1928, Dick joined the Fresno (Cal.) Bee. He remained there a few months, returning to Los Angeles in the fall of that year to join the reporial staff of the old Express.

Dick ran the gamut of depart- ments and resigned his newspaper job to join KMIC, Inglewood, Cal. (now KRKD). Through his efforts in April, 1929, radio facilities were installed in the Los Angeles City Hall, with the City Hall studio as center, first one and then another radio station was woven into a local network. Dick with his microphone would roam through the courts, into the mayor's office asking questions for the more than 10,000 interviews that were a feature of this eight-year interval.

Dick relinquished his roving re- porter role Feb. 10, 1938, to be- come general manager of KMPC, Beverly Hills, Cal. When the station was sold to G. A. (Dick) Richards following death of its original owner in June 1936, Connor organized his own Los Angeles radio advertising agency. He continued as head of that firm until Jan. 1, 1941.

Then he gave up active manage- ment to assume duties as radio re- porter on the Don Lee-Mutual program from Sacramento, Affairs of State. With completion of that assignment, he returned to his Los Angeles agency but war interrupted management of his agency in December of that year.

For about six months, returning just past, Southern California broadcast- ers felt urgently their need to line up individual facilities into some regional plan of emergency defense. They met and on Dec. 15, 1941 selected Connor as radio co- ordinator of the Southern Califor- nia Broadcasters Assn. Today he is the only emergency broadcast plan in Southern California and involving some 29 stations in that area, has been taken as model for similar setups throughout the nation.

Cognizant of the work and skill involved, the IV Fighter Command asked Connor to repeat that job on a coastwise scale. No other part of the United States can boast of a similar radio national plan is claimed. In recognition, Connor, in addition to his post with the Southern California Broadcasters Assn., is also radio coordinator of the Pacific Coast War Emergency Broadcast Plan. Then the OWI made him a regional radio consultant.

His recent shift to Washington, D. C. as chief of station relations, Radio Bureau, OWI, has meant not only a move for Dick, but for his family as well. Married to Lucile Richards of Los Angeles on Aug. 28, 1928, they had made their home in Manhattan Beach, Cal. Completing the family circle are Gloria, aged 15; Richard Jr., 12, and Ned 2 years old. Admittedly a driver and energetic, Dick dislikes any hobb- ies but loves a romp with his three children. He is a Mason, Knight Templar, Shriner and Phi Delta Theta.

Dick's present job in the na- tion's capital is a far cry from tossing hot rivets in a California shipyard. The boy who helped build ships for World War I has turned knowledge, coordination and abil- ity acquired in 25 years to a simi- lar purpose. Only this time his con- tribution is via radio.

WILLIAM D. OLDHAM, head of the grocery trade relations of WLW, Cin- cinnati, has been commissioned an en- sign in the Navy and reported Dec. 11 for indoctrination at Princeton. Before joining WLW three years ago he was promotion manager of Coopers Inc., Kenonha, Wis. (underwear).

H. G. (JACK) FEARNHEAD, dis- surend as the auditing department of NBC Hollywood, has been commissioned a lieutenant in the Royal Air Forces.

JAMES ICHARME CHRISTIE, former chief of NBC's Brazilian section, in- ternational division, has joined the Naval Reserve as ensign, and reports for duty Dec. 15 at the Florida indoctrina- tion school.

CRAIG LAWRENCE, vice-president of the Iowa Broadcasting Co., cele- brates his tenth anniversary with the company this month. He became station manager last April, replacing Maj. Luther L. Hill, who is in the Army Air Forces.


L. W. BROCKINGTON, advisor to the Emperor's British Ministry of Information, will address the nation via CBS in London from WJWS, Washington, Dec. 15, on his arrival in this country from England.

DAN McARTHUR, chief news editor of the Canadian Broadcasting Corp., Toronto, will report on the western CNN regions to check on CBS news bureau activity.

GEORGE TAGGART, assistant pro- gram supervisor of the Canadian Broadcasting Corp., Toronto, has re- turned from a tour of Pacific Coast and prairie region CBS pro- gram offices.

ROBERT STODDARD, formerly business manager of KYW, Phila., Cal., is now sales manager of KFBB, Sacramento.

WOODROW HATTI, formerly di- rector of public relations, agriculture and sports of WWL, New Orleans, has joined KMPC, Beverly Hills, Cal., as director of war activity.

WILLIAM ANDREWS of the staff of More Radio Guide, on Dec. 21 joins the public relations division of the National Safety Council, Chicago.

LAWRENCE W. McDOWELL, com- missioned a second lieutenant of the Army Air Forces, Long Beach, and president of Southern Califor- nia Broadcasters Assn., has been appointed regional radio consultant of the OWI.

RALPH WHITMORE, formerly ac- count executive of CBS San Fran- cisco, is serving with the Army in North Africa.

POWELL ADAMS has been appoint- ed controller of WCCO Charlestonville, Va., after three years with WSIX, Nashville, and WLAK, Lakeland, Fla. Before entering radio, Mr. Adams was drummer with Jan Garber's and Francis Craig's orches- tra.

M. WAYLAND FULLINGTON, pro- motion manager of WKTW-KGKK, Springfield, Mo., has been a vol- unteer officer candidate at Ft. Leaven- worth antiaircraft artillery school Nov. 9.

DR. JOHN GRAY PEATMAN, di- rector of the office of research, radio division, College of the City of New York, has been named from the rank of assistant professor to associate professor of psychology.

MAJ. HAROLD W. KENT, recently transferred to the Dept. of National public relations bureau's radio branch to the region, has been transferred Dec. 17 to the old radio branch on detached duty.

We Pay Our Respects To —

ROBERT SCHEUTZ, manager of NBC Radio-Recording Division, Hol- lywood, has been commissioned a lieu- tenant in the Navy and on Dec. 15 reports to Naval Training School at Boston, Mass. After a six-month training there, he will be enrolled at Harvard U for additional study. Jack Rives, his assistant for the past six months, has taken over Scheutz's former duties.

JAMES KELLEY, Chicago manager of Radio Adv. Corp., station represen- tatives, has been inducted into the Navy as lieutenant (j.g.) and will report to Great Lakes, Ill. He is suc- ceeded as Chicago manager by R. L. (Bud) Swarts, formerly in charge of testimonial and station promotion at Blackett-Sample-Hummert, Chicago.

DAVE TAYLOR, commercial man-ager of WBBM, Chicago, recently enlisted in the Air Force En- listed Reserve; he begins flight train- ing at College of the Univ. on Dec. 15.

PAUL KESTEN, CBS vice-president and general manager, has left his office for a three-week vacation. He is expected to return around the end of December.

BROADCASTING  •  Broadcast Advertising  December 14, 1942  •  Page 33
Griper Hired

"DO YOU think you can do any better?" challenged the program director of WINX, Washington, when William Grayson, a fan, wrote that the announcing of the program to which he had been listening was considerably less than satisfactory. Grayson did; so did the program director when Grayson presented himself to prove it. Grayson is now WINX Sunday Symphony Hour announcer. Program Director is Sam Launder.

STEWART DEAN, announcer and newscaster of WFAA-KKO, Dallas-Fort Worth, a native of Hamilton, Ohio, has received his final naturalization papers. Gene Martin, news editor of WFAA-WBAP, has become father of a girl.

JILL JACKSON

EVERYTHING from "play by blow" sports descriptions to "radio takes" of Helen Hayes' dramatic interpretations—that's the record of Jill Jackson, versatile sports commentator, special events announcer, Hollywood reporter and actress of WWL, New Orleans.

A back injury changed Jill's career from cup winner in tennis and golf tournaments to a unique position in radio. Unusually talented in all sports from her college days at Tulane U, New Orleans, Jill won many city and college titles in tennis as well as the municipal golf title. After her injury on the links she turned to another talent, the stage, and later made her way in radio.

Jill writes, produces and delivers all material used on her shows and appears in her spare moments on WWL's dramas. Employed by the Jackson Brewing Co. of New Orleans, she has become known as one of the most active radio women in the South and one of the few sportswomen commentators in the country.

HOward A. PETRIE, NBC announcer on Gary Moore's Everything Goes, and 1942 winner of the H. P. Davis Memorial Announcers' Award, has been named announcer for The Story of Mary Martin, sponsored on NBC by Procter & Gamble Co., Cincinnati, for Ivery Snow.

JAMES MARIAN, after seven months on The Junior announcer staff of NBC, has been promoted to the rank of senior announcer.

MARY SetZKe, teletype operator of NBC Hollywood, resigned that post in early December to marry Howard Dill, Minneapolis businessman.

We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is

RESULTS!

Meet the LADIES

Tom Livezey, who has joined the staff of WCAM, Camden, joined the announcing group. DAYTON LUMMIS, formerly of WJHL, Johnson City, Tenn., now of KOXOK, St. Louis, has joined the announcing staff. BOB CONLON has joined the sound department, his work in advertising. MR. M. GRAYSON, a native of Maryland, has been hired to the announcing staff of WWJ, Baltimore.

The burley tobacco markets open next month putting hundreds of dollars in pockets of thousands of farmers. And WJHL is the only single station that can reach the farmers served by the five big markets in this area.
ALLAN DILL has been appointed farm commentator for the Canadian Broadcasting Corp., Maritime region, succeeding Ralph Marven who has joined the Dominion of Agriculture. Dill is a practical farmer as well as former newspaperman. He is attached to CHA, Sackville, N.B.

TIM DAVIS has resigned from the recording department of NBC Hollywood to join the Navy.

JACK SHNELL, sound effects man of NBC Hollywood, has been transferred to KPO, San Francisco.

JOHN REDDY, newswriter of CBS Hollywood, is the father of a girl born Nov. 25.

MIKE CLARK, staff announcer of WWL, New Orleans, has joined the Army. Sharing his announcing duties are Jack Lewis, Ervin Viktor and John Keut, who replaces Clark as staff announcer.

BOB FRANKLIN, announcer of KGW-KEX, Portland, Ore., has become a Naval air cadet and is stationed at the training station near Boise, Ida.

DOUGLAS EDWARDS, for five years announcer of WSIB, Atlanta, has joined the CBS announcing staff.

DONALD J. DEAN, formerly assistant promotion manager and in charge of farm department of WCKY, Cincinnati, has been commissioned a second lieutenant of the Army, following successful completion of the officer candidate course at The Infantry School, Fort Benning, Ga.

JON DUFFY, newsreader and producer of KWN, shortwave station in San Francisco, joined the Marines Dec. 7 as a combat correspondent.

JOSEPH W. GRAHAM, former announcer of WCKY and WCPO, Cincinnati, inducted into the Army a year ago, has been selected for officer candidate training and is now at Fort Benning, Ga.

LILLIAN ZATT, formerly in charge of promotion and publicity of women's programs and activities of WMCA, New York, has joined WNEW, New York, as assistant to Jack Banner, publicity director. She succeeds Betty Freer, who resigned to join her husband, who is completing his military training in Florida. Prior to joining WMCA, Miss Zatt served in the promotion department of the New York Daily News. She has also been associated with CBS and BBC in a production capacity.

DON BESTOR on Dec. 14 joins WHN, New York, as leader of the studio band, replacing Dick Ballo. Don Albert continues as manager of the band, also handling some of the conducting.

DICK ALLAN, announcer of WLIB, Brooklyn, has joined the Army Signal Corps Reserve and will study radio communications while continuing his announcing duties. The station has added Evelyn DeRavin to the music department, and Jeannie Teedyke to the program department.

JEAN CAMPBELL, formerly newswriter and announcer of woman's programs of KDKO and WABP, Fort Worth, Tex., has joined the English section of NBC's International Division, as a news writer.

GENE CHENAUT, formerly of KJKM, Fresno, Cal., is now program director of KFRE, that city. Del Forrest has been added to the announcing staff. Robert Davis has been made special events director of KFRE, with Miss Frances Quinn, war-program manager as well as director of women's programs.

LESLIE RADDATZ, in publicity department of NBC Hollywood, and Mona Bottrell of Los Angeles, were married Nov. 28 in Casa Grande, Ariz.

STOCKTON HELFFRICH, manager of NBC's continuity acceptance department, is father of a son born Dec. 6.

Ensign Clinton Missing

ENSIGN JACK W. CLINTON, formerly of the CBS Junior Training Group, Hollywood, and recently on combat duty in the Solomon Islands, is reported missing by the Navy.

JOHN WOOLF, handling joint work in the program and announcing departments of KDYL, Salt Lake City, is now fulltime announcer. Dave Simmons, promotion manager, is assisting George Snel, continuity editor, on special assignments.

CAPT. WALTER BASE, former announcer of KIT, Yakima, Wash., now with the Army somewhere in the Pacific, is the father of a boy.

KURT POLLEY, formerly woman's director and member of the sales staff of WHSF, Rock Island, Ill., has enlisted in the WAVES.

DURWARD KIRBY, BLUE staff announcer, and his wife, Mary Paxton, now of The Wishing Well, on WBBM, Chicago, are parents of a son, born last week.

