Here's Selling in your sock -

And Sock in your selling!

KLZ Denver

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City * Represented by The Katz Agency, Inc.
Intensive Coverage — in Central Indiana. This is the fifth in a series of advertisements showing WLS coverage, by counties, of Midwest America. These 19 counties comprise the fifth and sixth congressional districts of Indiana.

From This Part of Indiana

ONE Out of THREE Families Wrote Us!

WLS last year received 52,487 letters from this part of Indiana, where there are 142,385 radio homes. Thus we received definite evidence of listening from 37% of the homes there — more than one out of three!

This is but one small part of the WLS Major Coverage Area, extended over a great portion of Illinois, Indiana, Wisconsin and Michigan. Throughout this vast area of Midwest America people listen . . . and respond . . . to WLS. That's why WLS Gets Results! For proof of results — ask your John Blair man.
A very Merry Xmas and a HAPPY NEW YEAR
Kind words from Quebec

Sales for you right here . . .

ARKANSAS  TEXAS

WWL Daytime Coverage PRIMARY and SECONDARY

You get both with:

50,000 watts - - clear channel

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

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

The greatest selling POWER in the South’s greatest city


You'll have better luck buying spots on KFAB. We're rationing some of our time, but there are still places on our schedule open to smart, quick-moving advertisers who never let good opportunities knock twice. You really need this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states. Call us, today.

DON SEARLE—Gen’l Mgr.
Somewhere in the far reaches of this war-weary globe seven men, who left this station for Freedom's fight, will spend their Christmas where duty finds them.

Yet, they will have two Christmases. Because at the traditional WSAV Christmas party seven empty stockings will mark their places. And in the hearts of us who stay behind will go a silent entreaty to the Prince of Peace that another Christmas will see them, and all their comrades, back again to the peace they risked their lives to give to the world.

Meanwhile, we who are immeasurably proud of them, will carry on, giving our utmost support to their cause, and endeavoring to keep our part of their world unchanged against their coming.
A TALE OF 412 CITIES

A PREVIEW OF THE MOST COMPREHENSIVE RADIO SURVEY EVER MADE*

There are 412 cities in the United States with a population of 25,000 or more. Nearly 50% of the nation's radio families live in them. What stations do they listen to most at night?

The largest survey of listening habits ever undertaken—NBC's 1942 Nationwide Survey—has just turned up with the answer:

In 324 of those 412 cities, NBC stations were listened to most at night, compared to 85 for the second network. That's a lead of nearly 4 to 1! Or put another way, 52% of the radio families in those 412 cities listen most to NBC stations, as compared to 24% for the second network.

Or put still another way, NBC stations (as the survey showed) have a substantial lead in night-time listening over the stations of all other networks in every type of market.

Or, to put it even more simply, NBC is today, more than ever, the network most people listen to most.
One out of every 120 radio families in the United States told us what their listening habits were and what stations were their favorites. The results of these surveys, which will give this information for every county and every radio station in the country, will be published shortly.

P.S. Out soon—The story of night-time listening in the 412 25,000-and-over cities. Watch for it.

*This is The National Broadcasting Company*
"LOOK! HE'S RIGHT OUT OF THE AGENCY BUSINESS"

Evidence of affection for our kind of results is found on our books. And the books of our sponsors. Over 80% of our current accounts picked WBBM from previous WBBM experience. And the average sponsor stays with us four years when he buys a program we build. We’d like to show you how you can advertise more effectively in Chicago. Call us.

WBBM
CHICAGO
50,000 WATTS

WBBM is the midwestern key station for the Columbia Broadcasting System and is represented nationally by RKO radio: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco.
NO. 9 IN A SERIES
PORTRAYING THE ADVENTURES OF RADIO'S INDISPENSABLE MAN:
THE TIME BUYER.

JOHNNY
TIMEBUYER

IT'S "HEADS-UP" FOR SPOT ADVERTISERS THESE DAYS—
WITH MARKET CONDITIONS CHANGING ALMOST OVER-NIGHT!
HERE'S WHY KEX, PORTLAND, OREGON, RATES A PLACE ON
ANY TIMEBUYER'S LIST!

PORTLAND LEADS ALL OTHER
MAJOR PACIFIC COAST CITIES
IN SUCH MARKET MEASUREMENTS AS RETAIL
SALES INCREASES AND
BANK DEBITS!

KEX, WITH ITS 5,000 WATTS
AND BLUE NETWORK PROGRAMS,
IS AN IDEAL SPOT TO DO A GREAT
JOB FOR SPOT RADIO ADVERTISERS
IN THIS GREAT AND GROWING MARKET!

YOU'RE MAKING A
FINE RECORD!
KEX IS PROUD
OF THE FACT
THAT ITS 'GOING
PLACES' WITH
THE
BLUE!

IN CHICAGO, THE
RAYMER OFFICE IS
THE "MECCA" FOR
ALL ALERT SPOT
TIME BUYERS!
PRAISE ALLAH—
AND PASS TH' KEX ORDERS!

FOR THE ANSWER TO
THE $64 QUESTION, "WHERE
CAN I BUY TH' BEST RADIO
SPOTS?" CALL THE NEAREST
PAUL H. RAYMER OFFICE,
OR WRITE OR WIRE
DIRECT TO KEX!

KEX
"THE VOICE OF
THE OREGON
COUNTRY"
PORTLAND
OREGON

NEW INDUSTRIES IN TWO YEARS HAVE SWELLED PORTLAND'S POPULATION FROM 355,099 TO 474,194!
- THE TRADE AREA TO 703,108!

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NOBODY but a ham would make a pun about bringing home the Bacon, so we'll get to the meat of this matter! For fifteen years, Johnnie Bacon did just about every kind of work there is, in newspaper and publication advertising. Then he saw the light about radio. Today Johnnie is one of the excellent reasons why WGR and WKBW are doing the outstanding job in Buffalo, and also one of the reasons you'll like to do business with WGR and WKBW. Enough said!

Once when we were young, a very successful executive of our acquaintance made a remark that has stuck with us ever since. Said he: "Never invest in a company until you've investigated the management. With good management, any company will succeed." . . . This year as never before, that rule also applies to the investment of advertising money in radio-station time. This year, as in every period of stress and change, good management is being reflected in better results for both the station and the advertiser. And this year as never before, we are happy that we can offer you these bonuses of good station-management, here in this pioneer group of radio-station representatives.
Yankee Sale Presages Blue Alignment

New England Net Acquired by Gen. Tire

PURCHASE of the Yankee Network by the General Tire & Rubber Co., subject to FCC approval, is expected to have a bearing on alignment of the BLUE Network in New England and possibly upon the ultimate sale of the BLUE.

That was the talk in radio circles after the formal disclosure last Wednesday that General Tire had consummated arrangements for purchase of Yankee, the four standard broadcast stations licensed to Yankee and two FM stations for approximately $1,200,000. Included also is the stock of Colonial Network Inc. Of this purchase price $950,000 would be in cash.

While formal confirmation was lacking, it was learned that William F. O'Neill, president of General Tire, has discussed acquisition of the BLUE Network itself, now a subsidiary of RCA, which is on the block by virtue of an agreement reached by the parent company with the FCC. A number of offers have been made for the BLUE. There was speculation about the formation of a syndicate, in which General Tire would be a principal, to take over the network. Acquisition of Yankee would be an important step in that direction.

Need for BLUE Coverage

Mentioned as possible participants in the syndicate with General Tire are John Shepard 3d, president and general manager of Yankee who would remain with Yankee after FCC approval of the sale, and George B. Storer, president of Port Industry Co., which owns and operates six standard broadcast stations.

Need of the BLUE Network for outlets in New England since the transfer of WBZ, Boston, last July from the BLUE to NBC is expected to accelerate negotiations whereby a number of the Yankee Network stations will join the BLUE, assuming FCC approval of the transfer. The present BLUE outlet in Boston is WHDH, which is under a two-year contract. Consequently it is doubted whether any arrangements for WNAC, Yankee key, to join the BLUE could be made.

Coincident with the shift of NBC from the Yankee key to WBZ, Yankee joined MBS and is a stockholder member. When negotiations for affiliation of Yankee with the BLUE failed the latter network contracted with the then independent WHDH as its outlet. The whole question of WHDH fulltime operation on the 850 kc. clear channel is involved in litigation now in the Supreme Court. Should the FCC lose that case on appeal, as it did in the U. S. Court of Appeals for the District of Columbia last September, then WHDH would revert to part-time operation. In that event under its contract the BLUE would be free to negotiate for another Boston outlet.

Personnel to Remain

While there is expectation of prompt approval of the transfer by the FCC in the hope of consummating the sale this year, it was pointed out that delays may be occasioned because of General Tire's status as a stock company. Its 3,000 shares are widely held and it may be necessary to procure clearance through Securities & Exchange Commission in addition to the FCC.

Under the transaction Mr. Shepard announced in Boston that no material changes are contemplated in the operation of the network and its stations or in personnel. Mr. Shepard himself, now operating head, would remain as president and general manager under a five-year contract. He said the only reason for the sale was because of inheritance tax problems. His father, John Shepard Jr., owner of the network and the Shepard Stores in Providence, will be 86 years old Jan. 2 and it was decided that it would be desirable at this time for the estate to have a substantial amount of cash in order to meet future inheritance taxes.

Two FM Stations Included

Mr. O'Neill said the purchase of the 21-station network was the first step in the "post-war expansion plans" of General Tire, which include "entrance into other fields of manufacture and merchandising". He said that communications expansion is the first move made because of the growing importance of this field in the American economy and because engineers of his company already have developed many radio devices which they plan to offer to the public as soon as the war ends.

The transaction, under which General Tire acquires 100% of the stock of Winter Street Corp., Yankee holding company, involves also the acquisition of WNAC; WEAN, Providence; WAAB, Worcester; WICC, Bridgeport; and the FM stations W435 at Paxton Mass. and W39B with transmitter atop Mt. Washington. The Colonial Network, which does not hold any station licenses but operates independently, also would be acquired.

In the application filed with the Commission last Wednesday, containing a gist of the understanding between the two parties, it was stated the sellers are Mr. Shepard 3d and George R. Blodgett, Boston attorneys, as trustees of Winter Street. The sole buyer is listed as General Tire. This statement revealed that substantially all of the assets of the standard and FM stations, plus the relay stations, as well as substantially all of the assets of Yankee, are acquired. There also will be sold to General, either directly or indirectly, all of the stock of Colonial Network Inc.

"The consideration of the sale," said the application, "is $1,150,000, plus an amount equivalent to the net quick assets of the Yankee Network Inc., the Colonial Network Inc., and the Winter Street Corp. The seller will receive $950,000 in cash at the time of the sale and the remainder of the purchase price will be payable in annual installments over five years, with 2% interest on the unpaid portion.

Policies Unchanged

"The general policies of the stations operated by the Yankee Network will, for practical purposes, remain substantially the same for the reason that John Shepard 3d will continue as general manager of the company."

Consummation of the purchase was disclosed coincident with the filing of the applications for transfer of the licenses of the four standard and two FM stations. General Tire, which has not other direct broadcasting interest, negotiated the transaction through President O'Neill with Mr. Shepard 3d and Attorney Blodgett. Paul D. Spearman and Frank W. Roberson, Washington attorneys for Yankee, filed the application for the transferor, while W. Theodore Pierson, Washington counsel for General Tire, filed in the interest of the purchaser.

The financial statement of General Tire, filed along with the ap-
Outside Writers Tested

Compton Agency Tries New Plan to Build Day Sketches

COMPTON ADV. Inc., New York, is quietly attempting to work out its own approach for the future development of the daytime serial type of program, it was revealed on BROADCASTING last week when a query was made on the basis of recent charges denouncing serials as out of tempo with the psychology of a nation at war.

Without joining in the debate, Hal Compton, president of the agency which is currently producing seven serials for Procter & Gamble Co. over CBS and NBC, pointed out that the agency has been interviewing writers for the past two months who have not been previously active in the field and urging them to experiment with the serial form as a form of literary expression.

Not Amateurs

"These writers are not amateurs or beginners," Mr. James declared to BROADCASTING, "but experienced writers who have had success in writing other types of radio programs or motion picture scripts or stories for magazines."

In talking of these writers, Mr. James emphasized the belief of William M. Ramsey, director of radio for Procter and Gamble Co., on his long experience with radio serials. He also offered the writer a challenging and important opportunity in a medium which has proved itself as a vital social force and a major means of advertising. Furthermore, Mr. James points out, the agency offers the experienced writer who is interested in tackling this new field, the objective criticism and sympathetic guidance of people who have had years of experience with daytime serials and yet who do not have any preconceived dogma about their treatment or method of presentation.

"New" Writers Wanted

When one of these "new" writers has a story that he wants to write in radio serial form, Compton offers him the opportunity to experiment on a graduated plan. First he submits a basic story and its projection in outline form. Then, if he and the agency agree on the story's merits, he prepares a series of scripts sufficient for several weeks of broadcasting, working under close agency supervision. Each part of the work is seen as it is completed. If the story develops as anticipated, the scripts are cast, rehearsed and broadcast, either live or by transcription, in a manner that is as realistic as is possible. If successful, the program may then be launched on a national basis, with the writer engaged to carry it on as long as its audience appetite and advertising, stern may justify.

Although this particular plan is a new development, it is a logical step in the history of the daytime serial. In the early days of this form of radio entertainment, script shows were written and produced by specialized staffs and reserved for the vacant periods in the day's schedule. Such programs as Vie and Sade, Mary Martin and The Goldbergs had been thoroughly audience-tested and providing features before they entered the realms of commercial radio.

Tested Writers Used

As the daytime hours became more and more filled with commercial programs, chiefly the dramatic serials, the broadcasters curtailed their experimentation with new type programs in accordance. It has been seen that the sponsored serials. Then the ad

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As the buyers market had gradually developed into the writers market, so this latter developed into a period of doubling-up which has of late reached the saturation point. Now, according to C. H. Procter, who has announced an executive revision of the advertising heads of Procter & Gamble, the time has arrived to go out after new writers who will bring fresh ideas and techniques to the field of daytime dramas and so keep it step with the times.

Slashing of Non-War Funds Is Expected in Next Congress

WITH THE demise of the 77th Congress on Dec. 16, predictions were freely made in official Washington that the new Congress, to open Jan. 3, will be receptive and determined to slash all non-war spending. In this respect the FCC, among other Government agencies, is expected to feel their pinch of the new Congress, it is expected to feel the pinch of the new Congress.

Commission leaders predicted full investigations of appropriations and spending by Government agencies, except the Army and the Navy. A well-rounded plan of reorganization for retention of a staff of expert auditors and investigators by the House, to function under Appropriations Committee in the fund probes. The FCC appropriation has practically trebled in the last three fiscal years, and totals approximately 8 million dollars for the next fiscal year.

War Legislation

While there was considerable activity affecting broadcasting last year in Congress, no important legislation pertaining directly to the industry passed, though several measures dealing with the war effort were adopted. The Sanders Bill (HR-5497), for a sweeping reorganization of the Commission, died with the session, after it had undergone extensive hearings. There is still considerable sentiment for revision of the 15-year-old Communications Act provisions relating to broadcast regulation and a revival of the legislation is expected in the new session, even though Rep. Sanders (D-LA.), will not be back. He was defeated in the runoff elections.

Congressional leaders have stated clearly that they intend to examine intensively use of appropriations by executive agencies and to "uncover a scandal," that war activities have been set up as a means of procuring funds. They also have stated they want to determine whether wartime appropriations have been diverted from so-called war activity to other work within these agencies.

While particular agencies have not been singled out in these pre-adjudgment comments, it was learned that the FCC is included among the agencies to be subjected to this type of inquiry. More than half the Commission's funds have been earmarked for war operations, including its field and monitoring services built up since the defense program got under way.

Any investigation of the FCC, however, is likely to be limited by the present nature of the agency. Several resolutions for full-scale investigations of the agency died with the adjournment of the 77th Congress. It is likely at least one or two will be reintroduced with the new session, probably in the House, where greatest interest has been evidenced.

SYLVIA PASCOE

SYLVIA PASCOE of the timebuying department of Russell M. Seeds Co., Chicago, has been made an assistant timebuyer under June Rollins, chief timebuyer. Betty Peck of the secretarial staff has been advanced to traffic manager.
PLUS LARGEST COVERAGE! Largest daytime primary coverage area and also the largest nighttime primary coverage area of any radio station in Iowa, based upon field strength surveys using FCC engineering standards. Only IA Clear Channel station in State—50,000 watts.

PLUS BEST PROGRAM SERVICE! Only NBC program service station in Iowa. Has all the big shows and features. Also excellent local programs with many live talent shows that compete successfully against network programs for Iowa listeners. Unsurpassed in news-broadcasting leadership—in quality of service and audience.

PLUS GREATEST POPULARITY! "Listened to most" by 55.7% of all Iowa radio families (daytime), as against 18.2% for all other Iowa commercial stations—by 60.4% after 6 p.m., as against 10.9% for all other Iowa commercial stations, according to 1942 Iowa Radio Audience Survey. (1941 Survey indicates that "listened to most" station has six hours of listener's attention to every one hour for No. 2 stations in this State. However, this does not apply to large metropolitan centers.)

PLUS GREATEST SECONDARY COVERAGE! During winter months 60% of WHO's mail comes from Iowa, the balance from 35 to 45 States. Summer mail comes from 30 to 37 States.

PLUS LARGEST STAFF! Total 114 capable men and women are eager to deliver your program and sales message in a proper and acceptable manner into more Iowa homes than can be secured through any other radio station or combination of stations in the State. Every department head has many years of experience in "large station" operation. Engineering and research staff is considered to be one of the best in the U.S.A. by men who know.

PLUS RESULTS! WHO takes in more money for time and talent than all other stations in Iowa combined. This automatically must mean that WHO gives better results to advertisers. Let us prove it! Write today—either to us or to Free & Peters.

WHO ALONE GIVES YOU IOWA PLUS!

PLUS WHAT?

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
New Yorkers Turn to Radio, As Strike Halts Newspapers

Theatres, Department Stores Buy All Available Time; Stations Add News Broadcasts

RADIO'S ABILITY to keep the public informed of latest news developments and the added desirability as a medium for any and all types of advertisers proved more than equal to the emergency in New York City. And just as the strike led by the Newspaper and Mail Delivery Union held up city-wide delivery of eight maternal morning and afternoon newspapers.