HENRY SCHACHT has left OWI in San Francisco to write, produce and voice a new agricultural program on KPO, San Francisco, which is scheduled to begin in the air about the first of the year.

BILLY NOE for seven months with the OWI in San Francisco, has joined KOMO-KJR, Seattle, in the news and special events department.

HOMER J. BLISS, education director of WHAM, Rochester, N.Y., and member of the Army Signal Corps Reserve, was called for active duty Dec. 8. Gordon Kester, of the University of Rochester, will handle some of Bliss' announcing duties.

WILLIAM S. RAYBURN of the CBS sales promotion department, became the father of a boy Nov. 27.

DICK DE FREITAS, formerly chief announcer of WQAS, White Plains, N.Y., and previously of WAAT and the Alabama Network, has joined the announcing staff of WHN, New York.

GRACE HELLERSON, of the BLUE program department, has been appointed manager of the booking office of the BLUE, replacing Grace Gunderman, resigned. Geraldine Bohne has been named looking supervisor.
SGT. ARTHUR E. BARNETT, once known as the "court jester" of WZB, New York, where he conducted a dance music program, is serving with the Special Service office at Fort Dix, N. J. He has just received a first lieutenant's commission. For the past several months, he has been broadcasting at a three-weekly program on WTTM, Trenton, titled "Fort Dix Passes in Review.

JOE KELLY Jr., formerly a member of the guide staff of NBC Chicago, and son of Joe Kelly, m.c. of BLUE Quiz Kids and NBC National Barn Dance, sponsored by Miles Labs, Elk hart, Ind., has joined the Quartermaster Corps of the Army.

BESSIE BEATTY, who conducts her own five-times-weekly women's program on WOR, New York, on Dec. 11 was chairman and guest of honor on "Radio Day" at the 25th anniversary Christmas sale of articles made by the blind in New York.

PAGE GILMAN, who portrayed Jack Barbour in the NBC serial "One Man's Family," sponsored by Standard Brands (Fleishmann's yeast), has been inducted into the Army. He is the son of Don E. Gilman, BLUE western division vice-president.

DOROTHY R. SPICER, formerly of WWJ, Detroit, and WCCO, Minneapolis, has joined the publicity staff of Free & Peters, Chicago.

ADELAIDE GERGW, of Wright-Sovovax Division of Free & Peters, New York, was recently married to Lt. Lloyd Bethune of the Army Air Forces.

ALICE MUSCATINE has been placed in charge of traffic department of WTTM, Trenton, and Charlotte Wolf, new to radio, has been appointed continuity director. Russ Andrews, formerly of WFPG, Atlantic City, has joined the announcing staff of WTTM.

RALPH L. POWER having become an inspector in the Army Signal Corps and assigned to a field unit, the Los Angeles agency bearing his name has been taken over by Mrs. D. H. Cameron, for the past ten years office manager. The agency, specializing in technical radio equipment manufacturers, has resigned all accounts, with one exception, and will remain inactive for the war duration. Universal Microphone Co., Inglewood, Cal., will be serviced at a wartime budget by Mrs. Cameron.

EMILY PETERS, former traffic manager of KJJ and the Don Lee Network, will become the bride of J. Glenn Turner, former chief engineer in master control at KJJ, now in Government work. Miss Peters' duties have been assumed by Mary Ellen Ryan, assisted by Betty Secretti and Dorothy Peters' page-boy, Irwin Buckstein, has enlisted in the Signal Corps. He is replaced by Bob Weber.

RICHARD H. CUTTING, formerly announcer of KFSD, San Diego, has joined KFAC, Los Angeles.

TED FEN, announcer of WGST, Atlanta, married Betty Cain of Atlanta Dec. 7.

LT. STARR SMITH, former radio special events announcer, has been appointed public relations officer for the Army Air Forces Flying School, Stuttgart, Ark.

MAX KARL, educational director of WCCO, Minneapolis, shot a 225-pound buck, the biggest taken in Minnesota this season, within thirty miles of his home.

LEE NEAL, formerly news editor of WPAR, Parkersburg, W. Va., has joined the announcing staff of WIND, Chicago.

FRED WITTING, stage and screen critic of WIBG, has enlisted in the Navy.

KGU Staff Changes

KENTON CASE, formerly of KGBM, Honolulu, has assumed the duties of program director, and Joanne Silva, formerly of KMOX, St. Louis, is a new commentator at KGU, Honolulu. Ken Carney, former program director of NBC San Francisco, and head of the radio department of Bowman, Holts, MacFarlane & Richardson, has just been appointed public relations director of Hawaiian Sugar Planters Assn., but remains in radio by producing the MBS show "Hawaiian Calls," Bill Paige, former assistant manager of KGU is now an ensign in the Navy.

Arthur Perles Is Named As Crandall Assistant

ARTHUR PERLES, formerly in charge of CBS shortwave publicity, has been appointed assistant director of CBS publicity, it was announced last week by George Crandall, recently named CBS director of publicity.

Joining CBS four years ago as publicity copy editor, Mr. Perles was assigned in July, 1941, to direct publicity here and abroad for all CBS shortwave activities, including the new CBS Latin American network—Cadena de las Americas. Prior to entering radio he was with the Daily News and other New York newspapers. Perles has also served as assistant U. S. Commissioner for Public Relations involving federal participation in the New York's World Fair.

Clay Leaves KMOX

LLOYD CLAY, continuity director of KMOX, St. Louis, has left to join the FBI in Washington, the eighth KMOX executive to go on war duty. Of the hundred men on the KMOX payroll, 28 are now in the armed forces. Executives who have taken war posts are: Louis M. Young, chief engineer, now a Lt. Col. in the Army; Larry Neville, continuity director, FBI; C. Canonna Link, publicity director, Army Air Forces; Thomas Rooney, promotion manager, Mariner; Mr. Douglas, production manager, Lt. (s.g.) Navy; Chester (Tiny) Renier, program director; filling a war vacancy at CBS, New York.

Schafer Succeeds Hull

WALTER SCHAFER, for the last 10 years with WDZ, Tuscola, Ill., has been appointed manager of the station, succeeding Clay B. Hull, who resigned as of Dec. 15 to join Ferry-Hanley Co., Kansas City agency [Broadcasting, Dec. 7]. Mr. Schafer, who has worked as announcer, program producer and salesman, will also supervise the commercial end of WDZ. Mr. Hull had held the joint posts of manager and commercial manager.
BOSTON SYMPHONY
IS SIGNED BY BLUE

NEGOTIATIONS in progress two weeks ago between the BLUE and the Boston Symphony Orchestra, which recently signed a three-year contract with the American Federation of Musicians, were settled last week, with the announcement by Mark Woods, president of the BLUE, that the orchestra, under the direction of Serge Koussevitzky, will begin a series of weekly concerts Dec. 20 on 145 BLUE stations.

Absent from the air for five years, the Boston Symphony has held the unique position of the only major nonunion orchestra in the country until last month when the AFM amended its by-laws to give Koussevitzky full control over the employment of his musicians (Broadcasting, Nov. 30). The new series of concerts on the BLUE, most of which will originate from Symphony Hall in Boston, will be heard Saturday evenings 8:15-9:15 p.m. under a long-term contract covering a season of 46 weeks each year.

At the expiration of this year's season on May 1, 1943, the BLUE will broadcast the Pops concerts under Arthur Fiedler as well as the open air concerts on the Charles River Esplanade, Boston, later in the summer. It is hoped by the BLUE that conditions will permit resumption of the Berkshire Symphonic Festival at Tanglewood in Lenox, Mass.

McCaw Named Major

PROMOTION of Capt. J. Elroy McCaw, principal owner and manager of KELA, Centrals, Wash., to rank of major in the Directorate of Communications of the Army Air Forces, headquartered in Washington, was announced last week by the War Department. Maj. McCaw, an engineer, was commissioned a second lieutenant last March and was jumped two grades to a captaincy a month later. He is chief of the Liaison Section of the communications directorate, working directly under Col. Alfred W. Marriner.

WHITEY FORD, formerly the "Duke of Paducah" on NBC Plantation Party, on Dec. 10 left for overseas assignment in the USO.

NO HOBBY! Skating is transportation for these two employees of KNX, Hollywood. With advent of gas rationing, Ken Hodge, staff producer, rolls 8 miles to work, meeting his secretary, Elaine Fishbush, at the station entrance.

Drake Promoted

JOHN DRAKE, assistant promotion manager of KSO-KRNT, Des Moines, has been named promotion manager, replacing Wayne Welch, who has joined the Menough Adv. Agency, Des Moines. Drake was formerly a writer of KGFX, Coffeyville, program director of KCKN, Kansas City, Kan., and studio manager of KGNO, Dodge City. Wilda Whitescarver, has joined the KSO-KRNT staff to handle general promotion and the house organ, Dial Tones. She was formerly in the traffic and continuity departments of WMBH, was program director of KCKN, Kansas City, and in the continuity department of KTUL, Tulsa.

Benny's Movie Plans

DESPITE wage ceiling, effective Jan. 1, 1943, and spiking reports to the contrary, Jack Benny, star of the weekly NBC show bearing his name, sponsored by General Foods Corp. (Grape Nuts Flakes), will not limit his activities to that program. Agreement for at least one United Artists film each year is still in force, according to the radio-film star. He will begin a new film assignment upon selection of a suitable story. Plans for an independent motion picture producing company was release through United Artists, however, have been set aside for the war's duration.

THE ENTIRE announcing staff of WTTM, Trenton, has enlisted in the Signal Corps Reserve of the Army. Program director Milton March has staggered the hours of his staff to permit the men to attend the evening courses at Rutgers University.
MYRON DUTTON, Hollywood producer of the Bow Co. on the weekly NBC Johnny Prentiss Gung Simms, sponsored by Philip Morris & Co. (cigarettes, tobacco), has resigned from his post to assume similar assignments on two CBS programs featuring Orson Welles. Dutton currently handles the weekly quarter hour Ceiling Unlimited, sponsored by Lockheed Aircraft Corp. (institutional), as well as the half-hour weekly sustaining feature on that network, Hello Americans.

CLAIRED OLMSAFT, for two season production manager of Transcription Co. of America, Hollywood, has joined Bow Co. that city, as production contact at the NBC Johnny Presents Ginger Simms, sponsored by Philip Morris & Co. (cigarettes).

NORRIS HOUTHOGT, formerly the production staff of USO-Camp Shows Inc., on Dec. 7 joined BBDO, New York, as program coordinator for the NBC Johnny Presents Ginger Simms, sponsored by Philip Morris & Co. (cigarettes).

GEROLD M. LACUT Jr., assistant account executive of N. W. Ayer & Son, New York, and son of Gerald M. Lauck, executive vice-president of the advertising agency in Philadelphia, has enlisted as an aviation cadet.

T. V. HARTNETT, president of Brown & Williamson Tobacco Corp., Louisville, receives an award on the B & W Plantation Party on NBC from Claris E. Woodward (right), vice-president of the Liberty Mutual Insurance Co., Boston. The record of over 12,000,000 man hours without an accident was established by the B & W Petersburg plant as their part in the "Smash the 7th Column" campaign against careless accidents.

MORTON GOULD has been appointed musical director for the William H. Wenthroth Co., agency, New York, and will have complete charge of all music pertaining to broadcasting, announcements and programs.

GATES FERGUSON, formerly of R. L. Piel Co., has joined the public relations staff of N. W. Ayer & Son, New York.

DONALD S. HARRIS, former account executive of McCann-Bridgers, Minneapolis, for the Pillsbury Flour Mills Co. account, has joined the Food Unit of Ruthrauff & Ryan, Chicago.

ESTER D. SIGAL, for 15 years an administrator in the advertising department of Ex-Lax Inc., has resigned as of Dec. 31, with no future plans announced.

Walker Promoted

ROBERT F. WALKER, account executive of W. L. Thomas, Chicago, since 1935, has been appointed vice-president. Prior to association with Lord & Thomas, where he has been in charge of advertising for Armour & Co., Mr. Walker headed his own agency and served for several years as vice-president and general sales manager of Jewel Tea Co.

DO YOU KNOW YOUR IOWA MARKET?

—Get this latest survey now—FREE!

You don't know what station you listened to most? by 55.7% of the Iowa radio audience... or who writes to radio stations, and why? These are among the questions on a big market are fully answered in the "Iowa Radio Audience Survey": Informative, helpful. Get yours today, without obligation! Write:

CENTRAL BROADCASTING CO.
916 Walnut St.
Des Moines, Iowa

THE 5000 WATT Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

"Radio homes coverage?—more than the whole state of Maine."

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

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BROADCASTING • Broadcast Advertising
**AGENCY Appointments**


CHAP STICK Co., Lynchburg, to Sherman & Ellis, New York, for a medicated lipstick. Largely magazines until now, future media plans not set.


CHICAGO SUN, Chicago, to Leo Burnett Co., Chicago.

CUDAHY PACKING Co., Chicago (food products division), to Grant Adv. Inc., Chicago.


PRESS-ON Inc., New York (mending tape), to Reiss Adv., New York. Radio, magazines, trade papers and window display will be used.

LEA & PERRINS Inc., New York (sauce), to McCann-Erickson, New York.