Besides keeping the public updated as the war from the public the strike occurred most inopportunist the week before Christmas when advertising by department stores and local amusements such as theatres and motion pictures is at its heaviest to reach the holiday crowds.

Stores on Air

The motion picture industry alone is estimated by the agencies handling the various accounts as spending about $40,000 a week for advertising time, a figure that would increase for the duration from Dec. 14 through Dec. 17, day on which newspapers were again distributed to the New York public, after settlement of the strike at 1 a.m. on orders of the WLB.

Several local department stores took special time to promote their Christmas bargains. The Curtis Publishing Co. used radio stations for special promotion of last week's Saturday Evening Post, and the newspapers themselves expanded their regular tieups with many of them have with local stations, as well as contracting for sponsored periods of news.

Theatres Buy Time

Radio executives were literally deluged early last week with requests for time on their stations. WABC, WOR, WNEW, WMCA, WINS and WQXR, WABC carried two quarter-hour participations for Loew's on Personal, It's Off the Record on Dec. 14, while two early Arthur Godfrey show Dec. 15. Paramount Pictures, through Buchanan & Co., also sponsored four quarter-hours on 10-CBS, program during the week. One-minute live announcements promoting current features were used on WEFAB by Capitol, Music Hall and Loew's, specializing in spot announcements on such titles as The Funny Money Man, News at Midnight, Studio X, Morning in Manhattan and Melodies at Midday.

To ARA also booked the Curtis Publishing Co., Philadelphia, which ordinarily takes large space in newspapers for each week's issue of The Saturday Evening Post, used participations for Tuesday and Thursday of last week to push sales of the Dec. 19 issue. That issue of the magazine also was advertised on WJZ and in other cities as part of a regular campaign for various weekly features. BBDO, New York, is agency.

WOR received special business from R. H. Macy & Co., New York department store, which took a quarter-hour with Pegeen Fitzgerald to advert to its Christmas bookable, as well as another five-minute announcements in the afternoons and evenings. Bloominglee's, another department store, took a half-hour on WOR, WQXR, broadcast an additional quarter-hour for its Christmas trade on that station last Tuesday. Other advertisers interested in using radio as a substitute for their extensive newspaper advertising included employment agencies and legitimate theatres, although the former is more usual.

(WLBN Rules Clear Bonus Confusion)

WAR LABOR Board last week made a move while two rulings affecting bonuses and designed to eliminate confusion in the operation of the wage stabilization.

First ruling grants authority to regional directors to pass on Christmas bonuses which may require Board approval. WLB previously ruled that bonuses not exceeding those paid last year needed no approval. Second ruling provides that bonuses paid employees entering the armed forces need not be approved by the WLB.

The board also ruled that escalator clauses in labor agreements shall not increase wages more than 15% above the level of Jan. 1, 1941. This limitation is in keeping with the general policy of the WLB to disallow increases above that level.

Networks' Appeals Up Next February

Supreme Court ToReview

Chain-Monopoly Cases

THE MAJOR networks get their "day in court" before the Supreme Court of the United States in their joint effort to block enforcement of the controversy chain-monopoly regulations during the second week in February by virtue of the high court's order last Monday in agreeing to review the cases.

The cases have been docketed for the week of Feb. 8, though it is possible they will be heard a few days earlier or later. The appeals of NBC and CBS are from the adverse decision of the statutory three-judge court in New York last March dismissing the suits of the major networks. The lower court, however, issued an order restraining the FCC from making its regulations effective until after the Supreme Court's adjudication.

The Supreme Court noted "probable jurisdiction". Both CBS and NBC contended the FCC had exceeded its authority in issuing its regulations in May, 1941, and held that they are unconstitutional, improper and destructive.

MBS is an intervenor in the case. It has stated it supported the regulations throughout. Charles V. Denny Jr., FCC general counsel, is expected to argue the cases in the court of last resort. MBS chief counsel is Louis G. Caldwell. Chief counsel for CBS are Charles Evans Hughes Jr., and former Judge John J. Burns. NBC's chief counsel is John T. Cahill.

Taxes Ruling Asked

On Donated Time

NAB Seeks Internal Revenue Opinion on Deductions

FURTHER explanations of the position of the Bureau of Internal Revenue on deductions from taxes for radio and television broadcasters to federal agencies may be available soon as a result of a letter sent by the NAB Dec. 17 to Guy H. Helvering, Commissioner of Internal Revenue.

The letter, written by Russell P. Place, NAB counsel, seeks to determine whether Internal Revenue will consider such free time, equipment and talent a "contribution in money" for the use of the United States. Under an amendment in the 1942 tax law, section 501, in cases of such gifts and contributions, a taxpayer may deduct up to 6% of his net income.

Expense Deduction Approval

Internal Revenue has already ruled that broadcasters may deduct the actual expenses involved in preparing such presentations which will be considered ordinary operating expenses. This position was stated in a letter from Commissioner Helvering to Mr. Place earlier this month [BROADCASTING, Dec. 14].

Fee General opinion is that the Internal Revenue Bureau will follow the same reasoning in answering Mr. Place's second letter that was used in its recent approval to the broadcasting industry for charitable contributions in preparing such advertising. It has been decided that newspapers cannot claim a 5% deduction and that such things as War Bond ads are not monetary contributions to the United States.

Using the same basis as applied in Mr. Helvering's first letter to Mr. Place, Internal Revenue said newspapers are entitled to deduct the actual mechanical expenses involved in preparing such advertising, but that there could be no space charge. Internal Revenue said that it is the duty and the business of newspapers to advise the public to buy war bonds and that the mechanical expenses involved in preparing the ads are not deductible from those of any other news or advertising page [BROADCASTING, Nov. 30].

'Time' Film Spots

MARCH OF TIME Inc., New York, is promoting the film "We Are The Marines," one of four to eighty ceremony of live spot announcements totaling 108 on major stations in New York and Washington.

Yesterday, go deader way last week. New stations used are WQXR WEFAB WNEW WOR WMCA WJZ WABC. In Washington, commercials were placed on WMAL WJSV WRC. In addition to commercial advertising, the picture was promoted through special mention on local stations and the major networks by commentaries by Lt. Col. L. L. Thomas, Martha Deane, Arthur Godfrey, H. R. Bakshage, Adaline, John B. Hughes and others. Agency is Lord & Thomas, New York.
READY... AIM... FIRE

Those boys KNOW what they're shooting at! And smart radio advertisers have learned they can AIM ... FIRE ... and HIT their market targets just as surely as the man behind the gun. No waste ... no misses.

Consider Baltimore... today the country's 6th largest city. Do you know how sales costs can be reduced? The answer is WFBR.

The station that covers the Baltimore trading area without waste.

1. WFBR does not try to cover the surrounding states of Virginia, West Virginia, New Jersey, Pennsylvania or Delaware. Our job is the Baltimore market.

2. WFBR uses the electrical power that gives a magnificently clear signal DAY and NIGHT. There are no dead spots.

3. WFBR is the station Baltimore people have depended on for years. It has a station loyalty of listeners that has brought one half million people out of their homes into our studios.

If you want people to hear about your products in the town you sell them in ... WFBR is your buy in Baltimore.

WFBR
RADIO STATION
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

Baltimore National Representative: John Blair & Co.

PROD. BY ACME
Miles Laboratories Challenge FTC’s Medical Label Control

Firm’s Court Stand Threatens FTC Position in Cases Recently Filed Against Headache Remedy Makers

CHALLENGING the legality of Federal Trade Commission activities in the regulation of medicinal remedy labels, Miles Laboratories Inc., Elkhart, Ind., on Dec. 14 asked the Federal District Court of the District of Columbia to prevent the Commission from issuing a complaint against it for “unfair methods of competition in business.”

Although the firm is a large buyer of radio time for Alka-Seltzer and Vitamins, none of its radio-advertised products was involved in the FTC cases. The issues raised by Miles, however, may involve several pending FTC headache and medicinal remedy cases, some of which are against important time users.

Action Is Surprise

Miles move came as a complete surprise to FTC attorneys. It resulted from correspondence in which FTC sought a stipulation from Miles, agreeing to modify labels and advertising for its Nerve, Nerve Tablets and Anti-Pain Pills.

In a letter to Miles No. 17, Web Woodhill, chief trial examiner for the FTC, said that “the Commission has failed adequately to reveal the potential danger to health that may result from improper or continued use of such drugs.” Mr. Woodhill then referred to a copy of a stipulation which the Commission enclosed and asked Miles to agree to some modifications in it.

Miles complaint flatly rejected efforts of the FTC to obtain the stipulation and declared that the Commission was entirely without authority to ask such an agreement, or to issue a complaint against it.

Label Authority Challenged

In effect, the complaint said that FTC uses its power over advertising indirectly to regulate labeling, a function entrusted to the Federal Security Agency by the Federal Food, Drug and Cosmetic Act of 1938. Miles said that its labels comply with the requirements of the Food, Drug and Cosmetic Act, designed to prevent misleading or misbranding of merchandise.

The firm did not deny the FTC has authority over advertising, but insisted that this authority does not include the right to require changes in advertising beyond that required by the Food, Drug and Cosmetic Act. Moreover, the complaint asserted, FTC cannot require labels to state specific danger, without an actual application of the product beyond the dosage specified on the label.

Miles pointed out that its labels for all three products contain all the warnings demanded by FTC, with the exception that the labels do not warn specifically that excessive use of Nerveine and Nerveine Tablets may cause mental derangement and that Anti-Pain Pills in excess may cause collapse. The complaint included examples of advertising and labels to show the following warnings: “Do not exceed recommended dosage or give to children” and “Overdoses or habitual use may be dangerous.” The complaint stated that Miles’ advertising contained instructions to read full directions on the bottle.

FTC Course Undecided

FTC attorneys last week-end, although confident that the authority of the Commission would be sustained, had not decided whether to move for dismissal of the complaint or to answer. Prosecution must be made within 60 days.

If Miles were sustained by the federal courts in challenging jurisdiction of the Commission, observatories pointed out, Alka-Seltzer and Vitamins, as well as to FTC’s jurisdiction might be involved by headache powder firms cited by the Commission Oct. 21. Three of the firms in these cases have filed answers on the facts of the case while three others, Emerson Drug Co., Baltimore (Bromo-Seltzer); Stantback Co., Salisbury, N. C. (Stانback Headache Powder); and B. C. Remedy Co., Durham, N. C. (BC Headache Powder) have been granted extensions in their cases and as such are disposed of in the nature of their replies.

Attorneys for Miles, although stating clearly that radio copy was not at issue in the present complaint, indicated that they felt the same arguments on FTC jurisdiction might apply in radio cases. Radio programs advertising Miles’ products, not involved in this case, include K clans’ Abner and Quiz Kids on BLUE and News of the World and National Barn Dance on NBC.

FTC Headache Cases

NEW extensions were granted by the Federal Trade Commission last week to three of six headache and medicinal remedy manufacturers challenged with complaints in May. [Broadcasting, Oct. 31]. [Broadcasting, Oct. 28]. Emerson Drug Co., Baltimore (Bromo-Seltzer) has until Dec. 29 to reply, while indefinite extensions were granted B. C. Remedy Co., Durham, N. C. (Headache Powder), and Stantback Co., Salisbury, N. C. (Stanback Headache Powder). The only two of these firms have already answered, in general denying FTC charges.

FEVERGUSON

FTC FOURTH TIME

GARLAND S. FERGUSON, member of the Federal Trade Commission since 1927, was elected FTC chairman for the fourth time last week, the Commission announced. He was succeeded Wednesday Jan. 4 by A. Ayres, Jan. 1. The chairman of the FTC is traditionally rotated among the commissioners.

Mr. Ferguson, who will be 85 next month, was re-elected as FTC's fourth term as head of the FTC with a longer record of service than any other commissioner. A Democrat from South Carolina, he was named to the Commission by President Coolidge. Previous to his appointment he had held no public office. Following a successful law practice, he was a special counsel to the Southern Railway and assistant general counsel to the Newport News Co.

Other personnel of the Commission remains unchanged, including Mr. Ayres, E. W. Davis and Robert E. Freer, appointed by President Roosevelt, and Charles H. March, another appointee of Mr. Coolidge.

OCD Program on WOL

Sponsored by Hecht Co.

THE HECHT CO., Washington department store, last Wednesday began a 13-week series over WOL, 560, called "Defence Reporter," featuring Martha Smith, recently of Chicago, in quarter-hour of chatter about civilian defense activities in the capital city.

Idea originated with OCD. Script is written by Tom Stone, chief of the Radio section, informal division, of which H. P. Godwin, brother of the BLUE commentator, is head. The 15 minute program is sponsored by Hecht Co. buying station time and presenting $25 cash or equivalent in merchandise each week to different Civilian organizations in Washington. This marks the first time the Washington OCD has built a radio show for sponsorship, Agency is Koster Adv., Washington.

SOME 'PRINT UGLIES’

They Pale ‘Plug Shrinkers’—Says Retail Bureau

COMMERCIAL copy laden with "print ugliest," says Frank Wright, manager of the Retail Bureau, in a letter to Reader’s Digest, causes him to take issue with the Plug Shrinker’s "sudden abash at radio’s modest transgression.”

Citing exhibits from a recent issue of the San Francisco Examiner in which he finds that 13 of 16 selected samples of commercial plugs are in their present text "unacceptable to the Bay Area Radio Stations," Mr. Wright concludes that “print ugliest” have already shrunk our "productards" and “no longer detract from the savor of the reader’s chop”.

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THERE IS ONLY 1 STATION

IN THE BOOMING AND BUYING WICHITA MARKET WITH

★ THE BEST WAVE-LENGTH
★ 24-HOUR, SEVEN-DAY OPERATION
★ PRESTIGE AS KANSAS' OLDEST STATION
★ TWO NETWORKS — BLUE AND MUTUAL
★ EIGHTEEN LIVE TALENT RADIO SHOWS DAILY
★ THOROUGH MERCHANDISING SERVICE BY FOUR EXPERIENCED REPRESENTATIVES
★ AN ENVIABLE REPUTATION FOR GETTING DISTRIBUTION, FOR PULLING MAIL

IF YOU WANT TO SELL THE RICH, AND THE NOW ENRICHED WICHITA MARKET,
BUY INFLUENTIAL KFB1

KFB1—WICHITA
5000 WATTS — BLUE AND MUTUAL
RAY LINTON, General Manager  HOWARD H. WILSON & CO., National Representatives
CBS STOCKHOLDERS ADOPT PALEY CUT

CBS STOCKHOLDERS, at a special meeting in New York last Wednesday, approved four proposals of the board of directors calling for a compensation for William S. Paley, CBS president, from approximately $200,000 to $60,000 a year; for authorization of a pension plan; for a reduction in additional compensation currently given for a pension for Edward Klauber, chairman of the CBS executive committee.

Details of the proposals [fully explained in the Nov. 23 issue of Broadcasting] were briefly outlined by President Paley and the proposals were adopted without a dissenting vote.

Alton S. Hayward, a minority stockholder, questioned Mr. Paley regarding the operations of the CBS program department, expressing disagreement of the network's sustaining programs despite Mr. Paley's answer that these are now receiving higher listening ratings than at any time in CBS history. He also asked for a review of the court actions on the FCC network music monopoly, with which Mr. Paley summarized briefly.

Carter Ponders Change In Broadcast Rendition

CARTER PRODUCTS, New York, will replace an earlier offering of recorded one-minute announcements on WJZ, New York, WOR, New York, and several stations in the West with a five-minute program of recorded talks of a philosophical nature. This will mark the first time the company has used a program unity in its spot radio advertising. Recordings start on Oct. 7 for WJZ New York, Jan. 4, on a five-weekly basis, at 10:55 a.m. Company, which uses an extensive spot schedule of its own, Carter's, suggests that carefully selected material for his program, is understood to be testing the programs for comparison with the one-minute announcements which will be maintained on other stations, in addition to Carter's BLUE weekly push of Quantum Mystery, also for Little Liver Pills. Ted Bates Inc., New York, handles the account.

FM Sales Growing

RADIO DEALERS report the trend in FM sales in the service area of W65M, Milwaukee, in many months. Sales spurt is attributed in part to secretaries of radio stations currently featured by W65M in the Milwaukee Journal stressing the FM format's superiority and reminding potential buyers of dwindling stocks, irreparable until after the World's Fair lists 90 radio dealers in the W65M service area.

Consolidated Series


ONE OF RADIO's most lovable characters—Cornelius D. Tomy, 64, known to thousands of radio listeners as "Uncle Neal", is dead.

It was in April, 1929, that a young man named Mr. Tomy was named general manager of Station WCX, then being established as the Detroit Free Press. It was his voice that was heard over the air from that station. Later he became general manager of WGRF, the forerunner of the present WXYZ, but returned to WCX to resume his old position.

In 1929 WCX was absorbed by WJR, Mr. Tomy becoming an announcer and director of special broadcasts for the program. He has been with WJR ever since, in recent years as director of publicity and as narrator on the Sunday morning reading of the comics.

With the opening of WCX, Mr. Tomy founded The Red Apple Club and became its "Merry Old Chief". A late night variety show starring many famous personalities of stage and screen, The Red Apple Club was a great audience. In those days when radio was in its infancy, WCX and WJY divided time on the same frequency to avoid interference.

But it was through his years of service as conductor of children's programs on WJR that Mr. Tomy won a permanent place for himself in the hearts of young and old alike. He was a sincere love for children and they reciprocated with a warm affection reflected in the fond appellation, "Uncle Neal", with which they greeted him.

One of the features of Uncle Neal's Birthday Party that Mr. Tomy enjoyed most was to reveal to young listeners the hiding places of their birthday gifts. Those early listeners, now grown, know now that Uncle Neal had the cooperation of parents, but in their youth it was a miracle indeed when he donned his "magic eyeglasses" and started telling those with birthdays where to go for their gifts.

Mr. Tomy's death was commemorated with memorial services by two Detroit radio stations. On WWJ Ty Tyson, sports commentator and, like Mr. Tomy, a veteran in Detroit radio; George Stark, staff writer for the Detroit News; and, organist, carried their audience back to the early days of radio, picturing with music and narration the story of Mr. Tomy's life. WJR's musical broadcast was brought to the microphone Bernice and Prudence Butterfield, pianists who were associated with Mr. Tomy on the air.