SOCONY-VACUUM Oil Co. Inc., Detroit (White Star-Ohio division), to Compton Adv. Inc., N. Y.

Arthur H. Ashley, president of his own advertising agency, Arthur H. Ashley Adv., New York, has joined A. & S. Lyons, New York, talent agency, as vice-president in charge of the radio division. In addition to expanding the agency's package shows and talent list, Mr. Ashley will take over the duties of William Tuttle, who is joining the Army Air Forces this month. The Ashley office will continue its Government work and foreign language series, such as the transcribed programs of "You Can't Do Business With Him on stations throughout the country.

WALTER CASSELL, Metropolitan Opera baritone, has been selected by E. R. Squibb & Sons, New York, as the singing star of the three-weekly CBS program "Keep Singing, America," succeeding Frank Parker, who made his final appearance on the Dec. 11 broadcast, prior to joining the U. S. Maritime Service as a chief bosn.

**POST-WAR PLANNING**

Cecil & Presbrey Consultants

TO ASSIST companies which are too busy now with war production to be able to plan for the period following peace, Cecil & Presbrey, New York advertising agency, has established a post-war planning department to be directed by David C. Moss of the investment firm of Moss, Pratt & Co., New York. Eight part-time consultants with outstanding records in particular fields will assist Mr. Moss as a "planning board." They include:

- Dr. Donald F. Other, head of chemical engineering at Brooklyn Polytechnic Institute; E. R. Meulepa, engineering consultant; John W. Young, mechanical engineer; Joseph F. Platt, industrial designer; Orson D. Munn, patent attorney and president of Scientific American; Hearst W. Street, former vice-chairman of the board.

**It would take a Z ration card...**

... to follow Martha Brooks on the radio visits she makes every day.

Martha is the gal who conducts WGY's "Market Basket" participation program from 8:45 to 9 a.m. every weekday morning. She is a nosy gal who isn't content to stay in her own primary area. She gets out and gets regular listeners more than 200 miles from Schenectady, throughout New York and western New England, from Rochester to the outskirts of Boston.

The map you see here is what came out of a ten-day trolley recently between Martha and 4490 letters and cards received during that time.

P.S. It takes a lot more space than this to tell the story of Martha. In fact it takes at least 12 pages. We'll be glad to send you a copy of her story in exchange for your name on a postcard.

- the area's only 50,000-watt station
- the area's lowest frequency
- the area's only outlet for those popular NBC programs

**Sales Plan Offered**

A PLAN for broadcast sales promotion was presented by Bill Wright, of Stovin & Wright, Toronto station representatives, at the joint luncheon meeting December 7 of the Broadcast Sales Club of Toronto and the directors of the Canadian Assn. of Broadcasters at Toronto. The joint luncheon was held in conjunction with the meeting of the CAB board of directors from all parts of Canada. The sales promotion plan in the form of a scenario for a film was drawn up by Bill Wright and Jack Part of Mason's United Advertisers Agency, Toronto. The luncheon was attended by about 40 broadcasters, agency and station representatives, with Glen Bannerman, CAB president, presiding.


**Sound Studios Opened**

SOUND STUDIOS Inc., Washington, representing Muzak Transcriptions Inc. and General Sound Corp. of New York, formally opened its studios Dec. 11, at the Burlington Hotel, 1124 Vermont Ave. The new studios offer vertical and lateral transcription facilities with eight channels of recordings available. Robert J. Coar, formerly owner and general manager of Broadcast Service Studios, Washington, is president and general manager of Sound Studios.

**Writer Enlists**

THIRD War Savings staff radio man to enlist in the Naval Reserve in two months is Lloyd Bartlett Dunning, chief copy writer of the radio section, who reported at Princeton U Dec. 11. Dunning, who assumed his Treasury post Janu- ary 1942, previously worked in the copy department of the J. Walter Thompson and Maxon agencies, New York.

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**No Penny Pinchers**

Winston-Salem wage earners are well paid, are sure of their jobs and never freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

Winston-Salem, North Carolina
SGN, No. Platte, Neb.
Paxton & Gallagher, Omaha (canned goods), 6 weeks, 13 weeks, thru Buchanan-Thomas Adv. Co., Omaha.

KHN, Hollywood
Quaker Oats Co., Chicago (Aunt Jemima), 6 weeks, thru Sherman & Ella Co., Chicago.

HGG, Napavine, Wash.

WGY, Schenectady
Lever Bros., Cambridge, Mass. (Riso), 6 weeks, 8 weeks, thru Rothrauff & Ryan, N. Y.

VGB, Riverside, Cal.
Vasey Furniture Co., Chicago, 6 weeks, 8 weeks, thru Rovel & Casmir, N. Y.

LH, Middlesboro, Ky.
Lester H. Brown, Middlesboro, Ky., 6 weeks, thru White & Co., N. Y.

WGCW, Washington

United Drug Co., Boston, Mass. (Rexall products), 6 weeks, thru Bert & Son, N. Y.

American Tobacco Co., New York (Cigar), thru Bert & Son, N. Y.

New York State Savings Bank Corp., New York, 66 aps, thru Rothrauff & Ryan, N. Y.


Murdock & Co., Chicago (Monarch foods), 6 weeks, 1 year, thru Rogers & Smith, Chicago.

Chris Hansen Labs, Little Falls, N. Y., thru Hammer & Son, N. Y.

Red Top & Sons, Chicago (Kow- ter Cream), 6 weeks, thru United Press, N. Y.

Klau & Lincoln (Questions), 62 aps, thru Moulton Advertising, N. Y.

United Drug Co., Boston (Rexall drugs), 14 aps, thru Street & Finney, N. Y.

Sears Roebuck & Co., Chicago (tools), 13 weeks.

All-Arms Mfg. Co., Milwaukee (farm machinery), 3 as, thru Bert S. Gitlin, Milwaukee.

Ludens Inc., Reading, Pa. (cough drops), 24 as, thru M. & Partners Inc., N. Y.

Gibson Inc., Kansas City, Mo. (Castile), 65 aps, thru Advertiser's Press, Los Angeles.


Reid, Burdock & Co., Chicago, (Monarch foods), 364 as, thru Rogers & Smith, Chicago.


Black Band Ring Co. (radio sets), 7 as, 1 4., direct.

Captain Products Inc., New York (little liver pills), 156 as, thru Ted Bates Inc., N. Y.

WNEW, New York
Rogers Department Store, New York, 6 as, 16 weeks, thru Callo. McNamara & Ebeneser, N. Y.

American Tobacco Co., New York (Lucky Strike cigarettes), 6 weeks, thru Collo. McNamara & Ebeneser, N. Y.

KKL, Oakland
Montgomery Ward & Co., Oakland, 8 as weekly, 6 weeks.

Sears Roebuck & Co., Oakland, 52 as direct.

Scudder Food Products, Los Angeles (peas, meat, dairy products), 104 as, thru Bristacher, Davis & Staff, Los Angeles.

Laher Spring & Tire Corp., Oakland (Laher Spring & Tire), 1bet, thru the Lyon Agency, San Francisco.

Marino Paint Co., Oakland, 7 as, thru Ryder & Ingram, Oakland.

Beneficial Casualty Co., Los Angeles, 6 days, thru Bristacher, Davis & Staff, 6 weeks.

WNB, New York
Barnes-Jewish Hospital, 6 weeks, thru Collo. McNamara & Ebeneser, N. Y.

WACB, New York
Kibbets, Newark (dog food), weekly as, thru Al Paul Leighton Co. N. Y.

Barbeau Co., Indianapolis, 6 as weekly, thru Erwin, Wasey & Co., N. Y.

WOL, Washington
Joseph Burnett Co., Boston (flavoring extracts), thru H. B. Humphrey Co., N. Y.

Roth & Casmir Co., New York (Red Bow Food Products), 62 weeks, thru Baille Thompson Co., N. Y.

Grove & Co., Chicago (Bromo-Seltzer), 2 wps, thru Russel M. Seed Co., Chicago.

WGBH, Boston
Barros Co., Indianapolis, 6 as weekly, thru Erwin, Wasey & Co., N. Y.

Giambrone & Sons Co., 3 ps weekly, direct.

AGENCIES

WLAB, New York
Caspers Steam Laundry, 5 days, thru Wilbur Mfg. Co., N. Y.

KX, Burlington, Iowa
Stoker & Co., Chicago (porous oil), thru J. C. Hall Co., N. Y.
COCILANA Inc., Brooklyn (Cocilana Cough Nips), on Dec. 3 started sponsorship of Johannes Steel, news commentator, on WIP, Philadelphia, scheduled on Thursdays and Saturdays at 9:30 p.m. for 15 minutes. The broadcasts originate at WMCA, New York, and are by special line to WIP for the local sponsorship. Placed through Al Paul Lefton Agency, Philadelphia.

ITALIAN SWISS COLONY, Asti, Cal. (wine), in a pre-Christmas campaign during December, is sponsoring twice-weekly, Fenton Lewis Jr., commentator, on 3 Don Lee Mutual mountain stations (KOVO KEUB) Tuesday, Thursday, 9:30 p.m. (KRO), and KLO, 9-9:30 p.m. (MWT). Leon Livingston Adv., San Francisco, has the account.

SHUTTER CANDY Co., Chicago, thru Reohe, Williams & Cuninyngham, Chicago, is using time signals six times a week on WBBM, Chicago, for nine weeks which started Dec. 1.

CONSOLIDATED MERCHANTS, Los Angeles, placing direct, in a campaign which started Dec. 3 to promote a gasoline saving device is currently sponsoring five participations five times weekly in Rise & Shine on KHJ Hollywood. Contract is for 13 weeks.

CRAWFORD CLOTHES, New York, men's clothing stores, has renewed for 52 weeks its schedule on WMCA, New York, totaling over nine hours of weekly time. Crawford uses straight and dramatized news for over half of its schedule, the remainder consisting largely of recorded music programs. Renewal was effective Dec. 7. Agency is Al Paul Lefton Co., New York.


ALTA WINERY, Dinuba, Cal. (St. Charles wine), in a 52-week campaign which started Dec. 7 is sponsoring a three-weekly quarter-hour spot and a quarter-hour spot featuring Sam Boler on KHI, Hollywood. Agency is Barton A. Steebeins Adv., Los Angeles.

MINALL LABS, Pasadena, Cal. (breakfast cereal), new to radio in a 13-week test campaign which started Dec. 4, is sponsoring three-weekly participations in Priscilla Alden, women's program, on KPH, that city.

BELL TELEPHONE Co. Ltd., Montreal, has started a test campaign on CHRC, Quebec, to urge people to look up telephone numbers in the telephone book rather than having a telephone users for their cooperation. The campaign is expected to be used in other cities as well. Account is placed by Cockfield, Brown & Co. Ltd.

CANADIAN PACKERS Ltd., Toronto (various products), has started daily quarter-hour newscasts on CJGN, Yorkton, Sask.; five-minute newscasts on CKRL, Prince Albert, Sask.; and five-minute On The Farm Spot program on CKCA, Kenora, Ont. Account was placed by Cockfield, Brown & Co. Ltd., Winnipeg.

HAWTHORNE MELODY Farms Dairy, Chicago (dairy products), has placed a series of half-minute transcription service announcements on WIND, WJJD, Chicago, and six station spot announcements weekly on WBBM, Chicago. Agency is Harry E. Clark Adv., Chicago.

IN AN ITEM about a new program series sponsored by Sasse Quality Furniture Inc., New York, on WMCA in that city appearing in Broadcasting, Dec. 7, Neff-Rogow Co., New York, was erroneously listed as the agency handling the account. Company places its advertising direct.

ALFRED BUSIEL, head of Lady Esther Co. (cosmetics), Evanston, Ill., sponsoring the weekly half-hour Screen Guild Players on 118 CBS stations, is headquartered in Southern California for the winter.

Correction

It has been brought to the attention of Broadcast Advertising that the audience in Chicago area—the second largest market in the country—listens to WMAQ.

CONSEQUENTLY

The largest radio audience in the Chicago area—the second largest market in the country—listens to WMAQ.

OBVIOUSLY

The first station in Chicago is WMAQ.

For further information, write or telephone your nearest NBC representative.
NEW FACES of 1943

NEW FACES of 1943

New faces step into private offices all over the country as Uncle Sam calls executives to his service. Radio station sales problems become more complex, more numerous.

A sales engineer moves over to advertising responsibilities...a company official takes added duties as sales manager...an executive moves into a new field...

These men, conditioned by developments to the importance of acquiring quickly the new knowledge demanded of them, know that obscurity in advertising can be costly.

And, so, many of them are joining the large army of subscribers to PRINTERS' INK. This magazine meets their needs for practical information on advertising, management and sales methods. It will meet your needs as a low-cost, clear-channel route to your hottest sponsor-prospects. Add this "salesman" to your staff now!

WHO's sixth annual Radio Corn Festival was slated for Dec. 12 in the lobby of the Hotel Kirkwood. Cash and seed corn awards valued at more than $350 were offered, with time buyers cooperating. Among WHO users taking part were: H-Bred Corn Co., De Moines; DeKalb Agricultural Assn., DeKalb, Ill.; Vinton Hybrid Corn Co., Vinton, Ia.; Funk Brothers Hybrid Corn Co., Bloomington, Ind.

TO HANDLE state and regional news of the special placards and Great Lakes area, Press Assn. has set up a radio news bureau in Minneapolis. PA regular bureau here has been established recently at Omaha and Baltimore. WSAN, Allentown, Pa., BLUE and Quaker Network affiliate, has just announced acquisition of the special AP line of the Press Assn.

WOR's child entertainer, "Uncle Don," sold War Bonds and Stamps to his listeners at the new War Bond Square in Manhattan, last Saturday, designated as "Uncle Don Day." Purchasers were invited to make recordings of their voices, to be mailed free of charge to friends or relatives in the armed forces.

WGN, Chicago, has started a 25-minute afternoon Monday through Friday program titled Open House With Johnnie Neibert featuring philosophy and informal observations.

Clarence Roberts

CLARENCE ROBERTS, 62, editor of The Farm Monitor for 16 years, affiliated with KVOR, Colorado Springs, WKY, Oklahoma City, and KLZ, Denver, died from asthma Dec. 4, after a year's illness. Mr. Roberts was a student of cooperative marketing; a director of the Federal Reserve Bank in Kansas City, and was frequently called to Washington as a consultant of the AAA.

Mass Induction Via Radio

MADE POSSIBLE through radio, the largest induction ceremony ever held in military history was broadcast Dec. 7, anniversary of Pearl Harbor, when 2,000 young men in radio studios in 125 cities across the country, and in Hawaii, took their oaths as naval aviation cadets simultaneously via NBC. Lt. Comdr. Albert F. Rice, officer in charge of the naval aviation cadet selection board, New York, conducted the oath from the stage of the Vanderbilt Theatre, New York, during the 7 p.m. broadcast of Fred Waring's Pleasure Time. Some 300 inductees were present while similar groups took the oath before microphones throughout the country.
Radio Sponsors Named By Advertising Council

THE Advertising Council last week announced the formation of a sub-committee of radio advertisers to work with the Council's agency radio advisory committee in cooperation with the Office of War Information. Members of the new committee are: Charles G. Mortimer Jr., General Foods Sales Co., chairman; Robert Brown, Bristol-Myers Co.; William A. Hart, E. i. duPont de Nemours & Co.; William Ramsey, Froster & Gamble Co. They will serve as individuals and not as representatives of their companies, in line with the policy of the agency group adopted at its inception, the Council reported.

Members of the advertising advisory committee are: Heagan Bayles, Ruthrauff & Ryan, chairman; John Carter, Pedlar & Ryan; William A. Fricke, A.A.A.; John Hymes, Lord & Thomas; John Mullen, Benton & Bowles; Arthur Pryor Jr., BBDO; Paul Wilson, Young & Rubicam; R. J. Scott, Schwimmer & Scott, and A. K. Speeuse, J. Walter Thompson Co.

NBC Shortwave Service

NBC is currently shortwaveing a total of 35 hours a week of network and entertainment to American servicemen stationed abroad. More than 30 news broadcasts and over a dozen sports features are included in the programs, which are arranged as complete, hour-long units designed to offer the greatest possible variety in a limited period. NBC's English language programs for men in the armed forces are beamed eastward via WBOS, from 1-5/16 p.m. and over WNB1 from 6-16 to 6 p.m.

ILLINOIS?

For a big chunk of it, use the DECATUR station.
NOTED ANALYSTS
SUB FOR WINCHELL

ALTHOUGH no permanent replacement has been decided upon for the Sunday 9:30 to 10:30 p.m. period on the WITNESSSES GALORE were present (unseen), as Jack Starr, sports editor of KXOK, St. Louis, was sworn in as a member of the U. S. Navy. Taking part in the induction ceremonies were (left to right): Arthur E. Kaye, business manager of Star-Times; Oscar E. Zahner, vice-president of Rathbun & Ryan, public relations officer, St. Louis; Mr. Starr; Clarence G. Cooby, sales manager, KXOK; Roy Shannon, advertising manager, Griesedieck Bros., sponsor of Starr's programs.

THE VITAL part radio is playing in wartime farming in the United States has been revealed to letters to AMA Radio and Market News Section

Capidine Reply Denies Charges Made by FTC

GOVERNMENT agencies will supply accurate answers to Axis-inspired rumors in a rumor-spiking series launched on WOR, New York, Dec. 6, by Grove Labs., St. Louis, on behalf of Bromo-Quinine. Program format of the series, which is being titled The Rumor Detective, featuring Tomman Harper, has been officially approved by the OWI, which has made an exhaustive survey of thousands of rumors that have been spread throughout the country since the outbreak of the war. The program is part narration, part dramatization of false rumors, with the general policy of making the answer to the rumor more exciting than the rumor itself. Grove's has just launched a twice-weekly program on WOR, titled Melody Lane. Agency, Russell M. Seeds Co., Chicago.

could be a lot worse, were it not for the type of radio programs being broadcast by your station (WHAS). Through these programs several farmers have been able to use their equipment and their available manpower much more efficiently. However, the need for more help is still alive."

Inspiration to Youth

A 4-H Club leader at the College of Agriculture, U of Kentucky, J. D. Whitehouse, said: "Farm radio programs have proven to be of vital importance since the start of the national emergency, in that they have inspired the young people to greater effort."

Describing the service to farmers given by WSB, Atlanta, Bill France, the station's farm director, writes: "... our information directed toward the farmers involves a great deal of crops and livestock which are included in your organization's purchases, dehydra-

NEWSCASTERS

TWO SUNDAY EVENINGS

ALTHOUGH the quarter-hour program of two Sunday evenings in the week is doing a great deal of advertising for the third Cincinnati station, the program has not been determined, according to Lennex & Mitchell, New York, agency in charge. Jergens did definitely replace the week.

A design for GENERAL MOTORS Corp. (Chevrolet Motor Division), Detroit, is considering a quarter-hour newscast twice a week as an institutional series for Chevrolet. Company has signed John B. Kennedy as newscaster pending network clearance. Campbell-Ewald, Detroit, is agency.

Map above depicts December Forecast, United Business Service, Boston

BUSINESS IS BOOMING in the WHEB AREA

Page 44 • December 14, 1942

BROADCASTING • Broadcast Advertising
Evening Listening Found Increasing
But Daytime Quarter-Hours of Nets Are Showing Decline

A "SUBSTANTIAL upswing in nighttime networks during the 1941 level" during July, August and September, is reported by the Co-operative Analysis of Broadcasting in its review on "Radio Listening—Third Quarter." The three-month period issued last week, which notes a gain of 7% in the average ratings of evening network programs. This trend is reversed for daytime listening, however, as the CAB discovered the average ratings of quarter-hour daytime network programs dropped 7% during the three-month period.

"Whether the shift is the beginning of a definite trend or whether it was a mid-summer interlude awaits the conclusions that can be drawn from future reports," the CAB states. "The stimuli that affected listening, curving the nighttime level upward and the daytime level downward, can be rationalized as the result of gasoline rationing, increased employment, and so on. Isolation of the actual reasons, however, requires exacting research which is outside the scope of regular audience measurements."

Interest in News

The CAB also found the interest in news programs far greater last summer than during the summer of 1941, with a rise in news listening "even larger than the spurt in listening to such programs that took place in the months immediately after Pearl Harbor."

High-ranking special events of the third quarter included the broadcasts of Cordell Hull, Secretary of State, on July 23, which scored a rating of 34; Prime Minister Winston Churchill's address shortwave from England Aug. 24, rating 26.1, and President Roosevelt's cost-living talk Sept. 7, which was credited with a rating of 55.8.

JOHN W. VANDERCOOK, WBC news commentator, has been signed by Columbia Pictures to handle the commentary for a short feature on the North African Theatre Broadcasts by National Concerts & Artists Corp.

WNAX Girl Newscaster

WYNN HUBLER, women's director of WNAX, Yankton, S. D., has started a new mid-morning newscast. Using the services of Associated Press and the United Press, Miss Hubler gives an individual analysis of the news, together with a factual summary, every morning at 10. Miss Hubler is a pioneer in this field, being one of the first women newscasters in the Northwest.

The Chicago Sun, morning newspaper published by Marshall Field, has appointed Lee Barnett Co., Chicago, to handle radio, billboard and newspaper promotion. The radio program, Jolly Joe and His Pals, daily quarter-hour reading of the comics on WBBM, Chicago, will continue to be placed through Wide Adv. Agency, Chicago.

SERVICES REVISING BROADCAST PLANS

WHEN ALL enlistments were halted recently by Executive Order of President Roosevelt, it became apparent that use of the broadcast medium by the Army, Navy and Marines would be affected to an extent not clear among radio officials of the three armed forces.

It was considered likely that use of spot announcements would be reduced, since their primary purpose was in recruiting. However, Navy spots will continue on behalf of youths between 17 and 18, specialists and the Woman's Reserve, Army and Marine officials were not clear on the exact use of spots, since their policies have not yet crystallized.

All three service units were emphatic, however, about their use of other time, stating that programs previously utilized for recruiting would now be used to tell the story of each branch of service, its history and its present day problems.

BMI, SPA Dickering

NEGOTIATIONS between BMI and the Songwriters Protective Asn. towards acceptance by the broadcasters music organization of the basic SPA agreement are approaching a conclusion, it was reported last week, with BMI ready to sign if SPA will waive its prohibitions on bulk deals and television rights, both of which would conflict with commitments already made by BMI. Allowance for sale of rights in bulk has previously been made by SPA for ASCAP publishers, so it is expected to present no undue difficulty in the case of BMI.

Swing Candy Spots

E. J. BRACH & SONS, Chicago (Swing Candy Bar), has placed one and five-minute transcribed musical announcements on WBBM, WMAQ, WIND, WOCO, KMOX, KMBK, WGGAR, WLW, WXYZ, WMJH, featuring harmonica talent. Agency is U. S. Adv. Corp., Chicago.

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

Montreal, Winnipeg, Toronto

KFYR Bismarck

550 Kilocycles, N. Dak., 5000 Watts

Like loaded dice (but for a different reason). KFYR pops up with the RIGHT combination for making sales figures climb ... not just sometimes ... but CONSISTENTLY, year-in-and-year-out. KFYR has mastered the ability to get ... and HOLD ... the vast rural audiences of the Great Northwest, one of the nation's richest agricultural regions.

May we cast the dice for YOU?

Ask any JOHN BLAIR man.
KNOX PRAISES CBS
Sends Letter to Paley on
Religious Series

CONGRATULATIONS have been received by William S. Paley, president
of CBS, for the CBS Church
of the Air program in the form
of a letter from Secretary of the Navy
Frank Knox, who wrote: "May I
express the appreciation of the
Navy Dept., as well as my personal
congratulations, to you on your
religious broadcast programs.
Church of the Air, conducted by
chaplains of the armed services.
"I can assure you that Navy
chaplains were delighted to have
this opportunity to participate in
this program. I am sure that these
broadcasts will comfort many par-
ents through the realization that
their sons in the armed services
have the counsel and the inspira-
tion of our Catholic, Protestant and
Jewish chaplains."

"Cap" Cotton says:
"MEMPHIS IS THE
COTTON CAPITAL OF
THE WORLD AND THE
INDUSTRIAL CAPITAL OF
THE MID-SOUTH."

Covered by
WMC
5,000 Watts Day
1,000 Watts Night
MEMPHIS, TENN.
NRC RED NETWORK
Owned and Operated by
THE COMMERCIAL APPEAL
Represented Nationally by
THE BRANHAM CO.

TO PROMOTE and merchandise programs and products sponsored
from time to time, WFBM purchased one of the largest signs available
at an important intersection in Indianapolis streets. The three inserts
on the right of the four-color sign are changed by the station each week
to call attention to CBS national and local programs in alternate weeks.

NBC's NEW YEAR PARADE

New Promotion Project Planned as Sequel to
Successful Autumn Campaign

FOLLOWING up reports from
NBC affiliates on the success of
NBC's "Fall Parade of Stars", a
program promotion plan insti-
tuted in September [Broadcast-
ning, Aug. 10] the network has de-
cided to continue the campaign in
a second project, to be named the
New Year's Parade of Stars".

The second drive will follow the
plan of its predecessor which con-
sisted basically of an elaborate
portfolio of recordings made by ad-
vertising agencies especially for
the purpose of promoting, through
local stations, radio's leading com-
edians, musicians and commen-
tors of the approaching season. Included with the recordings was a
variety of promotion material.

Promotion Technique

Reports from NBC outlets re-
vealed that 7,066 broadcasts of the
recordings were made, represent-
ing 314 hours of entertainment in-
cluding spot announcements. Ac-
cording to data supplied to NBC, the
merchandising campaign was fur-
ther carried out through the use
of 4,555 window posters; 3,955
counter cards; 49 bill-board dis-
plays; 1,760 car and bus cards;
1,757 window displays; 1,377 lobb-
dy decorations; 2,927 newspaper
ads; 52 rotogravure spreads; 2,646
press notices; 661 newspaper feature
stories; and 52 table card placements in hotels and
restaurants. All material
was taken from the publicity helps included as
examples of the type of cooperation received was the fact that a Texas
newspaper affiliated with a local
NBC station, devoted an entire
issue to the "Parade"; and that
one broadcaster alone made over
200 spot announcements calling at-
tention to NBC's sponsored shows.