One of the closest friendships in radio was that enjoyed by Mr. Tomy and Leo J. Fitzpatrick, vice-president and general manager of WJR. Together they paved the way in radio's development from almost the very first days of broadcasting. Mr. Tomy, who was born in Fairfield, Iowa, Oct. 27, 1875, died Dec. 14 in Cottage hospital, Groesse Point, Mich., following a paralytic stroke. Besides his widow, Mrs. Reva Crane Tomy, he is survived by a son, Wallace C., Indianapolis, and a daughter, Mrs. M. Schling Jr., New York.

Lohnes Is Elected By Radio Lawyers

Fisher, Gibbons Are Named To Be Vice-Presidents

HORACE L. Lohnes, Washington, attorney, was unanimously elected president of the Federal Communications Bar Assn. at its annual meeting Dec. 12 at the Mayflower Hotel, Washington. Judge E. D. O. Sykes, former member of the FCC, succeeds Mr. Lohnes as president-elect.

Others Elected

Lester Cohen, of the Hogan & Hartson law firm, was elected secretary succeeding Reed T. Rollo, who became executive vice-president of the executive committee. Kenneth L. Yourd, Washington counsel for CBS, was elected treasurer succeeding John M. Linn.

Also elected to the executive committee were retiring President Sykes for a three-year term, Mr. Rollo for a three-year term, and Mr. Lohnes for a four-year term. All five officers likewise serve on the executive committee.

Holdover executive committee members are Ralph Van Oradel, general counsel of Chesapeake & Potomac Telephone Co., Washington, and Herbert M. Bingham, of Washington, for two-year terms, and Philip J. Hennessey Jr., of Washington, for a one-year term.

At its annual banquet, the association heard an off-the-record address by Commissioner T. A. M. Craven, of the FCC and chairman of the Graves technical committee, on the Graves technical committee on international shortwave broadcasting. Paul A. Porter, former CBS Washington counsel and now assistant director of the Office of Price Administration in charge of rent control also informally addressed the group in a humorous vein.

At its business meeting, the association adopted a resolution recommending dues of all members in the armed services.

St. John's New Series

ROBERT ST. JOHN, NBC commentator, has started a series of five-white music programs of the Washington scene at 1:45 p.m., replacing Morgan Beatty, military analyst, who has been assigned to London. Stations are instructed for the St. John series.

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BROADCASTING • Broadcast Advertising
WORL
sends you the season’s best

THIS LITTLE BUDGET WENT TO WORL BOSTON
Cooperative League Planning Radio Series Early Next Year

No Conflict Between Proposed Program and NAB
Code Is Found at Joint Meeting

ALTHOUGH NO date has been selected, the Cooperative League of the USA plans to take the air early in 1943 as the result of conferences at the Mayover Inn, New York, Dec. 14-15 between the Code Committee of the NAB and officials of the Cooperative League.

An executive session of the Code Committee met in executive session and the NAB officials was written and released to the press.

Representing the Cooperative League of the USA at the confer-
ces were: Murray D. Lincoln, president; E. R. Bowen, executive secretary; Wallace J. Campbell, assistant secretary; John Carson, Washington representative; Rob-

L. Smith, educational director of the Eastern Cooperative League. The Code Committee members in attendance were: Earl J. Glade, chairman, KSL, Salt Lake City; Grant Ashbacker, WKZB, Muske-
gon; Jan Schimek, CBS, New York; Lee B. Waite, KYW, Phil-
adelphia; William S. Hodges, NBC, New York; Neville Miller, NAB president; Russell P. Place, NAB counsel and secretary to the Code Committee.

Up to Networks

Now it is up to networks to decide how such a program might be developed for broadcast. Or-
iginally the program sponsored by the cooperatives had been sched-
uled to start Oct. 11 but NBC, CBS refused to sell time. NBC explained its position when it said that the material had been studied and its officials concluded that the organization’s major purpose was the promotion of new memberships. This is a violation of the network’s policy since commercial time is never sold except to promote mem-

bership drives for the Red Cross or the annual “March of Dimes” campaign. This question is not clar-
dified by the NAB Code Committee’s conclusion.

CBS explained its refusal to sell

FIRST choice of the more than 300 radio news editors queried by United Press Radio for the title “American Hero of 1942,” was Lt. Gen. Mark Wayne Clark, who made a secret tour of North Africa to lay the ground work for the Al-

lied invasion. His exploits will be featured in special program titled “American Hero of 1942,” one of a series of nine quarter-hour scripts UP will supply its 630 stations as summaries of the year’s out-

standing developments.

Others in the series of year-end scripts are: The World at War, The Year and the Nation, The Year and the Farmer, Women of the Year, Chuckles of 1942, Sports in ’42, The Year in Movieland, The Year in Business. Special promo-
tional ad being supplied UP’s stations in connection with the series to assist them in obtaining spon-

sors.

New WPB Field Service Designed To Assist Radio

Horning Head of Group On Distribution of Parts

NEW MEASURES to provide aid to broadcasters in obtaining trans-
mitters tubes and other replacement parts were taken last week when the WPB Radio & Radar Division established a new field service designed to decentralize the distribu-
tion machinery.

The new organization includes a staff of about 40 veteran radio men, in every area of the country. Their job in-
volves expediting preference ratings for replacement parts and the distribution of parts in-
to the civilian economy.

Frank S. Horning, former RCA production and sales engineer, heads the new organization, which includes a staff of 40 area managers.

Until the recent WPB shakeup Mr. Horning was chief of the Radio & Radar Industrial Section [BROADCASTING, Nov. 16].

Will Eliminate Confusion

Although a principle duty of the field service is to iron out bottlenecks in the production of Ra-
dio and Radar equipment, it was said officially, the men also will be responsible for eliminating confu-
sion in the network of preference ratings and the purchase of replacement parts.

Mr. Horning said that when the Field Service Section gets into its operation it will no longer be neces-
sary to call Washington for aid. Field officers will have necessary power to grant effective preference ratings.

WPB said that the Field Service will play a major role in the forth-
coming Victory Model and replace-
ment parts and will be respon-
sible for distribution of these civilian parts. Allocation and dis-
tribution of rare materials, among other problems, will be handled through the field officers.

In its distribution function, the Field Service will insure civilian supplies against “raids” by non-
civilian leaders, WPB indicated. Members of distributors’ associa-
tions had said recently that re-
cover tube shortage may be traced largely to raids by military pur-
chasing agents on supplies ear-
marked for civilian use. [BROAD-
CASTING, Nov. 23].

Field Offices already have been established in New York, Chicago, Philadelphia and Boston, while others are planned at Cleveland, Los Angeles and Detroit. The New York office, under Frank Misterly, has a staff of seven and while a staff of nine, headed by Ray C. Wood-
ford, formerly in charge of sales and production of Stewart Warner Corp., will be located in Chicago. Chicago will also have one field office, Fran-

nass City. Frank Aiken, formerly with Atwater Kent, will have charge of the Philadelphia office.

TEN-FOR-FOUR—Ten new members of the Ten-Year-Club of KOIN, Portland, Ore., were “inducted” at a recent banquet [BROADCASTING, Nov. 14]. Those inducted were: Charles W. Myers, KOIN president, were (seated, 1 to r.): Earl Grander, auditing department; Clyde Phillips, treasurer; Charles Couche, advertising manager; Louis S. Bookwalter, technical director; Henry M. Swart-
wood Jr., program manager. Standing: Ivan Jones, transmitter manager; Charles N. Myers, KOIN presi-
dent, were (seated, 1 to r.): Earl Grander, auditing department; Clyde Phillips, treasurer; Charles Couche, advertising manager; Louis S. Bookwalter, technical director; Henry M. Swart-
wood Jr., program manager. Standing: Ivan Jones, transmitter manager; Lloyd Woodell and Byron Paul, traffic manager; Charles N. Myers, KOIN president, were (seated, 1 to r.): Earl Grander, auditing department; Clyde Phillips, treasurer; Charles Couche, advertising manager; Louis S. Bookwalter, technical director; Henry M. Swart-
wood Jr., program manager. Standing: Ivan Jones, transmitter manager; Lloyd Woodell and Byron Paul, traffic manager; Frank Trevor, member of the station artist staff.
The majestic Sphinx has sat for ages amid the shifting desert sands—a silent witness to the rise and fall of kings and conquerors.

No silent onlooker to the changing scene is WTIC. For more than 17 years, WTIC has played an active and important role in the lives of Southern New England's inhabitants. Because of its unique position, WTIC is able to offer you an unparalleled sales opportunity in this wealthy market.

The above average per family buying power and the high radio ownership in Southern New England make it a natural to sell by radio. And when you employ the power, authority and public acceptance of WTIC to do that job, you'll understand why we insist

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
What do THEY think of FM?

G.E. WENT TO THEM AND FOUND OUT!

Among owners of frequency-modulation receivers, a large majority like the quality of FM reception. For example, 85 per cent say it is better than regular broadcast reception, and 91 per cent would recommend it to their friends!

These are facts and figures taken directly from a survey made for General Electric in 14 cities by an independent research organization. Among owners of General Electric FM receivers, the approval registered was even greater.
The research organization went directly to private homes for its findings. It sought and obtained answers from both FM and non-FM owners of high, medium, and low cost sets. The answers took on a pattern of telling significance.

Seventy-eight per cent of the non-FM owners rated virtual freedom from static and better tone quality as the outstanding FM advantages. Eighty per cent of FM owners emphasized these same advantages also.

Today G. E. is building FM transmitting and receiving equipment for war purposes only, with the same precision and skill that characterize all of its electronic devices. When peace comes, General Electric FM equipment will be more than ever the best that money can buy!... For detailed information on the FM survey, write for booklet, entitled “What the Consumer Thinks of FM,” to Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.
AWARDS BY DUPONT PLANNED IN MARCH

The 1942 Alfred L. du Pont Annual Radio Awards, established last May by Mrs. Alfred L. du Pont of Jacksonville, widow of the former Florida industrialist, will be announced the first week of next March, according to W. H. Good- man, secretary of the committee of awards. Mr. Goodman asked that nominations be made in writing to him at the Florida National Bank, Jacksonville, nominations to be accompanied by data supporting the claims of the cases.

Two cash awards of $1,000 each are to be made. One will go to the individual radio station in the United States which, in the opinion of a board of judges, has rendered outstanding public service during the calendar year by encouraging and promoting American ideals and giving devoted service to the nation and to its community. The other award will go to the radio commentator who, in the opinion of the judges, has performed outstanding service by aggressive, consistently excellent and accurate gathering and reporting of news during the calendar year and for expert and reliable interpretation of the news.

The board of judges, not yet announced, will be of five members—one representative of a nationwide women's organization; one non-commercial, non-political affiliate of the radio and broadcasting industry; one nationally prominent educator; one nationally prominent editor; one nationally prominent observer of public and national affairs; one representative of the Florida National Committee of Women owned by the du Pont interests.

Wrigley Devotes Shows To War Effort Themes

WITH announcement that the Ben Wrigley program is continuing with the OWI U. S. Employment Service officials in bringing listeners vital messages concerning participation in the great problems [Broadcasting, Dec. 14], the Wm. Wrigley Jr. Co., Chicago, will go out with an important show with its three CBS full network programs.

The recently-renewed show The First Line, heard Thursdays at 10 p.m., tells Americans about their wartime Navy, while Wrig- ley's Sergeant Gene Autry radio shows daily at 6:30 p.m., broadcasts the exploits of Army Air Forces heroes. Agency President Eugene F. Sackett and Berno shows is Arthur Meyerhoff & Co., Chicago, while J. Walter Thompson Co., Chicago, handles The First Line.

Travers With Crosley

ELLIS TRAVERS has been appointed director of Crosley public relations for the manufacturing division of the Crosley Corp., Cincinnati, it was announced by R. C. Cowles, president. Long-time nine years Mr. Travers was vice-president of Ruthrauff & Ryan in New York and Chicago. For several years agency experience, Mr. Travers was director of advertising and assistant sales manager of Nash Motors, Kenosha, Wis.

Increased Efficiency is the goal of these two groups under report of organizational changes [Broadcasting, Dec. 7]. Staff operations group (top photo) appointed by President Niles Tram- well, studies network's problems and considers suggestions to increase operating efficiency.

Seated are (1 to r) Wynn Wright, program dept.; W. Burke Miller, public service; Sheldon Hickox, stations; W. E. Webb, promotion; Irene Kuhn, promotion; Easton C. Wooley, group chair- man; Bertha Brainard, programs; Sydney Egges, press; I. E. Show- man, sales; Ernest de la Osa, person- nel. Standing (1 to r) Joseph A. Eccles, promotion; Stockton Helfrich, continuity; Noran E. Kersta, television; George McEl-

OWI Domestic Radio Bureau to Meet With Regional Consultants Dec. 28-29

TO ACQUAINT its regional con- sultants with the operations of the Office of War Information and more particularly with the plans for domestic broadcast- ers during the next year, OWI's domestic radio bureau will stage a three day session in Washington Dec. 28-30.

The first day's program will feature addresses by Ernest Davis, OWI director, who will discuss OWI policies and philosophy; Mil- ton S. Eisenhowen, associate di- rector of OWI, explaining the over- all OWI program; and Robert J. Kersta, director of domestic operations, describing the general operation of the entire domestic branch; William Lewis, chief, domestic radio bureau, elaborating on the network and station operation plans; Ken R. Dyke, chief, bureau of campaigns, describing the function of his unit.

Philadelphia Test

The second day's program will stick closely to radio matters in- volving a report from each regional consultant and a report on the test setup in Philadelphia [Broad- casting, Dec. 14]. The last day's program will feature a discussion of the OWI local announcement and transcription plan presided over by Richard F. Connor, OWI station relations chief. In addition a discussion of the problem of clearance resulting from OWI reg- ulation No. 2 will also be con- ducted. Assistant chief of the station relations section is Elaine Ewing, with Carl Haverlin as headquarters consultant. The re- gional setup follows:

District I: Harold E. Fellows,

WEST: Boston; District II: Herbert Petter, WOL, New York; District III, Leon Levy, WCAU, Phila- delphia; District IV, G. Richard Shaf- to, WIS, Columbus; Assistant: James H. Moore, WSLS, Roanoke; District V, Thad Holt, WAPI, Birmingham; District VI, James T. Ward, WLAC, Nashville; District VII, H. K. Car- pentier, WIK, Cleveland; District VIII, Leo Fitspatrick, WJR, Detroit; District IX, Gene T. Dyer, WAIT, Chicago; District X, Merle Jones, KMOX, St. Louis; District XI, Ken- neth M. Haney, KSTP, St. Paul; Dis- trict XII, William Gieseppe, RTUL, Tulsa; District XIII, Martin Camp- bell, WFAA, WHA, Dallas- Fort Worth; Assistant: Karl O. Wyler, KGM, El Paso; District XIV, Rob- ert Hudson, Rockey, Mountain Mount- ain Radio Council, Denver; District XV, Lincoln Dollar, ESPO, San Fran- cisco; District XVI, Lawrence W. Mc- Dowell, KFOX, Long Beach; Assis- tant: Dick BOOS, KTAR, Phoenix; District XVII, Sheldon F. Sackett.

Nathan Back From Tour

CY NATHAN, who spent the fall in Chile as field representative of the Radio Division of the Office of the Coordinator of Inter-American Affairs, has returned to New York to report to the division's chief, Don Francisco de la Concerrt, on effectiveness of the OCLAA's radio activities and plans re- acted at that country. Other members of the division's Latin Amer- ican field force are expected back in this country by the first of the year. Group was organized last summer to assist in the coordina- tion of all United States radio pro- grams for Latin American listeners [Broadcasting, Aug. 31].

KOOS, Marshall; Associate: Rob- ert S. Nichols, KEVR, Seattle; Stat- ion Advisory Board—Nevil Miller, NAB; John Shepard, III, Yankee Network; James D. Shouse, WLW, Cincinnati; George H. Storer, Ford Industries Co.; O. L. Taylor, KEGN; Eugene Pulliam, WIRL, Indianapolis; John Petzer, WKO, Kalamazoo.

OwI CONFERENCE AGENDA

MONDAY, DEC. 28
10 a.m.—Registration—San Parlor, Hotel Washington Rock.
10:30 a.m.—Opening morning session, W. B. Lewis—Introduction
11:00 a.m.—Eimer Davis, Director—"OWI Policies and Philosophy"
11:30 a.m.—Milton S. Eisenhowen, Assoc- iate Director—OWI Overseas Oper- ations
12:30 p.m.—Lunch—Hotel Washington Rock (Rose Room)
2:00 p.m.—Opening afternoon session.
2:30 p.m.—Ken R. Dyke, Chief, Bureau of Campaigns—"Domestic Operations—Overall Operation of Domestic Branch"
3:00 p.m.—William B. Lewis, Chief, Do- mestic Radio Bureau—"Complete Network and Station Operations Plans, Domestic Radio Bureau"
4:30 p.m.—Adjourn.

TUESDAY, DEC. 29
9:30 a.m.—Opening morning session.
10:30 a.m.—Ten minute report from each Regional Director—Adoption.
1:00 p.m.—Lunch—Hotel Washington Rock (Rose Room)
2:30 p.m.—Opening—Afternoon session.
3:00 p.m.—Report on Philadelphia Test; Leon Levy—"Consultant's Operation"; Howard Browning—"Regional Operations"; Herbert Bruker—"Report on Monitoring Survey of Philadelphia Test".
4:00 p.m.—Report from each Regional Director on clearance operation.
6:30 p.m.—Adjourn.

WEDNESDAY, DEC. 30
9:30 a.m.—Opening—Morning session.
10:00 a.m.—Discussion of OWI Local Announce- ment and Transcription Plan—W. B. Lewis—Chairman.
12:30 p.m.—Lunch—Washington Rock (Rose Room)
2:00 p.m.—Opening—Afternoon session.
2:30 p.m.—Discussion—OWI Regulation No. 5 (clearance)—Richard F. Con- nor, Chairman.
3:30 p.m.—Adjourn.

BROADCASTING • Broadcast Advertising
WINNER OF THE NAVY'S "E" AWARD FOR EFFICIENCY IN PRODUCTION OF WAR MATERIALS

ALCOA ALUMINUM SO LARGE THAT MESSENGER BOYS MUST DRIVE CARS... SO PRODUCTIVE IT OUTSTIPS ALL EUROPEAN PLANTS COMBINED

The Great Tennessee Valley houses a veritable swarm of giant war industries, playing a vital part in our national war effort. Taking advantage of the cheap TVA power in this area, 622 manufacturing plants are at work in the WLAC daytime market area, and this figure is conservative, having been made some time ago.