The material in the merchan-
dising package now in preparation
will emphasize the theme that dem-
outs and rationing will have no
effect on the network's morale-
building broadcasts, and will stress
the need for features supplying
relaxation for workers laboring
longer hours in the nation's war
production program.

Dr. Black's 10 Years

DR. FRANK BLACK, general music
director of NBC, on Dec. 12 com-
pleted 10 years in that position. An
advancing observance of his anniversary was
heard on NBC Dec. 6 when a special NBC Symphony Orchestra
under Dr. Black's baton played a con-
cert in his honor.

MANPOWER CRISIS IN CANADA PROBED

MANPOWER, priorities and co-
operation with governement depart-
ments were discussed at a meeting
of the Canadian Assn. of Broad-
casters Board of Directors at To-
ronto Dec. 7-8. Recommendations to
the government's National Selec-
tive Service on manpower problems
of the industry were authorized by
the board and are to be taken up
with the NSS at Ottawa about mid-
December.

A suggestion for a swap ar-
angement with the NAB at
Washington was discussed in con-
nexion with increasing shortage in
transmitter equipment. The board
approved the work done by the re-
search committee on preliminary
steps for an audience audit bureau and
the work done with agency
timebuyers on a new rate structure
to apply to all Canadian stations.

Both subjects were approved for
discussion at the annual meeting
at Toronto, Feb. 15-17.

Presiding at the meetings was
Harry M. Black, of CPEB, To-
ronto, chairman of the CAB board,
who came up from New York where
he is now representing the Execu-
tive Committee of the Canadian Wartime Informa-
tion Board. Present were George
Chandler, CJOR, Vancouver; A. A.
Murphy, CFCF, Montreal; Harry
Co. Keith Rogers, CFYI, Char-
tottetown, P. E. I.; N. Nathanson,
CFCF, Ottawa; S. J.; James
Browne, CKV, Kelowna; B. C.;
Jack Tole, CBK, Timmins, Ont.;
Phil Murphy, CKY, Montreal; Ed.
Sandell, CKST, St. Catherine's,
Ont.; Arthur Evans, CAB secre-
tary-treasurer, Toronto.

The CAB board were tendered a
luncheon Dec. 5 by the Advertising & Sales Club of Toronto, at which
Arthur Porter of the Canadian In-
stitute of Public Opinion (Gallup Poll) spoke. A joint luncheon with the
Broadcast Sales Club of To-
ronto was held Dec. 7.

FM Film Honored

A FILM produced by the General Electric Co., Bridgeport, Conn.,
titled "Listen—I'm FM", has been
classified among the seven best 16mm
nontheatrical pictures produced in
1942, by New York Movie Makers
Magazine, trade publication of the
16mm. motion picture industry. Movie
was made by the Sales Education Sec-
tion, of Bridgeport, and produced by the
GB Radio, Television and Elec-
tronics Dept.

Sustainer's 700th on CBS
ONE OF radio's oldest consecutively
presented musicizing programs, the
Sunday morning Salt Lake City
Tabernacle and Organ program, heard
on CBS, celebrated its 700th nation-
wide network broadcast Dec. 13. Con-
ceived and promoted by Earl J. Glade,
managing director of KSL, Salt Lake
City, originating the series, it went on the air July 13, 1929, shifting to
CBS in September 1932, where it has
remained ever since.

WKZO
CBS • 5000 WATTS
KALAMAZOO-GRAND RAPIDS
FREE & PETERS. Inc., National Representatives

FM Broadcasting • Broadcast Advertising

Page 46 • December 14, 1942
A HOMEMAKERS' PROGRAM conducted by men is going great" over WIRE, Indianapolis. Titled "Bibli-otarily Speaking," the daily daytime participating feature covers wartime food budget, preparation and selection of foods and nutritional values, interlarded with comedy. Dick Sione (center) originator and narrator, is a food consultant and his copyrighted "Editors" column is carried in some 25 newspapers. Push-card Pete (right) the Cranberry merchant, provides the comic relief along with Uncle Wally (left) the announcer.

**War Bond Expense**

(Continued from page 9)

ter will be considered a precedent and a definite ruling for all broadcasters. Moreover, it was stated informally that the decision dispels any hope that broadcasters will be allowed to deduct the 5% item from their 1942 taxes for donated time. This was on the preliminary assumption that stations make no actual "contribution" in money by donating time.

Any extraordinary expenses incurred in placement of Government programs will be deductible as expense, it was pointed out. Should a station hire an orchestra especially for a government program, that expense would be deductible, it was pointed out. Services of additional clerks, switchboard operators and the like, working on War Bond campaigns, also were deemed deductible.

Revenue Bureau officials said that extraordinary expenses, to be allowable, must be incurred for an "instrumentality of the Government." Thus, additional expenses for Government programs, whatever their nature, would be deductible items. On the other hand, if a radio program in the campaign such as the recent scrap metal drive would not have been deductible. Though conducted with the cooperation of the Federal Government, this campaign was not organized by the Government itself.

The text of Commissioner Helvering's letter to Mr. Place follows:

"The following is a formal ruling made to your letter of July 21, 1942, regarding the deductibility for Federal income tax purposes of expenses incurred by radio stations in promoting the sale of War Bonds. You enclosed two copies of the "NAB War Service Bulletin," which you state indicates, in a general way, the kind of expenses that will be incurred by radio stations in promoting the sale of War Bonds. Plans of handling the mail orders transmitted by radio stations are set forth therein as follows:

"Plan 1. A station becomes an issuing agent and gets a supply of bonds. It employs handle the over-the-counter as well as mail order sales. An all-out promotion job is launched; listeners are urged to come in and buy bonds. The proceeds of the sale of the bonds may be used for the station's in the bond selling business.

"Plan 2. A station does not become an issuing agent itself. It recognizes that the bulk of all-out cooperation with some establishments, the kind of expenses that will be incurred by radio stations in the mail order business. It appears that the station agrees to get buyers to come in or write in and buy.

"Plan 4. A station steps up its present War Bond campaign. It agrees to receive mail orders and see that they are transmitted to an issuing agent. You also enclosed a newspaper article clipping from the Advertising Age of June 25, 1942, concerning the deductibility for Federal income tax purposes, of expenses incurred by newspapers in promoting the sale of War Bonds under section 23(a) of the Internal Revenue Code.

**Bureau Ruling**

The test of whether expenditures are deductible from gross income is whether they are ordinary and necessary expenditures directly connected with or reasonably incurred in the taxpayer's trade or business. As indicated by the newspaper clipping, the Bureau has ruled that expenses incurred by newspapers in promoting public attention to the sale of War Bonds are deductible as ordinary and necessary business expenses. Such ruling is based upon the recognition that it is the business of newspapers, among other things, to disseminate news and bring to the attention of readers matters of public interest. Newspapers in thus promoting the sale of War Bonds are considered to be engaged in carrying on one of the functions for which they are organized and the expenses incurred are identified as being directly connected with the business of operating a newspaper.

It appears that the business of a radio station includes, among other things, broadcasting of news, advertising of products and dissemination of other matters of interest to the public. By broadcasting information as to the necessity of buying War Bonds, radio stations are carrying on one of the functions for which they are organized and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses on the basis of the reasoning applied in the case of newspapers.

**Acting As Agent**

As appears from the plans above set forth, it is contemplated that in addition to broadcasting information as to the necessity of buying War Bonds, radio stations may either receive mail orders for Bonds and see that these are transmitted to an issuing agent or sell Bonds as issuing agents, either by mail or over-the-counter, to their own employees for the purposes. Expenses incurred by radio stations in carrying on such activities may properly be considered as expenses for institutional or goodwill advertising, which are also deductible from gross income under section 23(a) of the Internal Revenue Code, for the purpose of expenses of charitable organizations.

"Advice is requested as to the deductibility for Federal income tax purposes of amounts expended by business concerns for advertising which promotes the sale of United States War Bonds and Stamps.

"The test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and relate reasonably to the business activity in which the enterprise is engaged. This is not intended to exclude institutional advertising in reasonable amounts or goodwill advertising calculated to influence the buying habits of the public. If such expenditures are extravagant and out of proportion to the size of the company or to the amount of its advertising budget in the past, or if they are not directed to public patronage which might reasonably be expected if the news outlets carry, the decisions will be disallowed as deductions.

"The above general tests are essential factors in determining whether advertising expenditures are deductible. In this connection attention is called to article 3504, H.R.B., 1942-28, 2, which reads as follows:

"Advice is requested as to the deductibility for Federal income tax purposes of amounts expended by business concerns for advertising which promotes the sale of United States War Bonds and Stamps."

**CASE HISTORY #32**

Weis & Fisher, one of Rochester's oldest and largest furniture dealers and sponsors many programs and segments over WHEC continuously for 15 years. This record

**WHEC Furnishes The Medium — WEIS & FISHER’S Furnish The Homes**

IT TAKES a lot of business acumen to keep going as long as Weis & Fisher’s. In a field where competition is extremely keen, this firm has grown steadily in both size and reputation for more than sixty years.

How natural then, when confronted with the question of radio advertising, for Weis & Fisher to rely heavily on WHEC to reach the prosperous Rochester market.

**WHEC**

**ROCHESTER, N.Y.**

**BASIC CBS**

McKinney & Son, Representative

December 14, 1942 • Page 47
AEF Tour Project Receives Approval
Hollywood Agencies and Stars Endorse Army Morale Plan

UNANIMOUS approval of a plan for top radio stars to entertain the AEF for periods of one or more weeks each, was accorded when talent and advertising agency executives met Dec. 3 in Hollywood Radio City. Kay Kyser, star of the weekly NRO College of Musical Knowledge, sponsored by American Tobacco Co. (Lucky Strike cigarettes), and also chairman of the talent committee of the OWI, presided.

Although no definite plan of operation was set up, all talent attending favored the proposal advanced by the OWI and Special Services Bureau of the War Dept. Suggested project would be put into operation early next year with many of the high Crossley shows show abroad as morale builders for service men waiting call to battle.

To Use Substitutes

Under the plan, which is now being presented to advertisers for approval, various radio stars would pick their spares for the AEF, and those on entertainment overseas duty. It is believed that if the project can be worked out satisfactorily by the talent, there will be no objection on the part of advertisers.

For promulgation of a more definite plan drafted from suggestions of high ranking performers and their agencies, a similar session will be held in Hollywood in late December, it was said. Besides Kyser, speakers at the initial meeting were Lt. Col. Marvin Young of Special Services Bureau and former producer of NBC Hollywood; Morgan Wallace of USO-Columbia Broadcasting System; NBC western division vice-president.

BONUS based on earnings for the year will be paid in the form of 5% tax savings notes to the 1,000 employed by Variety-Journal and Times, including WHAS, it was announced Dec. 10 by Mark Ethridge, publisher. Employes in the armed services will be included up to the time they leave.

HAYE YOU SEEN HENRY
...The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boats of Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation
MODERN LODGE
Write for free booklet and rates: Wakulla Springs Lodge
Wakulla, Florida

EARLY MORNING SHIFT

In the first glow of sunrise before the morning shift begins, The towers stand silhouetted against the sky.

By the early morning's light, their rugged grandeur seems Lacy and ethereal to the eye.

Soon from their lofty peaks the unseen carrier will hurl To the waiting world News — music, duet, and song; a veritable panorama of saved unfurled.

What news of victories, or defeat, from these towers Will come today?

Only the passing hours will tell, for no one can say For the moon on the early shift it remains a lasting thrill To send those first words out on the morning air so still, While skyward the towers seem imbued with new As they hurl the morning's first words and music out to you.

THOMAS NELSON KHSL, Chico, Cal.

LATINS Will Study Techniques in U. S.
Radio Observers Also Are to Serve as Consultants

LATIN AMERICAN radio people will be given an opportunity to study American broadcasting techniques and in turn will serve as consultants on shortwave programs directed respectively in their countries through a project sponsored by the Office of the Coordinator of Inter-American Affairs.

Plans call for the section of ten professional radio workers to be brought to this country in January for a six-month period of training and consultation with the OICIAA.

Picking Candidates

One representative from each of the following countries will be chosen: Argentina, Chile, Columbia, Ecuador, Mexico, Peru, Uruguay, and three Central American Republics. Various Latin American radio organizations are now being invited to submit qualifications of likely candidates from the producing, writing and announcing fields.

The group will spend a major portion of its time with the New York office of the OICIAA, and the remainder with Washington headquarters, making a first-hand observation of broadcasting procedures in American studios. Members of the group will also be available in a consultant capacity to the native Latin American personnel of the OICIAA for radio programs directed to their respective countries, and in some instances will handle actual assignments.

Beer Time is Increased to Meet Cap Shortage

RESEARCH Co. of America, New York, has released a "Basic Marketing Chart of the United States," originally prepared for its own clients, A. C. Nielson, general manager, to record basic facts and figures for each state and geographic area. Among the figures included were population, retail sales, income tax returns, distribution of families, housing facilities and equipment such as telephones or radios, and educational status.

The company also released a report last week on beer sales in the United States for the first 10 months of 1942. Total was 54,615,989 barrels as compared with 48,175,666 for the corresponding period in 1941, an increase of 13.4%. According to the report, advertising by leading brewers increased substantially in recent months "to circumvent the prospect of loss in beer sales volume due to WBP restrictions which limit the purchase of bottle corks.

UP War Correspondents

Address New York Club

WARTIME experiences of two United Press correspondents, related to the 200 members of the Union Press Associations in New York recently, highlighted the Dec. 9 meeting of the Radio Executives Club of New York with the "Radio War Day," Walter Rundle, sales promotion manager of UP, handled arrangements.

Robert Bailleur, manager of the news service's Tokyo bureau, told of a typical day of prison life in Tokyo, and his term in Japanese camp with other American correspondents, prior to returning to the States. During his war service, the attitude of the Russian people toward the Nazis was outlined by Virgil Pinkley, European manager of UP, who has been covering war in those areas.

Out-of-town guests at the luncheon included Nathan Cook; WILX, Lynn, Illinois; WSNY, Syracuse; Bernice Goodrich, WHCU, Ithaca; John Carey, WIND, Gary; Robert W. Crum, Cleveland, Ohio; Ronald Woodard, WING-WIZE, Dayton; Norman Brown, WSUN, St. Petersburg; and John Gibson, Transcription Co. of America, Hollywood. It was announced that this week's meeting would be "WABC Day."

War Songs Rated

BEST WAR SONG was published in the magazine during the year ending Dec. 7, 1942, is "Praise the Lord and Pass the Ammunition," in the opinion of a board of judges from record and music field, charged with making an award initiated by Barry Wood, NBC singer on Hit Parade [BROADCASTING, Dec. 6]. Announcement was made last week on the NBC program. Frank Loesser, who wrote the song, received a plaque by proxy—a private, stationed in California, he was unable to be on hand at the presentation. Runners-up in the contest were: "This Is the Army, Mr. Jones," and "Just a Letter From Home."
BROADCASTING

ASCAP DISTRIBUTES FUNDS FOR QUARTER

DISTRIBUTION of roughly $1,150,000 for the fourth quarter of 1942 to ASCAP members was authorized last Thursday by the society’s board of directors. This brings the total disbursements for the year to more than $4,000,000, of which some $3,000,000 came from the broadcasting industry.

Robert L. Murray, public relations directors of ASCAP, leaves this week on a Western trip expected to last from four to six weeks, during which he will confer with state officials of Wisconsin, North Dakota, Washington, Kansas and Nebraska in an effort to straighten out details in the laws of those States and so enable ASCAP to resume operations within their boundaries. Pointing out that ASCAP is willing to comply with whatever requirements a State deems necessary for the protection of its citizens, Mr. Murray said that ASCAP does object to being outlawed in any way and that during this trip he hopes to reach an understanding which will eliminate that condition in the States.

In the State of Washington, ASCAP has recently filed a suit for a declaratory judgment of its rights under the statute of that State, naming as defendants the Secretary of State, the Attorney General, and a number of associations and individuals who are users of music. ASCAP’s contention is that it has already complied with the requirements of the law of the State for licensing public performances of music and that the decision of the courts is in error in claiming that the society has failed to comply with the State’s copyright laws. Suit is designed to clarify the exact requirements of the law.

Iceland Pickup

WTAG, Worcester, planned to stage a War Bond selling show Dec. 14 at 5:10 p.m., featuring an address by Assistant Secretary of the Treasury and pickup from England and Iceland, where Worcester men are to be heard. From a local technical standpoint, the pickup was to have interviews with workers. The program was designed to sell $300,000 more bonds than their November, with a bomber to be named for Worcester.

Hope Is Named Champion of Champions

FOR THE SECOND consecutive year Bob Hope has been voted the Champion of Champions by the more than 600 radio editors and columnists of United States and Canadian newspapers in the seventh annual poll conducted by Motion Picture Daily.

The year’s outstanding new star was Joan Fontaine, while the award for the most effective film player on the radio also went to a woman, Madeleine Carroll. Among the new classifications introduced in this year’s poll was an award to Herbert Shriner as the most promising star of tomorrow; best program for women to the Martha Deane program, conducted by Marian Young; and best musical show, won by The Pause That Refreshes on the Air.

Cecil Brown, CBS correspondent, won the editor’s citation for his broadcasts from the Pacific area, winning the best news job performed in 1942, while CBS’s all-around coverage of news won second place in that category. Best commercial war program was Cheer From the Camps, and best Government war program was The Army Hour.

A state which network and which local station had given them the best news service during 1942, the radio editors selected CBS as the network with the best publicity department, while WGN and WBMM, Mutual and CBS out of Chicago, respectively, tied for first place in the local station group.

The poll results follow:

Champion of Campions — Bob Hope
Fred Allen, Fibber McGee & Molly
Most Promising Star of Tomorrow — Herb Shriner, Cass Daley, Garry Moore
Conductors — Benny Goodman, Don Redman
Male Vocalist (Popular) — Bing Crosby, Fred Allen
Master of Ceremonies — Bing Crosby, Fred Allen
Sports Announcers — Bill Stern, Ted H powdered
Symphonic Conductors — Arturo Toscanini, Leopold Stokowski
Years Outstanding — New Star — Dinah Shore, Zero Mostel, Red Skelton
Comedians — Bob Hope, Jack Benny, Fred Allen
Concert Trams — Fibber McGee & Molly, Burns & Allen, Jack Benny & Mary Livingstone
Stars of the Day — Madeleine Carroll, Lowell Barronmore, Orson Welles
Male Vocalist (Classical) — Richard Crooks, Nathan Joseph, John Charles Thomas
Female Vocalist (Classical) — Gladys Swarthout, Lily Pons, Vivian della Chiesa
Conductors (Symphony Orchestra) — Raymond Guest, S. H. Y. Kaltenborn, Roque Carter
Symphonic Orchestrations — Dorothy Thompson, Wm. Smith, Sherman Carter
Symphonic Orchestras — New York Philharmonic, NBC Symphony Orchestra, Philadelphia Orchestra
Dance Banda (Swing) — Harry James, Benny Goodman, Tommy Dorsey
Music Programs — Breakfast Club
Top Orchestras — Everything Goes, Vic and Sade
Send For Children — Mr. and Mrs. Man’s Family, The Aldrich Family, Mr. District Attorney
Variety Programs — Kraft Music Hall, Bob Hope, Fibber McGee & Molly
Publicity and Promotions — For Children, Let’s Pretend, Red Ranger
Mental Shows — Passase That Refreshes on the Air, The Telephone Rouli, Fred Waring’s Victory Tune Time, Cities Service Concert, National Guard Band
Educational Programs — School of the Air of University of Wisconsin, Kent State University, Round Table, Town Meeting of the Air
Radio Minstrel Shows — Coney Island of the Air, From the Camps, Stage Door Canteen, Vox Pop
Dance Banda (Sweet) — Guy Lombardo, Sammy Kaye, Fred Waring.

Daytime Series — Vic and Sade, Against the Stove, David Harum
Dramatic Programs — Lux Radio Theatre, Cavalcade of America, Screen Guild Players
Programs for Women — Martha Deane, Aline Bernstein, Kate Smith, Marion McBride, Breakfast at Saratoga
Comedy Shows — Bob Hope, Fibber McGee & Molly, Jack Benny
Quiz Shows — Information Please, Quiz Kids, Truth or Consequences

New Order Lowering Age Of Service Assists Radio

SINCE President Roosevelt’s Executive Order revamping the man-power structure also lowered the age group for military service to 18, it now appears likely that the radio broadcasting industry will derive a larger pool of essential employees, according to an announcement by the NAB last Friday based upon the results of its Manpower Survey Questionnaire.

Stations which participated in the survey were requested to list key men from 20 to 46 and 60 stations listed 248 employees as "essential." Reducing the age limit for military duty to 18 provides another 510 essential men.

OWI Names Trimmer

FRED H. TRIMMER was named last Monday as administrative officer for the OWI Bureau of Communications Facilities, serving as assistant to Mr. Murray, OWI facilities chief. Mr. Trimmer has served in various administrative capacities with the Office of Emergency Management and Federal Radio as well as with private industry.

Now Col. White

LT. COL. EDWIN L. WHITE, formerly FCC, last week was promoted to a full colonel. He has been transferred last May from the Air Force Conference Command to the OWI Bureau of Communications Facilities, where he is understood to be slated for foreign duty.

POSTER STAMPS A TIMELY ANSWER

FOR AN EFFECTIVE PREMIUM PROGRAM

Replace plastics or metal, investigate this proven quick and easy premium program. Inclusive applications can lie-in with products, travel and resort, interests and appealing. Send for case histories and detailed information of How You Can Use Poster Stamps Effectively — at Low Unit Cost. No obligation.

Winner of the PEABODY CITATION FOR PUBLIC SERVICE Foreign Language Groups.

BROADCASTING - Broadcast Advertising
December 14, 1942 - Page 49
Radio News Policy In Canada Studied

Press Service Cooperation Topic at Board Meeting

POLITICAL broadcasts and news featured the meeting of the Canadian Broadcasting Corp. Board of Governors meeting at Ottawa, Dec. 7-8, the first meeting since the change in general managership from Gladstone Murray to Dr. J. S. Thomson. Presiding was Rene Morin, Montreal, whose appointment as chairman of the CBC Board was recently renewed for three years.

The board discussed with representatives of the Canadian Press arrangements for cooperation between the CBC and CP in CBC bulletins. Both CP and British United Press at present supply news free, the news being prepared by the CBC News Bureau and not commercially sponsored.

Lease of CPFPR, Prince Rupert, B. C. [BROADCASTING, Nov. 30] by the CBC was discussed, particularly from the viewpoint of supplying programs to the armed forces in the Northern British Columbia region where reception is not good and where landlines are few. A pension fund for CBC staff members was approved in principle, the fund to be on a contributory basis and to provide for retiring annuities at 65.

The board ruled that no political program or speech will be permitted "which by means of a mechanical reproduction achieves indirectly or by evasion what a ruling of the CBC prohibits," the board statement reads. The board upheld General Manager Thomson's decision in refusing to grant the Conservative Party permission to purchase time it had already been refused on a sustaining basis. It agreed to give time to the prospective new Conservative Party leader on Dec. 14 in the event a new leader had been appointed by that time.

Present were Rene Morin, Montreal; J. W. Godfrey, Halifax; Rev. Canon W. E. Fuller, Saskatoon; Dean Adrien Pouliot, Quebec; R. Rowe Holland, Vancouver; E. H. Charleson, Ottawa.

WCCO, Minneapolis, sent Christmas packages containing cigarettes, candy, peanuts, polish and gum to 18 former staff members now in the armed forces.

W-5 ACHIEVEMENTS IN WAR REVIEWED

A RECORD of what Western Electric Co. has been doing during the first year of World War II is condensed in a 30-page booklet titled "The Western Front," prepared by the company under the direction of Will Whitmore, advertising supervisor, for the information of its employees, as well as in commemoration of Pearl Harbor.

The addition of 20,000 women workers brings the total personnel at Western Electric to 75,000, of which 45,000 are men and 32,000 women. The booklet discloses adding that this represents a growth from 60,000 a year ago despite the fact that 13,000 W-E men are now in the armed forces.

The war production staff has been turning out includes an extensive list of special combat equipment ranging from radio telephones for airplanes, tanks, land stations and ships to specialized electronic equipment surrounded with military secrecy. W-E also has equipped more than 2,000 military camps, airfields and arsenals with standard telephone apparatus, cable and wire while continuing to supply the essential needs of the Bell System.

One of the most interesting features in the vividly illustrated booklet is "The Invasion of Island X"—showing how "communications equipment made by Western Electric helps our fighting men in the conquest of an enemy stronghold."

The company looks ahead to "easily greatest" effort during the coming year, according to a statement addressed to employees by C. G. Stoll, vice president, and closing on the "Victory" note, the record of the year sets forth the resolve to Western Electric workers "that we shall put into each new day, each week, each month our total strength in the knowledge that our effort brings victory and peace that much nearer."

Butler Honored

MADISON BUTLER, assistant chief inspector of our Stromberg-Carlson Tel. Mfg. Co., Rochester, has been awarded the highest honor within the power of the War Production Board, for a suggestion and design of a testing device for communications instruments. The WPB's "Citation of Individual Production Merit," was bestowed on Butler by President Roosevelt, in a ceremony at the White House, Dec. 10.