These giant industries mean giant payrolls, spendable income waiting for your message over WLAC, The Station of The Great Tennessee Valley.

WLAC
NASHVILLE, TENNESSEE
NOW
50,000 WATTS

THE ONLY CBS STATION WITHIN 125 MILES OF NASHVILLE

INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY!
**Fly Again Upholds WJW Move Grant**

Claims No Violation of Its Recent Freezer Order

**OBVIOUSLY** irked over reactions of station applicants and owners to the recent decision approving the move of WJW from Akron to Cleveland, FCC Chairman James Lawrence Fly, for the first time in a suc- cessful week, on Dec. 14 contended that the action represented no de- parture from the wartime rules established by the April 27 equip- ment-freezer order.

Pointing out the order was in- tended to prevent the use of ma- terials needed for direct war pur- poses, Mr. Fly said that in the case of WJW it was considered nec- essary to provide additional net- work service in Cleveland. The station will become a BLUE out- let, operating with 5,000 watts on the 850 kc. channel, in lieu of its present local assignment in Akron.

Claims No Violation

The Commission's authorization of this move, by a split vote, did not result in the use of any quan- tity of critical materials, Mr. Fly said. He declared the wartime rules provide against the use of such materials for construction purposes and the Commission did not intend to "wear down" these restrictions.

The chairman pointed out that the shift of the WJW transmitter to a point 14 miles closer to Cleve- land involved no more than $875 worth of equipment at the outside.

He insisted this was wholly con- sistent with the Commission's war- time rules.

In industry quarters, however, there has been considerable agitation and a number of stations with pending applications for modifications have petitioned the Commission to receive an exception to the wartime rules needed to provide the outside effect. This would be an additional station when the Commission, Mr. Fly declared, would not be "made to bring its existing stations up to the point of the needed equipment, but to make all the new equipment available." Mr. Fly pointed out that the outside effect would be the same in the case of WJW as the one in the case of WJW.

**WDLP, WTMC Get Renewals:**

**Deception Claimed in Ruling**

New FCC Lineup Sharply Disagrees on Grants to Florida Stations Operated by John H. Perry

BURRED IN ADDING MACHINE TAPE is the accounting staff of WWL, New Orleans, totaling the free time given Government programs in the past year. Almost $100,000 in free time was donated, some in the face of advertising offers. Girls at the machines are (1 to r): Marie Louise Jacob, Mary Thiel, Miriam Jacobs. Men are Charles Blaise, pro- gram dept., and A. J. Cummings, auditor and office manager.

**DRESS FIRM PLANS TEST RADIO SERIES**

QUEEN MAKE DRESS Co., New York, national advertiser with 3,500 outlets throughout the country, will enter radio Jan. 5 in what is believed to be the first effort to sell moderate-price dresses on a regular radio schedule.

Queen Make has signed for a weekly participation for a 13-week period on Woman of Tomorrow, WJZ, New York, in a test for dresses ranging from $5 to $50.

Firm will solicit mail orders through offering a giant postcard with a paper doll attached.

Card, which is perfumed, can be used for a mail order and the doll as a satchel case. Buyers need only send in her request on a penny postcard. B. Altman, New York department store car- rying Queen Make dresses, will use displays to promote the pro- gram, Agency, Abbott Kimball Co., N. Y.

**Coast Phone Spots**

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, collabo- rating in a nationwide drive to in- sure the safety of com- munication service during Christ- mas holiday season, for three days ending Dec. 20 will utilize five spot announcements daily on 20 Southern California stations. List include: KQW, KEVY, KGFW, KTR, KFAC, KK, KGPS, KMPC, KPAS, KKW, KBG, KBED, KFMB, KPRO, KVS, KXO, KXJ, KXO, KXJ.

**CONTINUED (On page 50)**
What Majesty...What Splendor!
What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast's important cities. It's a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There's only one way to completely cover these mountain-surrounded markets...release your message

locally. Use Don Lee, the only network with enough stations to deliver local primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job...Don Lee.

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Thomas S. Lee, President
Lewis Allen Weiss, Vice-President, General Manager
5515 Melrose Ave., Hollywood, Calif.
Represented nationally by John Blair and Co.

Mutual
DON LEE

The Nation's Greatest Regional Network
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.
FCC Approves WOW Transfer Under Lease by Vote of 4-3
Gillin Heads New Operating Company; Suit by Woodmen Stockholder Still Pending

OWNERSHIP OF WOW, Omaha, last week shifted from the Woodmen of the World Life Insurance Society to a new corporation headed by the station's general manager, John J. Gillin Jr., under authorization of the FCC.

By a 4-3 vote the Commission approved the assignment of the license to the new corporation, under which Mr. Gillin is president. It sanctioned the transfer which involves a 15-year lease arrangement providing for payment to Woodmen by Radio Station WOW of the new corporation, of $5,100 a month for the first three years and $5,600 monthly for the remaining 12 years. Mr. Gillin has had a controlling interest in Wow, the local paper which he founded in 1932.

The new company, which has 2,000 members though not the controlling stockholder, was approved by the Commission last Tuesday after a two-week delay occasioned by a 3-3 tie vote.

Commission's Vote

Voting in favor of the assignment were Chairman Fly and Commissioners Craven, Case and Payne. Voting against allowing the transfer without further investigation were Commissioners Walker, Wakefield and Durj. Commissioner Payne had been absent at the time the original objection was made, but could not vote by mail, breaking the tie in time for the meeting last Tuesday.

Of the best-known NBC outlets in the country, WOW has been directed by Mr. Gillin since 1932. He had started on the station as chief announcer in 1931.

-Written out for the duration is E. Milliken, (right), who portrayed Jack Barbour in the weekly NBC One Man's Family and recently inducted into the A.P.'s 'Twas a serious moment as he watched Carleton E. Morse, author-producer eliminate the character from future scripts. Mr. Milliken, son of Don E. Gilman, Western division vice-president of Blue Hollywood, has taken the role since inception of the program more than 11 years ago. Series sponsor is General Brands Inc.

-WOL Seeks Lower Power for WNAC

Unusual Request Is Based on Clause Never Invoked

In A NOVEL proceeding—believed to be the first in radio annals—the FCC last week was petitioned by WOL, Washington, to reduce the nighttime power of WNAC, Boston, from 1,000 to 250 watts because of interference created by failure of the Boston outlet to install a directional antenna.

Herbert M. Bingham, Washington attorney representing WOL, petitioned the Commission to invoke the provisions of Section 312(b) of the Communications Act, which grants the power to the station's license if it will promote public interest, convenience and necessity.

Charges Interference

Specifically, the Commission was asked to invoke the law unless cause be shown to the contrary, by entering an order for the power reduction until such time as WNAC completes its applications for the license. Operation of the directional antenna specified in a grant originally made by the FCC, according to WOL, shows that WNAC was causing serious interference to its service and to a lesser degree to the service of WFBM, New York, which also operates on the 1260 kc. regional channel.

Each station received a construction permit to operate with a directional antenna on this frequency, it was pointed out. Both WOL and WNAC are so licensed and operating and have suppressed their radiation in the direction of Boston. Mr. Bingham said that WFBM's World War II service "does not seem to be serious in its efforts to fulfill the understandings it had with WFBM and WOL, nor to comply with the authorization granted by its construction permit," Mr. Bingham said that something as serious as interfering with the two complying stations "from the serious interference of WNAC.

The proposed informal order filed by WOL had experienced difficulty in erecting the new directional at its present transmitter location. Meantime, he would like to see remedial measures could be applied the shortage of equipment stemming from the war developments and tended to block the installation.

-Wakefield and Gillin Heads New Operating Company; Suit by the Woodmen Stockholder Still Pending

On December 27, 1942

With a Tin Cup

Editor, Broadcasting:

When will American business advance into a high enough ethical sphere to do away with such bribery as that of the program of the voice commercials being paid for by the TVL? It is time for the network to pay its representatives something for nothing, yet are able to pay the bill? I mean that gentry only by offering them a tin cup, to hold in their hand, instead of the regular one, in which they are in the same class with panhandlers with a tin cup.

Why should American business hire as many experts as it does to make(r) it pay for the tin cup? To my mind, this is evidence that business still keeps its ethics in a trunk to be brought out on special occasions. If American business does not want to buy publicity, they shouldn't be allowed to make other people pay for it. But for American business to hire somebody to panhandle publicity is no better than I would be, or anyone else, who hired somebody to stand on a city street corner with a tin cup in his personal behalf.

They're Experts

The fact that these panhandlers carry the name of public relations experts does not remove them one inch above the man with the tin cup. They are asking something for nothing, plain and simple.

I think it is high time that American manufacturers are willingness to grant that publicity mediums have something to sell just as important as their products. Were you ever given a free electric fan by a manufacturer or perchance a free auto appliance by writing a charming letter to headquarters? It's time that radio decided to place itself in just as important a position as the manufacturer and call a halt to supporting the panhandlers. Let the chips fall as they may.

Russell Bennett,
KXO, Sweeter, Tex.

-Savepost Spots

In A TWO-DAY campaign calling attention to the rescue story of Lt. Com. John Morfill and his companion, Everyday Post, placed transcribed one-minute announcements on stations in nine major cities from four to seven times weekly Dec. 16-17. From three to four outlets were used in each market. Agency is Universal, New York.

CBS Honors Philharmonic

In Honor of the 100th anniversary of the New York Philharmonic Orchestra in December 1842, CBS, which has broadcast its music over a period of more than 100 years, is sponsoring a special advertisement in The New York Times Dec. 13, with a caption "How the Philharmonic has become millions..." The Philharmonic is 100 Years Young!!"
IT MAY be the "holiday season"—but war needs the wires that you used to use for Christmas calls.

Long Distance lines are loaded with urgent messages. Extra lines cannot be added because copper and other materials are needed for the war.

So—this Christmas please don’t make any Long Distance calls to war-busy centers unless they’re vital.
**NEW WEEKLY HALFWAY SHOW**

Newly half-hour show, called "Flying With Santa," has been started by KFWO, Long Beach, Calif. Initial broadcast on December 1st was transcribed for release at a later date on other stations and for short-sweeping to the AEF. Programs have been produced and included by Mitchell Frankovich, a former sports announcer of KFAC, Los Angeles, and Radio Hollywood, a radio. The show is sponsored by the AEF and produced by P. Walter Thompson Co., on the NBC Kraft Music Hall, sponsored by Kraft Cheese. Dick McCune, formerly m.c. and commentator of NBC, Hollywood, and former commander of a Western division guest relations manager of that network. Staff Sergeant Garner Clark conducts the 18-man orchestra consisting of the post crew members.

**Directing Manpower**

As a service to aid solve manpower problems in the surrounding Los Angeles area, KKL, a local Los Angeles station, has started a weekly hour program. The show is designed to air in directing the flow of workers to critical production needs. Presented under the auspices of the aviation department of the Los Angeles Chamber of Commerce and with full cooperation of the Southern California office of the War Manpower Commission, the broadcasts are a part of a major manpower effort to increase the aircraft field. It was said. All segments of the industry, whether or not in fact, are to be covered in a broad educational endeavor.

**News For Y’All**

SOUTHERNERS get news with a southern drawl and local interpretation in a six-week WSB, Atlanta, series, "Views of the News," presented by the Atlanta Journal-Constitution, in which six commentators, a managing editor, two editorial writers, two columnists and a Washington correspondent, one each night, participate: Wright Bryan, William Cole Jones, Edwin Camp, Raimundo de Ovies, Morgan Blake and Ralph Smith.

**City Desk Secrets**

BEHIND the scenes view of newspaper operations and personalities is presented in a weekly quarter-hour Saturday morning program on WMAQ, Chicago, reveals how news is gathered, written, edited and published. Program features interviews with noted editors, foreign correspondents, cartoonists, and Chicago newspaper men.

**Interviewing Santa**

INTERVIEWS with Santa Claus and with children who come to see him at Sears, Roebuck store, provide fun for WGL, Fort Wayne listeners. Paul Roberts m.c.'s the three-weekly program.

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**Answering Listeners**

NEW WOMEN'S feature, "Polly and the Postman," aired thrice-weekly on WTAG, Worcester, provides listeners with answers to their questions on fashion, fiction, beauty and household topics. Role of piano-playing Polly is played by W. McLean, WTAG scripter authoring the show. Announcer Bob Risseling enacts the part of the man. Polly on her mail route to sing and chat with Polly as she opens her letters and answers queries. Woven into the script are commercials of participating sponsors.

"Dear Santa—"

CHRISTMAS program on KEX, Portland, titled "Letters to Santa Claus," features kids' letters to Santa received by Meier & Frank, Portland department store. Frank Sardam, enacting the role of Santa, reads many of the letters, comments on them in the five-week quarter-hour series, but no specific letter is read or any letter assigned by the writer, in keeping with wartime practices.

**Rational Rationing**

AS A PUBLIC service and to clarify details KPI, Los Angeles, in cooperation with the Office of Price Administration, has started a weekly quarter-hour informative program devoted to application of rationing rulings. Durward Howes of the OPA is commentator.

**Saga of American Music**

DEPICTING the development of music in the United States, weekly half-hour program titled "American Rhapsody" has started on CBS Pacific Coast stations. Series of vignettes dramatizes what music means to people. Bob Hafer is producer with Wilbur Hatch assigned musical director.

**Italian-American Broadcasts**

UNDER the auspices of the College of the City of New York, Civilian Defense Council, WHOM, Jersey City, has inaugurated a series of Italian language broadcasts designed to demonstrate "The American Way of Life," and "Our Stake in the War." Italian-speaking professors present talks on different aspects of these subjects.

**For Salmon-Hunters**

FISHERMEN of Alaska, at sea for weeks at a time, often lose track of days and for their benefit WAKQ, Ketchikan, runs an "alarm clock" program, "Answer Men's Almanac," at 9:40 p.m. nightly, when date as well as time are announced.

**Note to Letterwriters**

LETTERS from the folks overseas are presented on a Thursday night program of CHRI, Prisoners of War, Saat, titled "Passed By the Censor." The most interesting letter contributors are encouraged to write, and the writers may make a record to send to folks overseas or to friends. The Northen Hardware sponsors the series.

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**Broadcasting** • Broadcast Advertising
Audience Research
Started by Nielsen
Audimeter Forms Basis for
New Measuring Service

A NEW radio listening research service designed to aid in placing advertising on a more factual basis is announced by A. C. Nielsen, president of A. C. Nielsen Co., Chicago. Heart of the method is the audimeter, a device installed in the receiving set which makes a graphic record of all the times at which the set is turned on or off and the station to which it is tuned. Service to seven advertisers and nine agencies begins Dec. 27.

Original pilot operation has been expanded to 1,000 instruments in an area from the Mississippi River to the Atlantic Coast, including small-city and rural communities. The index service is offered on a privileged, non-profit basis during the first phase of its operation to 15 radio advertisers, their agencies, national networks and a limited number of stations, according to Mr. Nielsen.

In Cross-Section of Homes

Only service offered to date is to the following subscribing companies: Carter Products, Colgate-Palmolive-Peet Co., General Foods Corp., General Mills, Lever Brothers Co., Miles Laboratories, Sterling Drug.


Placed in a scientifically controlled cross-section of homes in an area containing 8 million radio homes, “each audimeter produces in the course of a year an amount of information approximately equal to that which could be obtained from about 600,000 coincidental telephone calls”, say officials of the Nielsen Company, as well as information “which cannot be secured by any other method.”

Types of information furnished by the Nielsen Radio Index are general listening habits, program ratings, program analyses and station coverage data (for individual stations). The company expects to produce the instrument in quantity and increase the scope of research.

Marketers to Meet

RADIO luncheon group of the American Marketing Assn., under the chairmanship of George H. Allen, salesman of WOR, New York, has announced a series of meetings to start Jan. 14 with the special aim of helping radio employees filling war vacancies to acquire an immediate background in radio problems in wartime.

ED TOMLINSON, BLUE commentator, was recipient of the annual Award of Merit of the City Business Club of Philadelphia at a luncheon Dec. 18. The presentation was broadcast by WPIL, Philadelphia, and carried by the BLUE.

Any schoolboy or housewife
or farmer or businessman or
war production worker in Northern California will tell you
that KPO is the number 1 station.
They all like KPO’s top-flight programs. But advertisers are
more impressed with our market
coverage
our low cost per-
listener
and, mostly in KPO’s
ability to produce results.

Get the facts…and you’ll buy

KPO
50,000 HIGH FIDELITY WATTS
NATIONAL BROADCASTING COMPANY • Radio City • San Francisco

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

BROADCASTING • Broadcast Advertising
December 21, 1942 • Page 33
Americans always have had faith in the things we fight for today. Hitler couldn’t see it. Nor could Tojo. But it was there. There, just as surely as at Concord . . . just as strong as at the Argonne.

Faith is not something you can measure out by the pound. It can’t be packaged, and passed out on a here’s-your-share plan. It can be nourished and grown. And it must not waver. Not if there is to be any hope for the future.

Perhaps that is why Radio says little about the War Bonds it has sold . . . the scrap collections spurred . . . the extra bombers put into the sky through its morale building.

We in Radio know . . . there’s a still bigger job to be done.

It is to make Radio the greatest power on earth for the good of mankind. It is to keep building the faith which will triumph. It is to help win and hold world peace through faith and understanding . . . with God’s help.

The Great Stations of the Great Lakes
ON THE PREMISE that a knowledge of racial customs is essential to the Jewish market broadcaster, WBNX, New York, has issued a guide to the religious holidays, ritual and dietary laws of the Jewish people, titled The Jewish Market Guide. The booklet is written by Abe Lyman, producer of Jewish programs on WBNX, checked and approved by leading rabbis, and distributed to agency executives, time buyers, writers and advertisers.

A five-year calendar of important Jewish holidays is followed by an analysis of the Jewish listening audience, particularly from the point of view of language preferences. Here the author estimates that at least 60% of the Jewish radio audience understands Yiddish although unable to speak it fluently or at all. A section on definitions and requirements of acceptable food products follows.

Holidays, and a detailed account of attendant ceremonies and customs, are described in an "Introduction to the Holidays." Suggestions for appropriate commercials and products suitable for promotion at various times of the year are found at the conclusion of the guide.

"IT'S A GIFT, FELLERS—JUST LIKE THE WAY WDAY HAS OF BUILDING UP RED RIVER VALLEY BUSINESS FOR SMART ADVERTISERS. TRY WDAY, AND SEE FER YERSELF!"