Wake Up... Your Georgia Sales

Broadcasting • Broadcast Advertising
Further Experiments in Video Sought In Preparation for Post-War Period

THE NEED for continued experimentation in the field of television programming through the war period, to prepare for the expected rapid development of this industry after the war, is stressed by American Telecasting Society in a letter sent recently to the heads of NBC, CBS, Philco Radio & Television Corp., Balaban & Katz., Don Lee Broadcasting System and other operators of sight-and-sound stations. Copies of the letter were also sent to government authorities concerned with television.

Post-War Problems

Norman D. Waters, ATS president, in a separate statement, explained that "at the present time, General Electric at Schenectady and DuMont in New York are believed to be the only studios still transmitting live programs, as CBS turned to motion pictures last week and NBC has presented only movies or slides since last summer. Pointing out that television is regarded as a "pilot industry" for post-war reconstruction, the letter states that "while we recognize the need for certain wartime restrictions and limitations—and are in accord with the FCC's changed rulings permitting as little as four hours of weekly operation—we view with alarm the present tendency for the transmission of motion picture program material or slides."

Ham Rule Suspended

WARTIME conditions have caused the FCC to extend its suspension of regulations governing licenses of amateur radio operators and stations until January 1, 1943. The Commission first acted similarly in December 1941 to protect those in the military service and the continued existence of war made an extension of the suspension necessary.

William Hillman, news commentator heard on the BLUE on a local cooperative basis, is now bringing his listeners interviews with prominent Washington personalities.
NAB First District
(Continued from page 14)
meeting for station managers was conducted simultaneously with a meeting of sales managers, over which Kingley F. Horton, of WEEL, district chairman, presided. The managers listened to a discussion of the AFM-Petrillo problem by President Miller, who hurried from Washington to participate in the second day's session.

The delegates unanimously endorsed the OWI allocation plan, the retail promotion committee plan, and the NAB board to stand on the Petrillo situation. At the sales managers session, Miss Linnea Nelson, timebuyer for J. Walter Thompson Co., New York, outlined what buyers want to know. Dr. Robert Elder, of Lever Bros., a pioneer in broadcast economics, also addressed the session.

The second half of the luncheon was featured by a discussion by Irving T. McDonald, news analyst, who covered "A World at War". The second day's session concluded with further discussion of the retail promotion committee plan and of other sales problems, with Mr. Horton presiding.

The audience included:

Rita Adler, RCA Mfg. Co.; A. N. Armstrong, Jr., WUOF; E. A. Arrey, Jr., NASA; Jack Attwood, WABG; Lewis H. Avery, NAB; T. D. Allen, WFCI; Claude Barthelemy, NBC, Recordings; J. F. Bamburk, WTHH; Samuel Berretti, ASCAP; Winslow Bettinson, WHEJ; Milb Buck, Standard Broadcasting; Marshall Bloom, WEIR; F. F. Bowes, WBB; John J. Boyle, WJAR; G. A. Bowles, WPEP; Major Walter Brown, Army; A. F. Brayshaw, Press Ann.; W. T. Clark, WPRO; David Carpenter, WKEY; Vincent H. Chandler, WUR; October Crescent, Col., New York; outlined the Petrillo situation. At the meetings, Miss Linnea Nelson, timebuyer for J. Walter Thompson Co., New York, outlined what buyers want to know. Dr. Robert Elder, of Lever Bros., a pioneer in broadcast economics, also addressed the session.

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IN LOVE with their jobs are these KTUL, Tulsa, women in key positions: Betty Dyer, switchboard operator and now a fully qualified control room operator demonstrates for (1 to r) Berenice Ash, continuity chief; Nancy Ward, asheman; Dorothy E. Kern, traffic manager and Lillian Smith, medical officer. Mrs. Edythe Alexander, personnel director; Helen Lee, saleswoman and Sylvia Stecher, executive secretary, not shown help keep the station going until the men come back from the service.

NBC Juggles Lineup of Commentators With Shift of Morgan Beatty to London

WITH announcement that Morgan Beatty, NBC Washington military analyst, has been transferred to the network's London office, and that Robert St. John, NBC foreign correspondent, will succeed him in Washington, William P. Brooks, NBC director of news and special events, last week effected a number of changes in NBC's news staff to extend further the network's coverage of world news.

Mr. Beatty will go to London shortly to replace Alex Dreier, who has been serving in that office most recently. He has been formerly in Berlin for NBC. Mr. Dreier has already returned to this country, on Dec. 14 resuming his daily NBC broadcasts under sponsorship of Shell Oil Co., Kansas City.

The NBC Washington staff has been further increased with the addition of Richard Harkness, formerly on the newestf of United Press and a member of the Washington


Meeting on Co-Op

THE NAB Code Committee was scheduled to meet with representatives of NBC, CBS and the Co-Operative League of the USA Dec. 14-15 at the Mayflower Hotel, Washington, to consider the problem of selling time on the air to the Cooperative League without violating the language of the NAB Code [BROADCASTING, Dec. 7]. Networks and League officials are slated to attend the sessions. William S. Hedges will represent NBC and Robert Smith, member of the committee on publicity and education of the Cooperative League, will represent that group.
Five Sponsored Programs Weekly Slated To Carry Government's Bond Messages

Six commercially-sponsored network broadcasts during the week of Dec. 21 will devote their commercial time entirely to the sale of War Bonds and Stamps and from then on an average of five sponsored programs weekly on the networks will go on for the Government’s Bond program, with the message of their regular sponsors cut to a mere credit line [Broadcasting, Aug. 31, Dec. 7].

These broadcasts, as part of a general plan for the drug, cosmetic and allied industries worked out last summer [Broadcasting, Aug. 31], by a policy committee headed by Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co., in cooperation with the Advertising Council.

Will Donate Time

Plan calls for advertisers to aid in the war effort by voluntarily donating 5% of their advertising appropriations, either in cash or in “kind”, to War Bond advertising. Instead of devoting 5% of the time or space of each advertisement to the Bonds, this plan calls for every twentieth advertisement, either on the air or in print, to be devoted exclusively to Bonds and Stamps.

Allocation of network broadcasts of participating sponsors under this plan calls for two broadcasts a year of each once-a-week program, five broadcasts annually of the twice-a-week programs, 10 broadcasts of the four-a-weekers and 13 of the five-times-weekly programs to be turned over to the Bond drive. These Bond programs will be spaced throughout each advertiser’s yearly schedule as evenly as possible, with allotments staggered from schedule to schedule “so that an even flow of War Bond effort is maintained and a continuing effect be given to this campaign,” according to the presentation of the plan distributed throughout the drug, cosmetic and associated industries in August.

A similar allocation plan was prepared for magazines, with the first advertisement appearing in Time for Dec. 7. Advertisers in spot radio, newspapers, outdoor, etc., were asked to make their own schedules for giving 5% of their time or space to the Bond drive, as the committee felt that the estab-

—WANTED—
ANNOUNCERS
& M. C.’s

WMAL
Key Station
BLUE NETWORK
WASHINGTON, D. C.

BROADCASTING • Broadcast Advertising • December 14, 1942 • Page 53
WOOD STARTS 5 kw.
IN GRAND RAPIDS

Nine neighboring cities sent their mayors and city managers to join the celebration of George W. Trendle and H. Allen Campbell of the King-Trendle Broadcasting Corp., owners of WOOD, Grand Rapids, and Stanley W. Barnette, manager, upon the occasion of the station's increase in power from 500 to 5,000 watts. More than 200 persons assembled in the ballroom of the Partridge Hotel for the inaugural broadcast last week.

Coincident with the power increase, the new four-building layout of WOOD, including the fireproof transmitting plant headquarters, was opened. The new equipment includes a control system which can be pre-set so that the station may be put on the air by touch of a button. Among the equipment features installed in the main plant is a system whereby the building is heated in winter, and cooled in summer, by the station's tubes. Emergency cooking and sleeping facilities are also provided.

Following out its customary coverage of visits of Latin American government officials, through short-wave broadcasts to the South, NBC is covering the visit of Gen. Batista president of the Republic of Cuba, who arrived in this city Saturday. Sunday, WOR is turning to special broadcasts of ceremonies in the general's honor. NBC is transmitting a nightly resume of his daily activities, in collaboration with the CMQ network, and Radio Salas, NBC's Pan-American affiliate in Cuba.

Tax Relief

Also have actual earnings figures for other radio stations offering similar services, and similarly situated.

A Growing Industry

Broadcasting also compiled figures from the reports of Dr. Herman Hettinger in the 1942 Broadcasting Yearbook, showing an orderly progression in the volume of radio business for the past ten years. Although these figures indicated that 1936-1939 were not average years, since the industry was growing, a tax expert at Internal Revenue said no special relief for expanding industries is provided. Dr. Hettinger's estimates of radio gross billings, made in cooperation with Paul F. Peter, NAB director of research, show this orderly increase over the last nine years:

<table>
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<th>Year</th>
<th>1933</th>
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<th>1940</th>
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<td>$10,000,000</td>
<td>72,887,000</td>
<td>77,118,000</td>
<td>80,141,000</td>
<td>109,551,000</td>
<td>140,925,000</td>
<td>150,118,000</td>
<td>157,595,000</td>
<td>194,100,000</td>
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Although these figures might indicate income gains for broadcasters, the number of stations was constantly expanding during these years, jumping from 610 in 1933 to 223 on Dec. 31, 1941. Expense of operation has kept pace with the expansion of business, the average income figures show. With exception of 50,000-watt clear-channel stations, the average broadcast service income has not greatly increased.

Internal Revenue also told broadcasting that no special provision in the tax law will allow broadcasters any exemptions from unusually high 1941 incomes on grounds that as a service industry, annual income may fluctuate, and that special reserves should be permitted.

Among the other items which may give relief to broadcasters is a provision in the Act that any change in the capacity for production or operation of the business made subsequent to 1938 under an agreement completed before Jan. 1, 1940 shall be considered a change in the business made during the base period.

This has been interpreted, so far as radio is concerned, to mean that a station which agreed during 1939 to change its network affiliation, or received a construction permit for increased power, need not have benefited from that change within the actual base period. If income increases in subsequent years as a result of the agreement made during the "sample" period, an adjustment will be permitted to increase the average income for the sample period, and thus reduce the excess taxable income.

Intangible Assets

Corporations which were not in existence or authorized during the period 1936-39 will have to determine their tax on the basis of capital investment. This involves considerable handicap to broadcasters, since the allowance is only 8% of the investment, and radio involves relatively low capital compared to returns.

Some relief may be had even in these cases. Internal Revenue said, for intangible assets not includible in invested capital; for goodwill; and cases where invested capital is abnormally low. Intangible assets may be interpreted to include such things "going concern" value accruing from licensed operation.

WOR MEETS THE WAR

Poppele Tells How Station Solves Problems

Coming of war has caused no emergency in maintaining the complex broadcasting facilities of WOR, New York, according to J. R. Poppele, WOR chief engineer, who revealed recently that the conservation and efficiency program adopted by the station long before the war has proved completely sufficient in maintaining perfect transmittal.

"Even the present manpower shortage was anticipated by WOR," Mr. Poppele said. "We realized our technicians would have to next impossible to replace immediately in an emergency, so we had to plan ahead." He explained that the workings of highly technical apparatus has been reduced to an A-B-C plan of operation, making it less difficult to replace the highly-skilled men called to the colors than it would have been otherwise.

Replacements of burned-out equipment have also been cut down to a minimum, he added, although WOR sometimes "has to spend more money renewing old parts than it would cost to replace them."

KXOK Round the Clock

KXOK, St. Louis, recently began operating round the clock. Announcer Jerry Burns, assigned to the all-night program, will broadcast every hour on the hour, beginning at 1:00; dramatic and comedy sketches and music will be aired between newscasts. Among special features Burns has planned is a once-weekly newscast, News of Our Neighbors, for which items from surrounding small-town papers are selected to interest people who have moved into St. Louis from the towns named.

Now Southern California's third most powerful station, but fifth in cost. KMPC offers absolutely unsurpassed coverage at lowest rates.

KMPC
LOS ANGELES • 710 KC
For Southern California • 10,000 WATTS

KWKH
CBS-50 KW
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Bing Crosby Is Named Top Personality In Cleveland Plain Dealer Radio Poll

FROM a list of 61 nominated entertainers Bing Crosby is 2-1 choice to be "capital" of the All-America 1942 Radio Personality Eleven of the Cleveland Plain Dealer Reader's Poll. In a new classification, war programs, The Army Hour was selected as the favorite among six nominees. Others in the group were March of Time, Stage Door Canteen, Those We Love, Don't Leave It, Kate Smith, Downtown Deseray, Margaret Speaks, Lucille Manns.

Complete results of the poll follow:

All-America Radio Personalities Eleven—Bing Crosby, Kate Smith, Lionel Barrymore, Red Skelton, Don Ameche, Paul Barlow, Fibber McGee, Fred Allen, Edgar Bergen, Bob Hope, Joan Davis.


Drama—Radio Theater, Aldrich Family, Those We Love, One Man's Family, Light of Western Ave., Mr. District Attorney, The Thin Man, Abe's Irish Rose, Father Knows Best, Aunt Nazaret.

Variety—Music Hall, Kate Smith, McGee & Merry, Red Skelton, Edgar bergen, Fred Allen, Rudy Vallee, Fanny Brice, Duffy's Tavern, Bob Hope, Jack Benny.