MARY ELIZABETH HICKS

Merchandising & Promotion

Jewish Market Guide—Nothing to Sell—Newscast Timetable—Eyes Aloft—Audience Survey

Sewing Class

WITH NOTHING to sell, G. Tambyln Ltd., Toronto drug store chain, is sponsoring sewing classes on CFBE, that city, in cooperation with the clothing administration of the Canadian Wartime Prices & Trade Board. Planned to aid the firm's customers in remodelling old garments for additional wear, the drug chain provides expert instructors and the women bring their own garments to work on. Other firms with merchandise to sell to the women attending sewing classes may later sponsor the program.

Giveaway

A WAR STAMP giveaway highlights the Dunn's Lucky Shoe Box quarterly-hour programs scheduled daily on WABN, Philadelphia. Listeners are invited to register their names each week at any Dunn store in the city. All the coupons are placed in a shoe-box and three names are called each broadcast. If the selected registrant calls the station within 15 minutes, he or she is awarded $5 in War Stamps, the money pyramiding. A new registration is used each week. Bob Roberts, announcer, handles the program.

CBS Advance Promotion

ALL CBS affiliates carrying the network's sustaining series Daytime Showcase, Mondays, 10:30-11 p.m., recently received from the CBS promotion department a special envelope containing sample announcements and advertisements to be spotted locally as advance promotion for each week's broadcast, through Dec. 28.

Newscast Timetable

POCKET-SIZE timetable cards are issued weekly by WGBF-WEOA, Evansville. The cards contain listings of stations' newscasts and a hint to refrain from disturbing friends with phone calls while news is on the air.

Pacific Eyes Aloft

DESIGNED as a reminder, red and blue x 11-inch announcements of the weekly half-hour NBC Eyes Aloft morale-building program presented under auspices of the Fourth Fighter Command, have been forwarded to more than 150,000 volunteer observers and workers on the West Coast, which feature photograph of the NBC gold trophy awarded to an outstanding observation post or filter center each week, were distributed through cooperation of Brig. Gen. William E. Keiper, commanding general of the Fourth Fighter Command.

Theatre Tieup

IN A TIEUP with a Hellopeppin' unit running at the Forrest Theatre, Philadelphia, recently WPEN, that city, used display advertisements daily in the Philadelphia Daily News to publicize its Night Club of the Air show which presented various members of the cast of Hellopeppin'. During the entire performance of the stage show, WPEN microphones were prominently displayed and station call letters were announced during the Radio Rogues act.

Audience Study

A RECENT SURVEY of the economic background of WQXR, New York listeners, enabled sponsors to know how much money is spent on food, drink and taxes, indicated that all WQXR families "live neither on Park Avenue nor in the slums." The research agency, The Pulse of New York, analyzed a random group of listeners, 1,459 families in the five boroughs of Greater New York, in Northern Jersey, Westchester and Nassau.

British War, Peace Aims

BOOKLETS containing official statements on British war and peace aims, are offered to listeners free by Sydney Moseley, commentator heard on WMCA, New York.

WALTER TITTY who portrays Leroy, the nephew in the weekly NBC Great Gildersleeve, sponsored by Kraft Cheese (butter magazine), plays a cockney role in the Warner Bros. film, "Gorilla Man". Dale Evans and Connee Haines, radio vocalists, have been added to the cast of "Stage Door Canteen", being produced by Sol Lesser Productions. Miss Evans is featured on the weekly NBC Chaise & Sanborn Show, sponsored by Standard Brands Inc. (coffee, Tostedelco tea.) Miss Haines is soloist on the NBC Abbott & Costello Show, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

THE 5000 WATT Voice of the Tri-Cities

ROCK ISLAND - DAVENPORT - Moline

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

WHBF

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

Gertrude Niesen

record for LANG-WORTH

FARGO, N.D.—5000 WATTS—N.B.C. AND BLUE

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NAT'L REPRESENTATIVES

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BROADCASTING • Broadcast Advertising
The personal bankruptcy petition of W. K. (Hello World) Henderson, operator of KWHK and KWEA, Sheevoreport, Ia., has been reported to the Radio Commission, and may be made an issue at a hearing involving the KWHK license renewal to be held probably in February. WWL, New Orleans, which has been on 930 kc clear channel with KWHK, has applied for fulltime, and a local insurance company has also applied for the KWHK frequency.

That Radio's $75,000,000 to $100,000,000 annual business is still small by comparison with the printing and publishing business is evidenced by a Census Bureau report on the census of manufacturers for the printing and publishing business in 1931. The latter showed a total business of $2,179,621,196, including newspapers, book and job printing plants and music publishers.

With the American delegation to the International Radio Conference at Madrid due to return shortly before Christmas, preliminary plans are being made for a North American conference on the distribution of wavelengths and the possible widening of the broadcast band into the lower waves below 550 kc. Judge Eugene O. Sykes, chairman of the American Delegation, and his party are expected to arrive in New York Dec. 22 on the S.S. Manhattan.

That the Soviet Weak Current Trust, in charge of production of all communications equipment for the Russian Government, is considering the erection of a 1,900,000-watt broadcast transmitter near Moscow, is reported by Dr. Louis Cohen, noted American radio scientist who returned from Russia, where he was called as a radio consultant. Russia already has five 100,000-watt transmitters, the first of which was an RCA installation.

Increased activities of CBS in Washington since its recent acquisition of WJSV, Alexandria, Va., have led the network to transfer Henry Bellows to the capital. Mr. Bellows, former Federal Radio Commissioner and now a CBS vice-president and director of its WCCO, Minneapolis, will work with Harry C. Butcher, director of the Washington office.

Reincke-Ellis Co., Chicago, announces changes in corporate name to Reincke-Younggreen & Finn. The new partners, Charles C. Younggreen and Joseph H. Finn, were formerly with McJunkin Adv. Co.

Scott Howe Boven Inc., New York, reports that about 70 stations will be used during January for a series of five-minute transcriptions sponsored by Chrysler Motors to announce the new Dodge car.

WCAG, Philadelphia, has occupied its new home in a modern nine-story building at 1022 Chestnut St., purchased upon completion by Leon Levy, station president.

Predicting a decline in broadcasting of major league baseball games next season, the United States will report as a result of a poll that four clubs will broadcast their home games, five will not and seven are still undecided.

Heir's newspapers will launch a series of musical-dramatic transcription programs during the week of Jan. 1 over a large list of stations with the avowed purpose of boosting the circulation of the 17 newspapers published by William Randolph Hearst. World Broadcasting System is handling the contract.

There are now 114 radio stations either newspaper-owned or corporately affiliated with newspapers, according to a compilation as of Dec. 1 prepared by Broadcasting.

Kenneth Niles, of KHI, Los Angeles, has been named as chief announcer and assistant production manager.

Harold E. Follows, formerly with the Greenleaf Co., Boston agency, has joined WEEI, Boston, as commercial manager.

Frank Black, conductor and composer, has been appointed program director of NBC, succeeding Erno Rapaport.

Charles Gannon of Erwin, Wasey & Co., and Chester E. Haring, of BBDO, have been named members of the governing committees of the Cooperative Analysis of Broadcasting formed by the AAAA and the ANA. Other members of the committee are D. P. Smelser, Procter & Gamble, chairman; N. B. Steffel, Standard Brands Inc.; C. H. Lang, General Electric Co.

Walter J. Neff, assistant sales director of WOR, Newark, has been named chairman of the Radio Division of the Advertising Club of New York, and will conduct roundtable conferences with representatives of the broadcasting industry and advertising agencies.

Lincoln Dellar, formerly advertising manager of the periodical Game & Gossip, has been appointed manager of KGB, San Diego, succeeding C. Ellsworth Wylie, now sales director of the Don Lee System.

Harold Fair has resigned as manager of WEEN, Buffalo, to return to WBBM, Chicago, as assistant to Walter J. Preston, CBS western program manager.

Finkelstein is Named To New Post at ASCAP

Herem Finkelstein, partner in the law firm of Schwartz & Frohlich, general counsel of American Society of Composers, Authors & Publishers, will resign Jan. 1 to take the newly-created position of resident attorney of ASCAP. Appointment was announced by John G. Paine, general manager of the Society.

A graduate of Yale Law School, 1927, where he was editor of the Yale Law Review, Mr. Finkelstein spent a year as law secretary of Federal Circuit Court Judges Thomas W. Swan and Learned Hand. In 1928 he became associated with Nathan Burkan whose firm was reorganized as Schwartz & Frohlich after Mr. Burkan's death in 1936. Mr. Finkelstein has been actively engaged in ASCAP's legal affairs for many years. Schwartz & Frohlich will continue as general counsel for ASCAP after Jan. 1.
More than ever...

"the Blue Ribbon Buy of the South"

WAGA

ATLANTA

Blue Network

WESTINGHOUSE
Today, thousands of new listeners are regularly tuning in on WAGA. For hard at work at this Atlanta, Georgia station is one of the last commercial transmitters to be built by Westinghouse for the duration.

This transmitter . . . another Westinghouse type 5 hv . . . . has substantially boosted WAGA's coverage of the South's First Market. Now operating on 5,000 watts full time, this station's primary daytime coverage (.5 mv or better) now includes more than a million listeners in 42 counties in Georgia; a valuable market for advertisers to cultivate.

* * *

We are naturally pleased that so many progressive radio stations like WAGA have chosen Westinghouse Transmitters. However, our number one job today is—and for months has been—the development and production of special radio and electronic equipment for the Armed Forces. Naturally, peacetime production has been abandoned for the duration, but electronic planning and research have been greatly intensified. These developments promise much for the future, mean even finer commercial equipment for you when we are again able to produce them.
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For the Ladies

WHEN BIGGER manpower woes are developed, radio will have them. The problem now is woman-power.

Women are doing men's jobs throughout industry in this war-time economy. They are doing everything from watchman to welder, and well, too! Radio always has had its share of the ladies, but now they're in every department—even technical (when no union restriction is involved).

More women are needed to keep transmitters working and to ride the studio gains. Uncle Sam won't allow stations to shut down because of lack of technical help, but he must have radio technicians for the tremendous communications job entailed by war operations.

For reasons not readily apparent, the ABTU of IBEW has refused to permit employment of women in technical jobs, or rather to declare them eligible for union membership. Evidently, the only argument advanced is that the post-war security of IBEW members might be threatened.

At International Headquarters of IBEW we're told the question is being considered but that the locals are autonomous in each district, and that last decision rests with the membership question individually. Thus far, not a single local has revised its anti-suffrage requirement.

It seems to us the union is taking a shortsighted view. The war need is evident. The problem is critical. It should meet the issue squarely and lead the way for the locals. If it doesn't we predict that Manpower Cas McNutt will find legal means by which to get action.

Helping Hand

WHEN NEW YORKERS were deprived of their daily newspapers last week because delivermen were on strike, radio stepped to the fore and again demonstrated its value as a public servant in time of crisis.

Virtually every station in the metropolitan area added news periods to its schedules. In several instances broadcasters cooperated with daily newspapers by airing local copy gathered and written by newspaper men. Regularly scheduled commercial programs were cancelled so that New York's millions might be kept abreast with the news. Feature columns ordinarily appearing in daily newspapers and some comic strips were read over the air.

Among advertisers hardest hit by lack of newspapers were theatres and department stores. The top theatre chains immediately instructed their advertising agencies to buy all available time on the air to promote feature pictures and stage attractions. Several department stores deprived of newspaper coverage used radio to advertise novelties and Christmas wares. The Saturday Evening Post, which usually uses newspaper space to advertise current issues, went heavily into radio.

New York listeners heard commercials on former sustaining programs; they listened to theatrical plugs on participation broadcasts; bargain hunters listened to the messages of retailers. Many newscasts were used effectively for brief sales messages.

Immerable times in the past, radio has performed outstanding public service. In the Ohio Valley flood of 1937 when transportation was interrupted and newspaper publication and delivery were uncertain, radio performed a public service that has gone down in communication history. On Dec. 7, 1941, when the Japs attacked Pearl Harbor, plunging this nation into war, it was radio that bore the first news and it was to radio that Government officials turned to get important messages before the people.

Throughout any emergency, be it national, regional or local, radio stands ready to lend a helping hand.

Shows for The Boys

AS URGED in one of our recent dispatches from London, big name radio acts and stars may soon be flown abroad to entertain our troops in the various war theaters. Nothing would be more welcomed by the boys in uniform, as evidenced by the tremendous reception given Al Jolson and his troupe during their tour that ended in England in September. Our soldiers are simply hungry for live entertainment; indeed, all too many of them haven't radios with them in camp and field and are not even getting the kind of radio entertainment they want on regular basis.

Now the Army's Special Services Branch, working in collaboration with the Office of War Information, has a project afoot to send nationally scheduled commercial programs abroad. Some of these shows could continue their commercial broadcasts from some parts of the war theaters where facilities are available, notably from England. Others must regard themselves as enlisted for special missions, and it is gratifying indeed to find [Broadcasting, Dec. 14] that both talent and sponsors have evinced willingness to do the chore. They are considering a pinch-hit arrangement whereby if the star of one show is detailed for this kind of duty, other sponsors will lend their stars for the interim—truly a cooperative spirit. Kay Kyser's OWI talent committee is working on the plan which, if effected, will be another great contribution by radio to troop morale.

Rewrite That Law

WHAT'S GOING ON in Washington? Those three big tragic letters that spell WAR appear at first blush to size up the situation to the exclusion of everything else.

But they're other things going on, too—things that portend to bite deeply into radio's future well being if not its freedom. It's just one of those unfortunate truisms that most people in these days of emergency get accustomed to slough over events that, in normal processes, were regarded as life and death developments.

Radio is no exception. Broadcasters have been busy tending to important knitting at home—gearied toward peak war service—to really concern themselves with these developments. And they realized the need for an accurate statement.

Let's look at some of these events as they may affect radio. The Government, of necessity, is talking about grade-labeling of commodities. Unless that is handled deftly, it can deal a serious, and possibly a fatal blow to brand-name advertising. That would strike the radio industry at the heart, for all advertisers are brand-name advertisers.

And what about radio regulation itself? Radio holds the all-American record as the most regulated of industries. Despite the war, the vise continues to close on licensees, though the steps haven't been too clearly discernible.

At this writing the two oldest networks—NBC and CES—are fighting for their very economic life in the teeth of the FCC majority's punitive chain-monopoly regulations. They stand before the Supreme Court in a last desperate bid for relief, lest the whole broadcasting industry be turned topsy-turvy through regulation of practically every phase of their business by a Government agency.

The other major networks are known to be in the midst of mankind's greatest war. They are infinitesimal, meaningless, pinpricks against the backdrop of a world engaged in all-out conflict. But they still mean life and death to radio in that post-war hereafter.

Which gets us to our point. Congress makes the laws, its creature (like the FCC) is supposed to enforce them. The Courts interpret the laws Congress makes. An aggressive, power-grabbing FCC has taken an extreme course in interpreting the Communications Act, the radio provisions of which are 15 years old. We believe the FCC has gone too far. And though the intent of the FCC thus far has succeeded in convincing the lower courts that it is right.

To end all the surmise, speculation and confusion, and most important, to safeguard the rights of radio as a free American institution, Congress should reassert its intent. The old Congress had adjourned sine die. The new one, with many new faces, convenes next month. We hope that one of the first orders of business (after vital war measures are handled), will be a reappraisal of the antiquated Communications Act. Every broadcaster interested in remaining a broadcaster after the war, should take time out to do his part.
MAKING a mental picture of a man whose stock in trade includes measurements, records, tabulations and surveys—then throw the picture away if you want to know what the new and young vice-president of CBS, Frank Stanton, is like. Also, disregard the fact that he has a Ph. D.; because he neither looks nor acts like one. However, he does think like one.

Today, Frank Stanton is one of the three CBS administrative vice-presidents, and on his 34-year-old shoulders he carries the direction of six important departments. Besides, he is responsible for publicity, commercial editing, the library division, Radio Sales, and Columbia’s owned and operated stations.

Stanton is a big fellow, just under 6 feet and just under 200 pounds. A full, round face and wavy yellow hair give him the appearance of being as old associate said “the best-fed man in radio”. Never a line shows in his face when, as he frequently does, he’s been up all night, putting together a report for a client who is in the inevitable hurry.

The progress of Frank Stanton from a young pre-med student at Ohio Wesleyan U to a CBS vice-presidency has been, in the main, an orderly one. He was born in Muskegon, Mich., March 20, 1908. In Dayton, back in 1922, he was as good a radio crystal-set builder as any kid in town. And at college, given a free hand in his senior year to study any special field he wanted, he chose radio.

To help pay his way through college, Stanton free lanced layout and production for the advertising department of a Dayton department store; and when upon graduation, he found himself without a job in depression-bound Dayton, he taught typography for a year in a Dayton trade school.

Because of his pre-medical back-ground at Ohio Wesleyan, he was offered a job as instructor at Ohio State in psychology, along with the opportunity to study for his master’s degree, and later his Ph. D. The faculty saw in him the possibilities of a fine muscle-minded and nerve expert. Much to their disappointment, however, he turned again to radio.

Because then as now, Stanton knew what he was about. Crosley was just beginning his work in audience measurements—and Stanton quickly saw that radio could well use men who might be to radio what Gallup and Starch were to newspapers and magazines. So, Stanton’s thesis for his doctorate was titled, “A Critique of Present Methods and a New Plan for Studying Radio Listening Behavior”. In conjunction with it, he developed the first automatic recording device to determine accurate records of radio set operation.

Waving between service with the Government and his post-graduate alma mater, Stanton was invited by Paul Kenston (then the CBS sales promotion manager, now second-in-command to Paley) to expand some of his thoughts about radio research for CBS. The upshot was that Stanton joined Columbia as a research worker. The department then had three employees, of which Stanton, despite his degree, was No. 3.

For the first few years in New York, Doe was somewhat bewildered by his surroundings. Nobody, as he admits, could have looked or acted more buckeye. But gradually, he began to see that things in New York were just about the same as they were back in Ohio—only in New York they made more fuss over them.

One thing, it soon turned out, he and Kenston shared in common—a passion and a capacity for working hard. And it also turned out that he was just the man to put a solid foundation of research under Kenston’s brilliant “imagination”. It was a fine combination.

Before long Stanton had become director of research, and in his department were not 3 but 80 fact research interpreters. Under Stanton, CBS research became not only a pattern for the industry, but it proved its value as an important contributor to the rise in CBS sales.

It’s possible, however, that he might never have moved out of research had it not been for the fact that as research director, he was responsible for what is now known as “the B section”. His colleagues got into the habit of using him as an “Ask Mr. Foster”. And being an amiable as (Continued on page 48)

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Frank Stanton
Continued from page 41)
well as able fellow, Doc got into the habit of turning up with the right answer. Because he had to find out so many things for so many people, he came to know more about radio and CBS himself than most other people in the company.

No more than he can say "No" to a request for information from a CBS colleague, can he say "No" to anyone who wants him to participate in extra-curricular activities. For instance, his dossier would disclose that he was a member of The American Psychological Assn., American Statistical Assn., American Marketing Assn., Market Research Council, American Assn. of Applied Psychologists (Fellow), and The Psychological Corp. (Research Associate).

And furthermore, that he is a member of the Advisory Council, Office of Radio Research, Columbia U., member of the Research Committee, National Assn. of Broadcasters (NAB); member of the Committee for National Morale; member of the Editorial Board of Sociometry; consultant, Bureau of Intelligence, Office of War Information; and finally an expert consultant to the Secretary of War. Recently, his added duties at CBS have cut into his war work. But if and when they have a really tough research problem, they will undoubtedly send for the apple-cheeked, yellow-haired man who probably knows more about the relationship between radio and the public than anyone else in the country.

Stanton is married to Ruth Stephenson, a girl he knew back in high school. They live in a New York apartment, and she shares with him a voluntary interest in photography and architecture, along with an insatiable interest in CBS.

INCUMBENT officers of Local 802 of the American Federation of Musicians were reelected to their respective positions following an election at the New York local recently. Continuing in office are Jack Rosenberg, president; Richard McCall, vice-president; William Feinberg, secretary; Harry A. Suber, treasurer.

BEHIND THE MIKE

CLIFF HENDRIX, formerly of KXEL, Waterloo, has joined the announcing staff of WMT, Cedar Rapids, IA. R. J. (Michael) MacElroy, conductor of the Voice of Iowa program, has joined the Army. George Monroe, another announcer of WMT, is undergoing officer training at Great Lakes, Ill.

DOUG EDWARDS, former associate news director of WWB, Atlanta, has joined the announcing staff of CBS, and has been succeeded by Add Pienfield, formerly sports editor.

DICK PITTS, newscaster of WBT, Charlotte, has entered the Army at Camp Craft, Spartanburg, S. C., and Pvt. Jack Philipp, former staff organist, in service since last August, entered the officer candidate school at Miami, Fla., on Dec. 15.

WILLIAM L. SANDERS, news commentator of WHD, Daytona, was principal speaker at the Tippiece City, O., Victory Bond Memorial Dinner. Places at the table for the 2nd present required purchase of a $50 bond.

FRED BARR has been named assistant program director and war program manager of WWRL, Woodsdale, N. Y. Doug May, former announcer is now with the Army Air Forces and Gus Chu, announcer, is now heading a candidate squad at Central College, Iowa. Domingo Graver, Spanish announcer of WBEN for three years, is now collaborating with Jose de la Vega in presenting Spanish Voice of the Air for WWKA.

CHARLES (Chuck) LEWIN, freelance writer-producer of Hollywood, has joined the BLUE, that city, in latter capacity.

ALBERT F. F. LAWTON, commentator on KFI-KKEA, Los Angeles, renouncing his fealty to Great Britain, took the Oath of Allegiance to the United States in citizenship proceedings on Dec. 11.

MICKEY REYNOLDS, musical director of KOMA, Oklahoma City, has entered the Army. Three new additional to the announcing staff of KOMA are: Ben Carne, news and sports; Jean Swidensky, on the air as Jean Sutton, and Roll Shaker, new m.c. of the Battle of the Seamen program.

RICHARD DOUGLASS, formerly an announcer of KGB, San Diego, Cal., has joined KFI Los Angeles, in a similar capacity. He replaces Vince Elliott, resigned, who is waiting call to active service in the armed forces.

EARLY BIRD RULES

Dawn Announcer Gives Tips
To Successor-

DAILY announcing routine of Roy Franklin, WCFL, Chicago, has been revised and no longer will he do the early morning chores. But to be sure his successor, Bernard Johnson, got off to a good start in the studio opening-up duties, Franklin prepared Frankly a list of rules to help his co-worker maintain a happy-go-lucky attitude while announcing at 6 a.m. Here they are:

1. Be punctual. When you're late be sure to have a new alibi.
2. Voice even though the night was tough.
3. Retire early, realizing that the early bird doesn't always get the worm but often the bird.
4. Arrange your rising routine so that in seven minutes you can shave, take a shower, dress, and boil coffee, if you have the coffee.

LUD GLUSKIN, Hollywood music director, has been given that assignment on two CBS programs featuring Orson Welles. Gluskin's assignments include the weekly Ceiling Unlimited, sponsored by Lockheed Aircraft Corp., as well as Victory Bond Memorial Dinners, a sustaining feature. He replaces Bernard Herman who rejoins CBS New York as conductor.

ROBERT ANDERSEN, newscaster of CBS Hollywood, is the father of a girl born Dec. 11. Mother was former Mary McCann of Radio Sales, San Francisco.

GEORGE ROOSEN, formerly of the production staff of WHBM, Chicago, has become continuity editor replacing Ward Colfe, who has joined Jack Walker-Thomas broadcaster in Chicago, as assistant to Buckingham Gunn.

JANE TAYLOR WAGNER, home economics authority who joined NBC early in November as director of women's war activities, has been appointed assistant to William Burke Miller, manager of the NBC public service department. Miss Wagner will assist Mr. Miller in his capacity as war program manager, and will develop network and local station projects related to women's war activities.

BERNIE GAYLOR, announcer of WPAT, Paterson, N. J., was inducted into the Army Signal Corps Reserve Dec. 7.

BILL BURNS, who conducted a six-week program of Hollywood and Broadway in New York, New York, left the station Dec. 10 to enter military service. Hollywood Postime, sponsored three-weekly by Hunsfords Co., for Hunsfords shampoo, will continue for the present with guest stars replacing Burns.

BERNARD DUDLEY is serving as announcer on John B. Kennedy's news program, introduced on CBS recently under sponsorship of Barbasol Co.

TOWERS FOR SALE

Three Truscon, welded, self-supporting, insulated radio towers. Two are 194 feet high; one is 172 feet high. Towers standing, Midwest city.

Box 120, BROADCASTING
FRANK COOLEY, formerly of KIRO, Seattle, has joined the announcing staff of KONI, Portland, Ore.

JOHNSTON STEEL, foreign news analyst of WMCA, New York, has been currently broadcasting from his bedside, confined by a serious cold.

BRYCE OLIVER, commentator on Washington news, heard on WKRC, Cincinnati, is now with United Press.

MERLE BERNARD, formerly of the Army, has joined the announcing staff of WKRC.

JAMES ROBERT PEERY, writer and critic, has joined the announcing staff of General L. Weible, due to his recent promotion.

REX KOURY, staff announcer of NBC, has joined the Air Force. Eugene LePique announces Koury's former duties.

LEN HOWE, newscaster on WHO, Des Moines, will be inducted into the Army Dec. 22.

JOE FORD, Jr., of the announcing staff of WPGB, Palm Beach, recently married to Miss Jeanette Dickenson, of Boston. The wedding took place in the studio, and the ceremony was performed by Dr. Sidney H. Davies, WPGB commentator.

GUY H. CUNNINGHAM, formerly sales promotion manager of Screenland, Silver Screen, and Movie Show, and scriptwriter for WHN, New York, on Dec. 14 joined WEEI, CBS outlet in Boston, as sales promotion manager.

PHILIP BROOK has been appointed chief announcer of WFAO, Worcester. Bob Dixon has replaced Brook as director of special events, and Louis Chapin, Jr., has been named supervisor of sound effects department.

BETTYE FOCHT, formerly of the Line (O) News, has joined the continuity department of WOWO-WGL, Fort Wayne.

BILL NEWKIRK, special events department of KTHI, Houston, has enlisted in the Army as a volunteer officer candidate and is stationed at Camp Wolters, Tex.

HAL KOSUT has resigned as announcer of WPAT, Patterson, to enter military service.

LARRY ELLIOTT, freelance announcer, has been selected to do a new set of recorded commercials for Ex-lax, Brooklyn, for use in the company's national spot advertising. Joseph Katz, Baltimore, is the agency.

Tom Knode Wounded

THOMAS E. KNODE, former news editor of NBC, Washington, has been wounded in action, the War Dept. notified his wife in Washington last week. Now a first lieutenant of infantry, Knode was slightly wounded Dec. 5. Mrs. Knode gave birth to a daughter, Catherine Suzanne, last Sept. 23. The Knodes have two other daughters, ages 2 and 3.

LEIGHTON BLOOD, of the NBC press department, is taking over additional duties, handling publicity for WRAF, New York. He replaces Lois Lorraine, who has resigned.

BOB MOONEY, announcer of WNBC, Hartford, left Dec. 18 for Army service.

BOB BINGHAM, formerly of WWNC, Asheville, N. C., has joined the announcing staff of WBEN, New York.

AILKEN CHOWN has joined the transcription department of CJOB, Vancouver, and Calvin George is a new announcer of CKWX, same city.

Have You Heard?

Every mail proves WWVA's programs now powered with 50,000 WATTS are taking hold with new Listeners like wild fire!

LAST REPORT —

before press time gives 3,841 pieces of COMMERCIAL MAIL from 33 states and Canada in ONE DAY!

An advertiser writes:

"I want to thank you for the grand job you did for us. It certainly is a pleasure to work with a station that can really do a job."

Ask

JOHN BLAIR

50,000 Watts

BASIC BLUE

WHEELING, W. VA.

MILTON CHARLES, organist of WBMM, Chicago, has joined the music staff of KNX, Hollywood.

PRISCILLA BLACKBETT, daughter of Bill Blackett, vice-president of Blackett-Samuel-Hammond, Chicago, has joined the production staff of WBMM, Chicago.

JACK EDWARDS, formerly Hollywood radio and film actor, has joined KFI-KECA, Los Angeles, as announcer.

ARTHUR LAURENTZ, formerly Hollywood writer and now in the Army, is author of the Christmas fantasy, "Outside of Heaven", to be presented on Dec. 25 broadcast of the weekly CBS Dr. Christian, sponsored by Cheseborough Mfg. Co. (tireline). Original play features special Christmas music and a choral background.

ALEX PETRY, head of music rights, NBC Hollywood, and music librarian, has resigned to join the Army Air Forces and is stationed at Douglas, Ariz. Myrna Bay Comparte replaces Petry as head of music rights. His librarian duties have been assumed by William A. Kraush.

ROBERT E. LEE, Hollywood radio writer, has been inducted into the Army.

JACK WILLIAMS, program manager of KOY, Phoenix, is conducting classes in microphone technique for the local Civilian Defense speakers bureau.

MIKE FRANKOVITCH, former sports announcer of KFYR, Los Angeles, and now a Special Services officer and supervisor of radio programs for the California Group of the Ferry Command Air Transport Command, has been promoted to first lieutenant.

JACK SCHWARTZ, former CBS page, has replaced Bill Schwartz as desk assistant in the CBS newsvoom, the latter having resigned to join the Army Signal Corps. Albert Candido, staff photographer at CBS, reports for duty Dec. 21 as chief specialist in the photographic division of the Army. A former member of CBS publicity staff, Michael J. Foster, is now an Army corporal at Geiger Field, Washington.

WOODROW WIRSIG, CBS shortwave newswriter, and Jane Deely, CBS newswriter, were married Dec. 12.

JOE BOSTIC, producer of the program Voice of the Negro Community on WLIB, Brooklyn, has completed a six-week tour of the United States for material for People's Voice, a weekly Negro newspaper, and for WLIB broadcasts. Jean Sachs has been placed in charge of traffic at WLIB.

EDDIE GRIFFITH, of the NBC press department, is the father of a girl, born Dec. 12.

WENDELL REED, announcer of WHOI, Rockford, Ill., has enlisted in the Army Air Forces.

BETTY KINION, from the staff of WMJ, Cedar Rapids, Ia., has joined the WAVES, and will go into training at Stillwater, Okla.

USO Radio Ducats
DISTRIBUTED through special channels, tickets for Hollywood originating network, regional and local shows are being supplied each week to more than 4,000 servicemen in the Southern California area, according to local USO officials. Although quota of the service organization has been increased from 175 to over 4,000 in less than six months, demand still exceeds available supply by 900%, it was said.

SPINACH ADorns the chin of Los Scott—the Great Scott—by his own confession—m.c. of an early morning recorded show on KSRY, Dana, Ill. It's supposed to be in the interest of all-out war, for Scott has renounced shaving for the duration—"to save the finest steel, now used for razor blades", he says.

Directors Meet
RADIO Directors Guild, meeting in New York Dec. 14, elected the following new members: Harry Ackerman, director of Kate Smith's program on CBS; Leonardo Berovci, free-lance director; Walter Craig, radio director of Benton & Bowles, New York; Guy della-Cioppa, CBS director; John Taylor, script editor, of Pedlar & Ryan, New York. A series of talks was marked by an off-the-record address by Gen. Sidney S. Bunting, Flag Secretary of the Eastern Sea Frontier of the Navy, specializing in anti-submarine warfare. New members elected were: Oliver Barbour, Transamerican; Ed Cashman, radio director of Lord & Thomas; New York; Max Loeb, CBS director; Herbert Moss, director of NBC's shortwave; Satter, director of NBC's Air. District Attorney; and Frank Telford, OWI radio director.

Charles Lloyd
CHARLES LLOYD, 69, for 15 years a member of the staff of KLX, Oakland, Maine, dropped dead recently from a heart attack while enroute to his office. He was program manager at the time of his death and recently served as acting manager of the station when Preston Allen, the manager, joined the armed forces. He was a baritone of note in the eastbay region. He leaves a widow.

Here's the story in a nutshell...
KOA IS Colorado's ONLY 50,000 watt-er!
With 10 times the power of any other Colorado station, KOA offers complete coverage of the Southwestern region. More listeners cost less on KOA!
Meet the LADIES

ANN THOMAS Honored

ANN THOMAS has been named America's typical secretary by the Abbe Institute, New York, for her voice portrayals of secretaries on "Alice's Irish Rose, sponsored on NBC by Procter & Gamble Co., Cincinnati; on "Easy Acres," sponsored by Acme Co., Jersey City; and in the Broadway revival of "Gonsellor at Law."

Linkletter Is Indicted On Citizenship Charge

ARTHUR G. LINKLETTER, Pacific Coast m.c., sponsored by several advertisers, was indicted by the Federal Grand Jury in San Francisco Dec. 9 on charges of falsely claiming citizenship. Assistant U. S. Attorney Louis Mercado charged his actual birthplace was Moose Jaw, Saskatchewan, Canada, but that Linkletter had represented himself since arrival in the United States in 1916 as a native of Lowell, Mass. In September of this year Linkletter applied for naturalization papers.

"I am an adopted child," he said. "I had been told that we came from Lowell, Mass. I learned of my adoption in 1942 while searching for my birth certificate and discovered we had come from Canada when I was about 2. I applied at once for naturalization papers. I pointed out to the authorities that in voting in the 1940 elections and in filling out various application and identification cards, I had innocently misstated my true position, because before September, 1942, I had not known the true facts myself." Linkletter posted a $2,500 bond with the U. S. Commissioner pending his court appearance. He faces a maximum penalty of five years in a Federal penitentiary and a $5,000 fine if convicted.

FULTON LEWIS jr., received a tribute from William Shepard, president of the National Junior Chamber of Commerce during his Dec. 17 news program on Mutual, marking the completion of five years of broadcasting for that network. Lewis' broadcasts are carried on approximately 180 Mutual stations. He is sponsored on a local basis by over 50 advertisers.

WTAG's leadership is again confirmed!

C. E. Hooper's latest Worcester survey shows that our audience is greater, 8 a.m. to 10.30 p.m., than the combined audience of all other stations heard in this area.

When You Buy Time — Buy An Audience!

W TAG
Worcester, Massachusetts

NBC BASIC RED NETWORK

Owned and operated by the Worcester Telegram-Gazette

BROADCASTING • Broadcast Advertising December 21, 1942 • Page 45
MINOR (Ky.) AIN'T NO MAJOR MARKET!

You can't expect to move much merchandise, sub, in towns the likes of Minor (Ky.). Not while the Louisville Trading Area has 35.5% more purchasing power than the rest of Kentucky combined! Your major market in Kentucky, the Louisville Area, is covered completely by WAVE - the station that reaches all 242,077 radio homes in the Area at lowest cost! Frankly, sub, isn't that what you want?

LOUISVILLE'S:

WAVE

5000 Watts - 570 K.C. - N.B.C.

LOEVE & PETERS, INC.

National Representatives

REVERSING PROCEDURE, California Fruit Growers Exchange (Sun-

knert oranges, lemons) executives and those of Lord & Thomas, Los An-

gesge agency servicing the company, upon the expiration of her three-year

contract, staged a testimonial luncheon in Hollywood on Dec. 10 for

Hedda Hopper, film news commentator, formerly on the thrice-weekly

quarter-hour CBS Hedda Hopper's Hollywood. West Coast advertisers

usually launch a network program with festivities. This is believed to be

the first time a sponsor and agency has staged an appreciation testimonial

for talent upon completion of an assignment. Luncheon was staged three

months after expiration of contract. Well-wishers surrounding Miss Hop-

per are (1 to r): William J. Pringle, vice-president of Lord & Thomas;

Don Belding, executive western vice-president of that agency; Russell

S. Simmons, assistant advertising manager of California Fruit Growers

Exchange; W. A. Wilkinson and Kendall Thurston, agency executives

on Sunknert lemon and orange accounts respectively.

Joseph Burland Heads New York Media Men

JOSEPH BURLAND, media director of Kelly, Nason, Inc., N. Y., was

elected president of the Media Men's Ass'n. of New York at its

December meeting, third since forma-

tion of the group early in Oc-

tober.

Other permanent officers include: Samuel Gill, Lord & Thomas, and

Joseph Vessey, Kenyon & Eckhardt, vice-presidents; Robert B. White,

Wm. Esty & Co., secretary; Marc Seitz, White, Lowell & Owen,

treasurer, and Sid Schaefer, Bu-

chanan & Co., sergeant at arms.

An executive board of three, with

Lucian King, of Arthur Kudner,

as chairman, includes Joseph

Braun, Kenyon & Eckhardt, and

Walter Barber, Compton Adv.