War Effort—The Army Hour, March of Time, Stage Door Canteen, Those We Love, Don't Leave It, Kate Smith, Downtown Deseray, Margaret Speaks, Lucille Manns.


Symphonic Groups—New York Philharmonic, NBC Orchestra, Philadelphia Orchestra, Cleveland Orchestra.


Dance Bands—Guy Lombardo, Kay Kyser, Sammy Kaye, Xavier Cugat, Tommy Dorsey, Glenn Miller.

Most Popular—Chicago University Round Table, Cleveland City Club, Western Reserve Round Table, Men's Y.M.C.A. of Youngstown.

Quiz Programs—Information Please, Take It or Leave It, Quiz Kids, Truth or Consequences, Dr. L. Q. G.


Hammond on WMC Spot

LAURENCE HAMMOND, radio chief of the War Manpower Commission, will make over as a special interviewer on the WMC program, What's Your War Job, heard on the BLUE. He replaces Tom Collins, who has withdrawn from the series because of difficulties arising from the necessity of travelling to remote pick-up points for interviews with war workers, and at the same time continuing his daily CBS program with Kitty McShane, which originates in New York under sponsorship of General Foods Corp. Collins is understood to be preparing a similar series for under the auspices of the War Manpower Commission. Arrangements may be made whereby Collins will be piped in to New York for his midday broadcasts with Kate Smith from whatever war center he may be visiting for the Government broadcasts.

‘Steelmakers' Award

NATIONAL SAFETY Council Wartime Award for Distinguished Service to Safety was presented to the Wheeling Steel Corp., on the December 13 broadcast of the Musical Steelmakers on the BLUE network. Presentation of the award was made in recognition of the record established by the Pomeroth works of Wheeling for the least number of working hours lost because of accidents. Award, which has previously been received by Bayuk Cigars, Inc., sponsors of the Cal Tannay Program, was presented by E. A. Ellis, director of Welfare and Safety of the corporation, from Nell H. Dearborn, executive vice-president of the National Safety Council.

New Gennett Lineup

GENNERT RECORDS, Richmond, Ind., one of the few independent recording firms with its own pressing plant on the premises, has just completed building new recording studios. Under the new organizations is Charles H. Gennett, president, Hyland Jones, general manager, and David Michelson, of the New York transcription firm, New York sales manager.
CFPR Changeover
CFPR, Prince Rupert, B. C., recently leased by the Canadian Broadcasting Corporation to give better radio service to Canadian and American fighting men in the northern British Columbia area, is now in the changeover status. Dick Halhed and James Gilmore, of CBC Vancouver offices, will become program director and chief engineer of CFPR, respectively. Both are equipped to exchange posts with the other in case of emergency. Before joining the CBC, Halhed was with CKLY, Nelson, B. C., CKQV, Kelowna, B. C.; and CFCT, Victoria, B. C. James Gilmore came to the CBC from CJOR, Vancouver.

FCC Names Cohn
MARCUS COHN, who joined the FCC in August, 1940, has been named new chief of the inquiry section of the War Problems Division. Cohn is to replace Seymour Kreiger, now in the Army. Mr. Cohn formally took over his new duties last week after participating in presenting the Commission in the hearings being held in connection with the license of WBAX, Wilkes-Barre.

Motor Ruling
PURCHASER of electric motors must show that the horsepower of the motor he is applying for is no greater than required to do the job, the WPB ruled last week. Conservation Order L-221 prevents the use of electric motors unless they comply with certain standard specifications and are of the simplest design.

Price Debates on Blue
OVER 247 colleges and universi- ties have registered for the second series of National Intercollegiate Radio Prize Debates held under the auspices of the American Economic Foundation in cooperation with all-star radio station in the American Youth Support the Re- establishment After the War of Economics as Our Dominant Economic System? Eight qualifying radio debates in selected cities precede the finals, which are to be debated on CBS on April 18, at the Wake Up, America period, 3:15-4 p.m., WJZ, New York. First prize is a $1,000 bond and $250 in cash; second prize, a $500 War Bond and $125 cash.

DON DUNPHY, Multisportscaster, will cover the annual New Year’s Day Cotton Bowl football game, to be broadcast throughout the country under sponsorship of Gillette Safety Razor Corp., Boston, Agency, Maxoe Inc.
Labor Priority Ratings Are Listed in Canada

IN THE FIRST published list of priority ratings of labor under the Canadian National Selective Service, operational staffs of radio stations obtained a "high B priority", along with workers in electric light and power, telegraph, cable and telephone companies, report the Ottawa Journal. Newspaper printing and publishing under the list published in the Ottawa Journal is "low C priority" for manpower. The National Selective Service has been grading jobs as a preliminary move to channeling all man and womanpower in the Dominion. Top priority is A, high priority is B, low priority is C, and no priority is D. "The priority yardstick so far has been used only in the voluntary transfer of labor from dispensable civilian positions to essential occupations," says the Journal. "This grading of essential jobs likely will be used to a greater degree in operation of the compulsory military service draft. It has been used to some extent as a guide in granting deferments."

Kibling's Remotes

CHARLES KIBLING, one-time engineer of WOR, New York, who handled remote dance broadcasts before entering the Army Signal Corps, is still doing remotes, but now they are a little further away. When Mutual's correspondent Jack Thompson went on the air from Algiers, the master control room at WOR recognized Kibling's familiar voice, though he didn't identify himself by name.

TOWERS FOR SALE

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January 14, 1942 • Page 57
IBEW Plans to Adopt Policy To Cover Women Technicians

Local Units to Be Encouraged to Hire Female Operators; Matter Before Executive Council

ISSUANCE of a statement of policy urging local units of the International Brotherhood of Electrical Workers (AFL) to take in women technicians for the duration is now under consideration at International headquarters in Washington, it was learned last week, and a preliminary draft has already been prepared for consideration of the union's Executive Council.

The statement, the first opinion on women as broadcast engineers ever issued by the union, was drawn after several locals had expressed fear that they would be unable to meet contract obligations. Organizational techniques of the IBEW up to now have prevented any substantial number of women from obtaining membership.

Proposed Requirements

Officials of the International Union said the statement would be accompanied by a "memorandum of understanding" which each woman working in a union station would have to sign. Among other things, the memorandum will probably provide that women not yet qualified to receive regular union pay scale, and that the employer release her within six months after the war. Approximately 300 stations would be affected.

Approval of the statement of policy had been expected at an Executive Council meeting Dec. 1. Broadcasting learned, but minor disagreements on provisions of the memorandum interfered. Some locals still report opposition to employment of women, an IBEW official said, many of it based on fear that their training will "threaten the economic security of men after the war."

In some instances, the same IBEW sources pointed out, union people, both in the locals and in Washington, have slowed adoption of the statement in hope that other measures, involving liberal IBEW internal adjustments, might be found. A suggestion heard this week proposed an intensive recruiting campaign to train men over 38 as broadcast technicians.

Proponents of this plan contend that after Feb. 1 large numbers of electric workers and radio service men now engaged in construction work for defense will be released, as expansion of the nation's industrial power will then be in its final stages. These men, many of them already IBEW members, might be "converted" to broadcast work, they say.

Majority of IBEW officials favor a "temporary arrangement" for women to work as studio engineers, Broadcasting was told. It is generally believed that stations will be able to get deferments for a skeletal staff of transmitter engineers, it was said. With these trained men for mechanical emergencies, it will probably be possible for at least the smaller stations to get along with the remainder of the staff of women and lesser skilled trainees, it was explained.

The IBEW is fully aware of the seriousness of the manpower problem, it was added, and will take definite action to prevent an emergency. The Union told of a station with a seven-man technical staff. Membership cards showed that six were within draft age, and one had already gone into service.

According to the present draft of the memorandum providing for employment of women, the station and the union recognize that "the impact of war upon the radio broadcasting industry may make it necessary to develop and utilize the temporary services of female employees."

The employer agrees to seek help from the union before employing any women, and the union concedes that when such help is not available, the employer shall be free to hire qualified women. These women are limited to duties as studio control operators, however, and are not to be used for studio maintenance, field, master control room, or transmitter operations. The total number of women shall not exceed 50% of the staff of a prearranged date, it is proposed.

Women are to be employed on a probationary basis for 90 days at a stated wage. Within a week of their being employed, they are to apply for membership in the union, or to seek on these applications within the 90 days, according to the plan. If she is rejected or expelled from the union, her employment shall end. If she remains after the probationary period, she is to receive "not less than the minimum scale of wages or rates of pay prescribed for technicians."

"No female technicians shall be retained in the employ of the employer for more than six (6) months after the cessation of hostilities between the United States of America and the Axis Powers," the agreement in its present form says. "The employer shall inform all female technicians of this particular provision at the time they are employed for their probationary employment period." It concludes with a statement that nothing contained therein shall conflict or abrogate provisions of current working agreements.

Principle point holding up the agreement, it is understood, is disagreement over the amount women shall pay the union. Some officials believe they should not be expected to pay the full initiation fee for their limited employment service and should be free from paying certain other union monthly fees. Most of these questions involve technicalities of the IBEW national constitution, which officials explain involves the "delegation" of these "matters" which must be worked out by unanimous agreement among the IBEW Council members.

IBEW plans to adopt a policy of hiring women technicians, but the details have yet to be worked out.

Charge of Raiding Denied by IBEW

Union Says It Has Not Placed Obstacles to Hinder WGRC

OFFICIALS of the International Brotherhood of Electrical Workers last week denied charges of S. A. Cisler, general manager of WGRC, Louisville, that the Louisville local of the union "raided" WGRC and imposed an unnecessary supply of trained technicians at the station.

In a letter to the Louisville local, Mr. Cisler had protested union methods which, he charged, discriminated against smaller stations. He also had complained that the union "imposed obstacles in the training of women." The Cisler letter had been ruled "unjust" because it required two men in some jobs "where one could do the work." [BROADCASTING, Dec. 7.]

Denies 'Raiding'

Guy Horne, president of IBEW Local 1286, Louisville, defended the union's management of WHAS, declaring "It is our opinion that both WHAS and the union have the normal intelligence to meet whatever conditions may arise." He denied there had been any "raiding" of WGRC technicians, asserting that a WGRC technician was within his rights in applying for work with WHAS.

Mr. Horne's letter said the union felt no obligation to meet with Mr. Cisler to work out relief for his problems since "we have no agreement with you even though we have been trying since June to negotiate one."

Lawson Wemberly, international representative of the IBEW, said in Washington that the agreement with WGRC had already been renewed. He said WHAS had gone on a 24-hour schedule at request of the Army and that two men were required at some WHAS technical plants because of the equipment to be handled.

WMOB to Join Blue

WMOB, Mobile, Ala., on Jan. 1, 1943, will join the BLUE as a member of the Southcentral group, making a total of 146 affiliates of the network. Owned by S. B. Quigley, WMOB operates on 250 watts, 1250 kc., with network evening hour rate of $100. Making the 145th BLUE affiliate, WFIG, Sumter, S. C., has already become a bonus outlet of the BLUE group, eastern group. It operates on 250 watts, 1340 kc.

New MBS Outlets

TWO ALABAMA stations to become affiliated with Mutual Nov. 23 are WBHP, Huntsville, and WLAW, Mobile-Shaals, both 500 watts, 1450 kc., with 50 watts daytime. Owned and operated by Wilson Harvey Pollard, WBHP operates in the Southcentral group, while WLAW is owned and operated by the Muscle Shoals Broadcasting Corp., on 1450 kc., with 250 watts. [BROADCASTING, Dec. 27, 1942]
WHAT DO YOU KNOW
ABOUT THE PEOPLE OF
Tunisia, New Guinea, India

As Pearl Harbor flamed into total war, news dispatches of the conflict were flooded with names of strange places known only to most people in legend and story. Almost immediately the need became apparent for fuller understanding, greater knowledge of the countrymen our soldiers would meet in waging global war. The significance of news happenings would be clearer, we felt, if our listeners understood the political background, the mingled race heritages, the conflicting national aims of countries on whose soil war would be fought.

Accordingly, nine months ago, we inaugurated the World Front Guest Observer series. This series has brought to the microphone nearly a score of people who are peculiarly fitted by reason of profession or nationality to give authentic background information on the nations which have become a part of the theatre of war. They have given revealing accounts of its political, social and economic aspects in Europe, the Far East, Russia, Burma, Czechoslovakia, Holland, North Africa and many other countries.

World Front Guest Observers augment what is perhaps the most comprehensive independent station news coverage in radio. WLW is served by all of the major American news services—AP, WIDE WORLD, INS, and UP—plus the dispatches of Reuters, famous European agency. No expense has been spared to assemble an able staff of news writers, reporters and commentators who rewrite and present the news in radio style to fit the listening requirements of the Middle Western audience.

New names are being added continuously to the list of distinguished men and women who have appeared as guests on the "World Front Observer" series. WLW welcomes your suggested names of new arrivals from war fronts, who in your opinion might contribute to the interest of this series.
WKY travels your dollar farther

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