Chairman of the press committee is

T. Normal Tweter, Erwin, Wasey

& Co.

Radio, outdoor and publication

media buyers have received invita-

tions to the group's January meet-

ing to be held at the Advertising

Club of New York. Purposes of

the group are to foster a mutual

understanding of the duties "every

media person must perform in the

advertising thinking of today, and

of the future."

Hilton Named Buyer

AUGUSTINE J. HILTON has been named spacebuyer of Duane

Jones Co., New York, taking over the duties of U. Brent Groves who

will now devote full time as ac-

count executive for B. T. Babbitt

Co., New York. Formerly assistant

spacebuyer and production man-

ager, Mr. Hilton will continue in

the latter capacity.

Transpac Service Inc., New York

(Sergeon tonics, drugs), to Irwin Vi-

dler & Co., N. Y.

Hoffman-La Roche Inc., Nutley, N.

J. (drugs), to H. M. Kiewetter Ad-

Agency, N. Y.

M. E. Tracy Co., Memphis, to Cunningham


Pacific Brewing & Malting Co.,

San Jose, Cal., to Leon Livingston


H. D. Lee Mercantile Co., Kansas

City, (beer, wine, groceries), to

Trans- Pac Service Inc., St. Louis,

effective Jan. 1, 1943 for cler-

king and office services.

Ray Preparations, New York (fac-

tial preparations), to Director & Lane,

N. Y. New using some spot announce-

ments locally.

Twenty-Year Sketches

CONDENSED biographies of many of the men and women who crested

American broadcasting are contained in the book, issued last week by the

Twenty Year Club, organization for radio veterans, founded by H. V. Kal-

tenborn, NRC commentator. [Broad-

casting, Nov. 30]. In a foreword to the publication, which outlines the ra-

dio careers of 84 charter members of the group, Kaltenborn points out that
tall are radio pioneers, but not all radio pioneers are included". He adds

that every effort was made to contact those who were eligible, but that many

had been missed.

Barton A. Stebbins Adv., Los

Angeles agency, has sold Canadian

and Newfoundland rights of the 39

quarter-hour recorded show, "Re-

solved Mysteries", to All-Canada Ra-

dio Facilities, Toronto. Transaction

was through Ralph L. Power Agency -

Los Angeles.
JUNE ROLLINSON

NO ONE has ever outlined definitely the required background for a top-flight timebuyer. But if they had, it is doubtful if, in their list of requisites, they would have included a degree in music, a proficiency in copy writing, and a rare talent for office management. Which will then give you some idea of the anomaly that is June Rollinson, timebuyer for the Russel M. Seeds Co., Chicago.

Bringing charm to an essentially masculine occupation, Miss Rollinson has progressed from a copy writer to one of the leading timebuyers in the country, having purchased millions of dollars worth of spot and network for Seeds accounts.

Starting her advertising career as a copy typist with the Philip O. Palmer Co. of Chicago, Miss Rollinson soon advanced to the status of copy-writer with the Hays MacFarland Co. Then, after a brief sojourn with Baggaley, Horton & Hoyt, she joined the Russel M. Seeds organization as a charter staff member, moving rapidly from the post of private secretary to Freeman Keyes to her present position as timebuyer for such accounts as the Brown & Williamson Tobacco Corp., Grove Laboratories, Pinex Co., Sheaffer Pen and others.

During her tenure, incidentally, the Seeds Co. has stumped from 58th in national radio billing to 7th in market wide listing (second in Chicago).

A graduate of the U of Wisconsin, as well as an alumnus of Wisconsin College of Music, Miss Rollinson lists music as her chief hobby, rivaled closely by her fondness for desk gadgets and “Joe” Joe, it might be mentioned, is a 3½ pound Chihuahua.

Plans for MacFadden

MacFADDEN PUBLICATIONS, New York, has appointed Raymond Spector Co., New York, agency for the advertising of True Story Magazine, effective Jan. 1. Publisher is currently using one-minute announcements in from 100 markets each month, with the broadcasts bunched from the 10th to the 15th of the month, the magazine appearing on the stands on the 6th. New agency is considering changing the one-minute spots to five-minute periods and place them for broadcast on weekends throughout the entire month in approximately the same markets as are now being used, according to Hal Winter, radio director of Raymond Spector Co., who added that S. O. Shapiro, circulation manager of True Story, was in charge of circulation for Look Magazine when the Spector agency handled that account.

Educators Meeting

EXECUTIVE committee of Federal Radio Education Committee held an all-day session last Friday in the Washington office of Dr. John W. Studebaker, U.S. Director of Education, to continue discussions on research program begun some time ago. Group includes, in addition to Dr. Studebaker, the magazine of Dr. Broderick, executive secretary; George Adair, FCC; Lyman Bryden, CBS; Harold B. McCarty, National Assn. of Broadcasters; Judith Waller, NBC; John Elmer, President, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; The Rev. George Sperry, National Catholic Welfare Committee; Neville Miller, president, NAB; Levering Tyson, president, Muhlenberg College. Washington chapter of the Assn. for Education by Radio honored FREC executive board members at a dinner.

New ASCAP Plan

CLASSIFICATION amendment proposed by Fred E. Ahlert, composer member of the ASCAP Board, calling for an annual classification of the membership of the present quarterly system, was passed by a 76% vote of the Society's membership, Axel Bier, chairman of the election committee, announced last week. As previously, the classification committees will comprise authors and composers for writer members and publishers for publisher members and the basis will follow the present system, with the addition of intervening classes. A "seniority of works" amendment proposed by Pinky Herman, writer member, was defeated.
Mr. A's Kris Kringle

BY MAURICE CONDON

Mr. K. W. Amplistat finds that even Santa Claus employs cliches in profusion, advises him against such a practice, and is suitably rewarded.

Q. Pardon me, sir, I am looking for the gentleman who enacts Santa Claus on the air.
   A. That's me, K.W.
Q. Well! Frankly I expected a much older man.
   A. Nope, you're looking at good old Santa.
Q. Your voice is quite young for such a role.
   A. That's my regular voice. When I'm Santa I talk deep—like this, see?
Q. That is indeed deep. I trust you will not rupture any blood vessels.
   A. Not a chance, K.W. I've been Santa for three years now.
Q. To whom do you direct your broadcast efforts?
   A. The kiddies—all my boys and girls—all you young tots—all my little friends.
Q. Your listeners are youthful, then?
   A. No bigger than a minute; just kneel high to a grasshopper.
Q. What is your radio manner?
   A. I am hearty, cheery and jovial. I chuckle and laugh.
Q. How hard do you laugh?
   A. I laugh all the way from my boots. I shake all over.
Q. And your chuckle?
   A. It is merry and irresistible.
Q. Where are your reindeer?
   A. My faithful reindeer are out in the stable, snorting and pawing the floor because they just can't wait to get going.
Q. Do they bear the traditional names?
   A. Yes, for instance, there are Dancer and Prancer.
Q. And Dunder and Blitzes?
   A. No, they're out for the duration.
Q. Of course; do you have a helper?
   A. Little Twinkle Toes is my chief helper. He's an elf. Talks in a high squeaky voice.
Q. And who takes this part?
   A. I do. Raise my voice, y'see? I'm the cast—except for the organist.
Q. To ascertain the behavior status of the children, where do you look?
   A. I take a look in my Big Book.
Q. Do you read the letters from the children?
   A. Yes. Here's a letter from my good friend Ronnie Gmph. A peachy fine letter.
Q. Uh—peachyfine?
   A. Or a dandy letter. Letters are also nice, fine, wonderful, welcome, happy, beautiful, jim-dandy. Once in a while I call a letter a super-dooper.
Q. What do you say when you read the letter?
   A. Well, what do you know about that!
Q. An enthusiastic comment?
   A. I yessiree and nosiree a lot.
Q. How's that again?
   A. Y'know. "Here's a fine letter from my little chum Gus Matterhorn. Yessiree. And he says he wants a jeep just like the soldiers. Well, Gus, ol' Santa won't disappoint, you—nosiree. He'll try to get you one, yessiree. But remember Gus, that ol' Uncle Sam needs those jeeps for the soldiers, and you wouldn't want to take one from the soldiers, would you? Nosiree! So maybe Santa can find a toy one, just like the real ones. Yessiree."
Q. I think I understand.
   A. I use a lot of Ho's too.
Q. That I don't understand.
   A. Like this Ho! Ho! Ho! Yessiree. Ho! Ho! Ho!
Q. The traditional joviality of Santa. What do you say to indicate pleased surprise.
   A. Well, bless my silver whiskers—or bless my shiny black boots—and bless my sleigh bells!
Q. Yes. Do you instruct the children?
   A. Absolutely. Look up and down before you cross the street, boys and girls—and don't run out from behind parked cars.
Q. Do you comment on the children's deportment?
   A. I want all of you young friends of Santa's to be extra-special super good. I know you're going to be good now, because it's close to the time when I come around with toys, ho ho ho ho! But Santa wants you to be good all the time. Yessiree, I don't like to hear Johnny grumbling when Mother wants errands run. And little Mary there—you help Mother with the dishes and the dusting. Yessiree! I want you to be Mother's star helpers. Will you do that? Of course, you will! That's fine. Fine!
Q. What about the toys? How do you describe them?
   A. A fire engine is big and red and shiny.
Q. A train set?
   A. Just like the big trains you see chugging along. You'll have to share these with Daddy because he likes trains too—ho ho ho! Yessiree, he'll be down on the floor first thing Christmas morning—just you wait and see.
Q. A motion picture projector?
   A. Here's the chance to have movie shows in your own room with this big—say, Mr. A, why are you asking all these questions?
Q. Your speech, sir is studded with cliches, hackneyed, trite phrases.
   A. I use a lot of 'em.
Q. You are one of the worst offenders.
   A. I see. By the way, are you a family man?
Q. I have a boy of seven years, one of five years, and twins, aged three. Every one of them bright as a new dollar. Full of life. On the go all the time.
Q. That's fine. I'll leave some special presents for them.
Q. Excellent.
   A. Let me make a note of that. For each of the Amplistat boys; a drum, a whistle, a horn, assorted noisemakers and a carpenter set.
Q. Er,—what will make for a good deal of noise, Santa.
   A. Precisely.
Q. And boys will be boys, you know; is it wise to put tools in their hands? Might they not go to work on the furniture and woodwork?
   A. Undoubtedly. Goodbye, Mr. A, and a very Merry Christmas to you. Ho!
MASS TECHNICIAN PRODUCTION

Need of Trained Personnel Inspires Plan To Use
—Colleges for Instruction

FOR THE FIRST time in radio history, college radio courses have been put on a mass production basis.

Urgent need of radio stations and armed forces for technicians and engineers shortly after Pearl Harbor brought into existence in New York State a plan whereby colleges and stations cooperate to recruit and train men and women to relieve the shortage of radio specialists.

Funds were made available for instruction and equipment and H. C. Wilder, chairman of the military committee in NAB's District II organized the colleges, so that in nearly every New York community with over 10,000 population one or more radio courses during 32 weeks duration were offered by colleges and were operating by February, 1942.

Good Response

The response was encouraging. Nearly every college had more applicants than could be accepted. Throughout the State about 5,200 took the night courses; 2,400 of these have already completed the first half and will soon graduate.

Training activities at first included Metropolitan New York and New Jersey under the direction of Dean Newman of the College of the City of New York, coordinator representing the U. S. Office of Education. Dean Hollister of Cornell U supervised courses in the up-state area. Later it was found advisable for radio to function as State units and New Jersey was separated from the New York State training program.

Instructions were provided by stations of the local areas from their regular personnel. Recent reports from the Army and Navy observing the quality of graduates' work indicate the value of their courses. Applicants were originally accepted in the enlisted reserve of the Signal Corps. Later Army Air Forces Communications Branch and the Navy were invited to join in similar enlisted reserve plans.

Although the main purpose of the courses was to furnish graduates to the armed services, about 170 women were trained. The WAACs now want some of these graduates and many will replace station engineers entering the services.

Curriculum of the radio courses is identical with that required by armed services. Additional equipment and instructions are now needed, according to Mr. Wilder. Stations are being solicited for surplus stocks and additional equipment.

Changes at KFRC

CHANGES in managerial capacities have just been announced by KFRC, San Francisco. General Manager William D. Pabst has been commissioned a lieutenant, senior grade, in the Navy, and reported for active duty Dec. 17. His successor is Dan J. Donnelly, who became sales manager of KFRC a few months ago after serving with Don Lee stations KDB, Santa Barbara, and KGB, San Diego. Mel Venter, production manager of KFRC, was commissioned lieutenant (j.g.) in the Coast Guard. His post was filled by Pat Kelly, writer and producer and formerly publicity head.


Canadian Army Show

THE Canadian Army Show, directed by Maj. Victor George, president of Whitehall Broadcasting Ltd., Montreal, has started its performances at army training camps and is now being aired on the Canadian Broadcasting Corp. national network. Members of the cast have been drawn from the Army, both men and women, and the troupe ultimately will tour all Canadian training camps and send sections overseas.

WOOD

Grand Rapids

POWER: Unsurpassed by any station in out-state Michigan!
PROGRAMS: No other station in America can top the WOOD schedule from RED, BLUE and Michigan Radio Network!
POPULATION: Home county has more than 2½ times the population, buying power and radio homes of any other county in all of western Michigan!

"Michigan's Greatest Out-State Station"

KING-TRENDLE BROADCASTING CORP., Represented by Paul H. Raymer Co.

BROADCASTING • Broadcast Advertising

December 21, 1942 • Page 49
Small Station Head Concerned About Loss of Personnel to Larger Outlets

EDITOR BROADCASTING: We are one of those 250-watt stations serving an area not effectively served by any other single station; and like all the other stations in the same position, we are having our troubles in keeping our engineering personnel because of labor piracy on the part of stations in the large metropolitan areas who can afford to pay what appears to the personnel a higher salary.

These stations would prefer to use holders of first class radio-telephone licenses in their control room as a matter of standards of employment. This is admirable in normal times, but isn't it time that these stations cooperate with the industry in general to the extent that replacements in the control room be made with holders of tickets lower than first class or with apt persons having no tickets at all.

Whether such employment is by the station or by the union controlling stations' technical personnel, we think it time that these standards of employment be relaxed and that these large stations stop raiding the small stations of their technical personnel.

We believe your publishing this letter may bring to the attention of any one guilty of this practice the plight of the smaller station which is just as essential as any of the larger ones and will possibly help such an unthinking employer to see how much damage the smaller stations in the industry are suffering at his hands.

WELDON STAMPS, Manager, KADA, Ada, Okla.

Infinitile Drive

RADIO stations in the United States, Hawaii, Puerto Rico and Panama will participate in 1943's campaign against infinitile paralysis, according to Basíl O'Connor, president of the National Foundation for Infinitile Paralysis. National Radio Division in the drive will be headed by Neville Miller, NAB president, assisted by co-chairmen: Mark Wood, president of BLUE; William S. Paley, president of CBS; Niles Trammell, president of NBC; Miller McClintock, president of MBS.

Ken Niles in Film

KEN NILES, Hollywood announcer, portrays the role in the Republic film, "Hit Parade". Frank Graham announcer-narrator of CBS, portrays Cosmo Jones, a character in the Monogram Pictures release, "The Crime Smasher". Film is first in a series of 24 based on his Cosmo Jones programs formerly on CBS Pacific stations.

Florida Renewals

(Continued from page 28)

contained in the documents filed with the Commission. Finally, the majority held that it was most important in war time to preserve radio as a means of communicating with the public. If the licenses were revoked, the loss could only be remedied after a considerable lapse of time, because of equipment shortages and the like.

The minority held it could reach no other conclusion than that there had been a clear violation of the Communications Act and that the licenses should be revoked pursuant to it. Declaring it impossible for them to accept the conclusion of the majority that Mr. Perry was "victimized by his agents and counsel", the minority said the record clearly showed he was at all times fully informed as to the illegal provisions of the action being followed, if not to every detail.

Other Charges

Mr. Perry was represented as being the real party in interest, while the officers of the two companies were "merely dummies". The funds were his and "his was the guiding hand".

Pointing out that Mr. Perry was a lawyer himself, the minority said that even if it should accept the majority's conclusion that Mr. Perry's only fault was his failure to exercise good judgment in the selection of his agents and advisers, "we still could not subscribe to the principle that he should be allowed to retain the fruits of their misrepresentation." To do so, said the opinion, would be "to reward him for his own bad judgment".

The majority makes an explicit provision for revocation "for false statements".

Even if Mr. Perry could be found free from personal fault, said the minority, it is obviously to be assumed whether an applicant whose other business affairs are so pressing that he cannot give proper attention to his application, can be safely entrusted with the serious and exacting responsibilities of a licensee. As to the contentions that the communities would be left without radio service in war time in the event of revocation, the Fly-Wakefield-Durr opinion said they could not share the majority's concern that the communities would long be without radio service, "for our general observation has been that frequencies and radio equipment are far scarcer than qualified applicants in the field. Moreover," said the minority, "we cannot accept a principle which would in effect mean that when the Commission grants a broadcast station license, the people of the community to be served are automatically given as hostages to the licensee to guarantee him against the legal and equitable consequences of his own improper conduct."

"Approval to Fraud!"

Then the minority concluded: "What purpose, then does the

THREE'S NOT A CROWD when signing a contract as proved by the smiling trio above as they approve the placing of one-minute transcribed announcements five times a week on 126 Keystone Broadcasting System stations by Miles Labs., Elkhart, Ind. for Verve tonic and Anti-pain Pills. Threesome includes (l to r) Louis J. Nelson, timebuyer of Wade Adv. Agency, Chicago, account agency, William Wolf, vice-president of Keystone, and Michael M. Sifferman, president of the disc net.

Peace and Goodwill

Peace and goodwill are in all our thoughts at Christmas. Perhaps this year, more than ever before, we look forward to the time when they may become a reality to all men.

When peace does come, let it bring the confidence and understanding—the goodwill upon which progress and prosperity are built. You can do your part by showing your goodwill, now, for the people who have made your business possible—your customers. Give them something they value—radio entertainment—to remember you by.

CROWD when signing a contract as proved by the smiling trio above as they approve the placing of one-minute transcribed announcements five times a week on 126 Keystone Broadcasting System stations by Miles Labs., Elkhart, Ind. for Verve tonic and Anti-pain Pills. Threesome includes (l to r) Louis J. Nelson, timebuyer of Wade Adv. Agency, Chicago, account agency, William Wolf, vice-president of Keystone, and Michael M. Sifferman, president of the disc net.

New York AFRA Elects

RE-ELECTING Bill Adams as president of the New York Local of the American Federation of Radio Artists, the local also elected Walter Preston, Ben Gauer, Betty Garde, Alex McKee and Ken Roberts as vice-presidents, Anne Seymour as recording secretary and Ned Wever as treasurer. George Heller continues as local executive secretary, a non-essential position.

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Broadcast Advertising
To the radio advertising industry
on a vital year of meritorious
public service

Congratulations and
Season's Greetings
WGY, Schenectady


Finnell's Candy Shop, Rochester, N. Y., 1, thru Harry Thompson Co., N. Y., 1.


P. Duff & Sons, Pittsburgh (gingerbread mix), 3, thru weekly, 12 weeks, thru W. Earl, Bothum, Pittsburgh, 3.

WWRL, Woodside, N. Y.
No-Clo, New York (Kienzle), 3, thru weekly, 12 weeks, direct.

Bunch Credit Jewelers, New York (chain), 1, thru weekly, 12 weeks, thru Harry Sidow Agency, N. Y., 1.


Quill Furniture, New York (chain), 100, thru weekly, 52 weeks, thru Harry Sidow Agency, N. Y., 100.

Run & Maple Tobacco Corp., New York, 2, thru weekly, 52 weeks, thru Mary Antoinette Cold Cream Co., New York, 2.

WHJL, Johnson City, Tenn.
Allied Drug Products Co., Chattanooga, 5, thru weekly, 52 weeks, thru Liller, New York (inset), 5.


Chattanooga Medicine Co., Chattanooga (Black-Draught, Cardioli), 29, thru Nelson Chesser Co., Chattanooga.

WWJ, New York
Adler Shoes, New York, 3 as weekly, thru Ted Bates Inc., N. Y.

Continental Baking Co., New York (Palm Beach), 12 as weekly, thru Ted Bates Inc., N. Y.

Paramount Pictures, New York ("Palm Beach Story"), 4, thru weekly, thru Buchanan & Co., N. Y.


March of Time Inc., New York (March of Time), 23, thru weekly, thru Lord & Thomas, N. Y.

Pan Co., Warren, Pa. (southern medical), 1 as weekly, thru Lake-Spiro-McCann, Memphis.

Queen Make Dress Co., New York (dresses), weekly as weekly, thru Abbott Knilll Co., N. Y.

WEAF, New York

Adam Hats, New York (men's hats), 6 as weekly, thru Glickman Adv., N. Y.

Flag Pet Food Corp., New York (dog food), 6 as weekly, thru Peek Adv., N. Y.

B. Meier & Son, New York (Golden Center), 3 as weekly, thru H. C. Morris Co., N. Y.

Charles B. Knox Gelatin Co., Johnstonte & Schrickard, N. Y.

Potter-Davis & Chemical Corp., Malden, Mass. (Cottus rain product), 5 as weekly, thru Atheroton & Currier, N. Y.

WABC, New York
Dryden & Palmer, L. L. City, N. Y. (Gray Owl), 5 as weekly, thru Samuel Croot Co., N. Y.

Charles Golden Inc., New York (mustard), 1 as weekly, thru Charles W. Hoyt Co., N. Y.

Continental Baking Co., New York, 5 as weekly, thru Ted Bates, N. Y.

Paramount Pictures, New York ("Palm Beach Story"), 4, thru weekly, thru Buchanon, N. Y.

Studebaker Corp., South Bend, Ind. (institutional), 3 as weekly, thru Roche, William H., Chicago, Ill. (Studebaker)

WLJB, Brooklyn


L. A. SOAP FIRM EXPANDS COVERAGE
WITH redistribution of product and increased advertising appropriation Los Angeles Soap Co., Los Angeles, (White King, Sierra Pine, Scotch cleanser, granulated soap), Jan. 4 adds ten stations to its Baker—News, making a total of 13 NBC West Coast stations, Monday through Friday, 7-7:15 a.m. and a five-week quarter-hour newscast on three Arizona network stations (KTVK KVOA KYUM KOA KDYL KIVO KGHL KSEI KTFI KFI KJMJ KPOI), Monday through Friday, 10:30-10:45 a.m. (P.T.)

Firm on that date also renews for 52 weeks, Norman Neubert—News, on 16 Don Lee California stations, Monday through Friday, 7:7-15:15 a.m. in addition the soap company Dec. 28 renews for five-week quarter-hour newscasts, on 12 CBS Western stations, Monday through Friday, 12:15-12:30 p.m. (P.T.)

Firm will continue to use supplementary spot radio in various Western markets having renewed for 52 weeks, effective Jan. 4, the five per week quarter-hour newscasts on KFWB, Hollywood; and a three-weekly five-minute news program and daily spot announcements on KRON, El Paso; daily five-minute newscasts on KMED, Medford, Ore., daily participation in Homemaker's Club on KJH, Hollywood, and a varied announce ment schedule on KZGM KDFN KGBM KBHC Raymond R. Morgan Co., Hollywood, has the account.

Coast Rail Series
SOUTHERN PACIFIC Co., San Francisco (rail transport) conducted a global war effort campaign in approximately 30 stations in the West Dec. 2-8, in which it urged the general public not to use the railroad during the holiday season. Dec. 15-January 5. One-minute transcribed talks by F. S. Mcgin's, vice president, Southern Pacific, were used by each station on the list during the campaign. Appearances by Lord & Thomas, San Francisco.

BING CROSBY, star of the weekly NBC Kraft Music Hall, appeared in several Kraft Cheese Co. is now an official adviser to the staff, on entertainment programs for servicemen.
BOgraphics WORSTED MILLS, Passaic, N. J., has started an institutional program on WPTK, Paterson, N. J., designed primarily to aid the war effort. Titled North Jersey Industry Everts, the series started Dec. 15 on a bi-weekly basis, with a dramatic presentation urging listeners to avoid over-confidence in a quick victory, at the same time stressing the achievements of New Jersey war industries in repairing the damage inflicted at Pearl Harbor. Salvage drives and conservation were also emphasized. Contract for Botany, manufacturers of woolen wear, was placed direct. Program is a half-hour in length.

DR. LOUIS T. TALBOT, Los Angeles (religious) besides a weekly half-hour live program on KMPC, Beverly Hills, and KPAS, Pasadena, also sponsors a transcribed version of his talks on KROW, Oakland. Expansion to include other Pacific Coast stations is contemplated. Agency is Smith & Bull Adv., Los Angeles.

MILK DEALERS Bottle Exchange, Chicago, has placed spot announcements on WGN WBDM, WAIT WIND WJJD, all Chicago stations, as part of a campaign urging housewives to keep milk bottles in circulation and not to hoard them. Agency in Newy, Peron & Flitcraft, Chicago.

CANADA DRY GINGER ALE, Toronto, has started a weekly quiz show Double or Nothing on CJRC, Winnipeg. Account was placed by MacLaren Adv. Co. Ltd., Toronto.

### Ridd Laboratories Inc. San Francisco (Riddfoot powder) on Dec. 8 started a commercials series with Frank Parke Wright, narrator, relating stories about the invention or discovery of modern drugs and little known facts about physicians, surgeons and scientists from mediaval times to the present. On KPO, San Francisco, a quarter-hour weekly. Agency is Rhodes & Davis Adv., San Francisco. Milton Seropian was the KPO account executive.

PUREPAC Corp., New York (Flunee cough medicis), is sponsoring five-minute newscasts every half hour during afternoon, six days weekly on WHN, New York. Beginning Dec. 14, contract is for 13 weeks. Sid Walton, now editor of WHN, prepares and delivers the newscasts. Agency is Klinger Adv. Corp., N. Y.

### SCRIPT CONFERENCE occupies attention of star and working staff of the five-weekly BLUE Grace Fields series. Five-minute program, sponsored by American Cigarette & Cigar Co. (Pall Mall), recently shifted origination from New York to Hollywood enabling Miss Fields to complete a film assignment. Co-workers (1 to r) are Robert Moss, manager of BLUE, Hollywood; Harry Somnick, program musical director; Miss Fields, and Sam Pfeiffer, producer of Ruthrauff & Ryan, account's agency.

WHITING-MEAD Co., Los Angeles (building materials), considering women as house-makers in that word's most literal sense, on Dec. 8 started three-weekly participation in Norman Young's Happy Home, on KHJ, Hollywood. Placement is through Stellar Miller Adv., Los Angeles. In addition to doing a selling job on a women's program, commercials feature service whereby firm offers insurance in use of its materials.

CNPWELL, SULLIVAN & FURTH, Oakland, Cal. (department store), recently started for 14 weeks threequarter-hour newscasts weekly on KRON, the new station, and has renewed the contracts of its advertising manager, Harlow & Austin Fenger on KSFQ, San Francisco. Agency is Sidney Garfinkei Adv. Agency, San Francisco. Lyon Van & Storage Co., Los Angeles, has started for 12 weeks, twoquarter-hour programs in Brooke Temple weekly on KSFQ. Agency is BDBO, New York.

LOGIN Corp., San Francisco (also pure orange juice), recently started for 26 broadcasts a five-minute program twice weekly on KFRC, San Francisco. Agency is M. E. Hilarian Advt., San Francisco.

GOLDEN STATE Co., San Francisco (Golden V. Vitamin Milk) recently started 21 broadcasts Luz暷a Neva, three-times-weekly on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

SPARKLETT'S DRINKING Water Corp., Los Angeles, on Jan. 5 renew for 13 weeks twice weekly sponsorship of Fulton Lewis Jr., on KHJ, Hollywood, Tues., Thurs., 9:45-10 p.m. (PWT). Firm also sponsors participation three times a week in Home- maker's Club on that station, and in addition utilizes a five-quarter-hour newscast on KFI, Los Angeles. Raymond R. Morgan Co., Hollywood, has the account.

RALPH R. LEDDER, account executive of Duncan A. Scott & Co., Los Angeles, publishers' representative, has resigned to become advertising manager of W. & J. Sloane Co., Beverly Hills, Cal. (home furnishings).

MARY LEE CANDY SHOPPERS, Montreal (chain), has started quarter-hour musical programs on CBM and CDF, Montreal. Account was placed by Associated Broadcasting Co., Ltd., Montreal.

### INSTANTRECOGNITION...VOCAL...FOR SOMETHING NEW...IN NEW YORK RADIO...“THE Popular Classics with a Blend of the Modern...and NEWS”...

BY LISTENERS: Over 15,000 families requested the November Master Program Booklet, listing all musical selections to be heard over WLIB. Listeners are now paying $1 a year for this Booklet.

BY ADVERTISERS: WLIB quickly established itself as a productive medium with New York's keenest local advertisers who check results, must get results and buy results...Hotel St. George, L. Blau and Sons, Sachs Quality Furniture, Empire Diamond Buying, L. Fox, John Mullins and Sons, Michaels Bros., Revere Cosmetics, Community Opticians, Barney's Clothes, Stadler Shoes, Brass Rail Restaurants, etc. Alert National Advertisers (Bullo, Cherriton Martin, Pepsi-Cola) are joining the parade to WLIB.

BY NEWSPAPERS: WLIB has already won a prominent place in New York's press. The DAILY NEWS, MIRROR, TIMES, HERALD-TRIBUNE, POST, PM, WORLD-TELEGRAM, JOURNAL-AMERICAN highlight WLIB programs every day.

... AND WLIB IS STILL MAINTAINING THE LOWEST RATE FOR EFFECTIVE COVERAGE OF THE NEW YORK BUYING MARKET.

RKO BUILDING, New York Chicago Representative — THE WALKER CO.

BROADCASTING • Broadcast Advertising December 21, 1942 • Page 53
Howducer sizable ence. Today over America ability of tion ripiAk processing and LaSalle the symbol as ofing a son. Since radio engineer.ing every tries teaching underwa...r...        

HAVE 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 boat. Enjoy a boat cruise through primeval 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

KHAKI-CLAD and attached to the Alaska Communications System of the Army Signal Corps are these former Pacific Coast radio-ites. Stationed in Seattle, they are (l to r) seated, Technician 4th Grade Robert S. McCaw, vice-president of KEV, Seattle, and formerly manager; Technician 4th Grade Clifford H. Hansen, formerly commercial manager of KEY, Everett, Wash., (l to r) standing, Vets. Don Forbes, for three years part of the NBC Richfield Reporter team, sponsored by Richfield Oil Co.; George L. McGowan, formerly chief announcer of KFPP, Spokane, and William C. Rhodes, formerly of KFPP.

Reported Missing

ALMA (Buddy) MILLS Jr., former engineer of KVRS, Rock Springs, Wyo., has been reported missing in action in the Pacific, according to H. L. McCracken, general manager of the station. He was a radio operator-navigator with the Army Air Forces. The report is the 14th on radio's roll of honor of men killed or missing in action since Pearl Harbor.

Signal Corp Promotions

COL. FRANK C. MEADE, formerly a member of several Board of War Communications Committees and the Interdepartmental Radio Committee, was among four Signal Corps and 61 other colonels promoted Dec. 11 to the temporary rank of brigadier general. Brig. Gen. James A. Code Jr., along with nine others of his rank, was at the same time advanced to the temporary rank of major general.

Herbert A. Wadsorth

HERBERT A. WADSWORTH, 41, chief engineer of WMAL, Washington, died Dec. 16 in a locked garage at his home in Washington. He was survived by his wife, Mrs. Julia Shores Wadsworth, who found the body. He had been with NBC and WMAL, Washington, more than 15 years.

INAUGURAL ceremonies for New York's Governor-elect, Thomas E. Dewey, will be broadcast on a hookup of blue stations in New York State, on New Year's Day starting at noon.
NAB Letter Asks FCC to Relax Rules Curbing the Tenure of Limited Licenses

FURTHER RELAXATION of manpower restrictions on holders of limited permits was proposed in a letter to FCC-BWC Chairman James Lawrence Fly, the NAB said last week, and NAB representatives are taking steps to bring the matter before the Domestic Broadcasting Committee of the BWC.

Mr. Fly wrote NAB President Neville Miller last week that the matter was being studied by Committee IV, and would receive careful Commission consideration.

Need for the new changes in the FCC licensing restrictions was spotlighted at the 17th District NAB meeting Nov. 19-20 at Portland, Ore., when Marshall H. Pengra, manager of KRRN, Roseburg, Ore., said that very few part-time engineers would be able to operate much longer under present FCC emergency rules.

Manpower Problems

He told the 17th District that holders of restricted permits are badly needed in local stations in the face of manpower difficulties. FCC has made them available under Order 91-B, he said, but a restriction requiring that these men pass a theory examination within six months will force many of them to yield limited permits.

The 17th District meeting adopted a resolution urging FCC to suspend theory test for the duration. More recently, the petition has been approved by other NAB District meetings.

NAB officials have pointed out that Order 91-B, permitting holders of third class licenses to operate Class IV (local) stations was adopted May 26. Six months have passed, and the deadline for theory tests is approaching for personnel now serving as limited licensed technicians.

The 17th District petition explained: "These salesmen, program men and other station personnel although already fully familiar with station operation and able to properly perform their duties as operators, nevertheless, due to other demands which are made upon their time in connection with many phases of the work and due to the lack of available personnel at the stations or elsewhere with the time to give instruction in technical details, and due to a certain lack of technical temperamental, these operators are not able to absorb the technical details necessary under present requirements to pass the second examination."

The petition expresses "appreciation for the sympathetic and intelligent approach to this and other industry problems shown by the FCC". It refers to Orders 91, 91-A and 91-B which authorized the limited permits.

Although some opposition was reported by BWC in April, when restricted permits were under consideration, indications were that the Domestic Broadcasting Committee would look favorably toward the suggestion.

Labor leaders in Washington said they were aware that it was impractical to expect these part-time men to pass theory examinations in six months, and Lawson Wemberly, International Representative of the International Brotherhood of Electrical Workers, said his organization would not oppose the plan.
Golenpaul Negotiates With Several Potentional Sponsors for "Info Please"

ANNOYED AT the "teaser" campaign based on the tag-line "Lucky Strike green has gone to war", which American Tobacco Co., New York, started Nov. 9 on the Lucky Strike Information Please program on NBC, Dan Golenpaul, owner-producer, has informed American Tobacco and the agency, Lord & Thomas, New York, that the program will not be available to them for sponsorship after Feb. 5, 1943, when the contract terminates. Mr. Golenpaul's office has now gone to the catch-line had proved detrimental to the program's effectiveness and that these "teaser" announcements were the main reason for his cancellation of the program for Lucky Strike promotion. Since the campaign began there has been considerable interest in advertising in this printing ink manufacturers, who definitely refuse the impression that Lucky's change in package design has been caused by any shortage of green paper for the war.

Sponsors Dicker

It was understood that no advertiser had definitely signed with Golenpaul for the Information Please program when it goes off the air on Feb. 5. Reports are reported interested, including Lever Bros. Co., Cambridge, which has been looking around for a network program for Vitamin tablets for some time. BBDO, New York, the Vimco agency, could make no definite statement, although it was admitted that Lever was discussing the series with Golenpaul.

It was rumored also that if Lever took the show it might be moved to the time slot 7:30-8 p.m. period, with a resultant shift by Lever of The Mayor of Our Town to NBC in the Thursday 7:30-8 p.m. period, would be vacated Jan. 7 by Abbott & Costello Show, then period the same evening.

Cost of the Information Please program is $8,500 per week, which may prove a stumbling block for some advertisers interested in sponsoring it.

Several theories have been set forth as to a replacement for the quit program and its panel of experts by American Tobacco Co., the most prevalent being a musical program with old-time tunes featuring Mark Warnow's orchestra with Lynn Murray's chorus. The show would originate in Carnegie Hall, New York, it was reported, and may start Feb. 12, Fridays 8:30-9 p.m. on NBC, spot now occupied by Information Please. Lord & Thomas would not confirm or deny this report.

Several other sponsors were said to be considering new network programs last week as follows: P. Lorillard Co., New York, for Old Gold cigarettes, a musical half-hour, through Bill Thompson Co., New York; Robert Betchley as a comic for a comedy program for an undisclosed client of C. L. Miller Co., New York; Coca Cola Co., Atlanta, a daytime show to start about Jan. 4 with Morton Downey as lead, through D'Ary Adv. Co., New York, and American Cigarette & Cigar Co., New York, for Pall Malls, may expand its Grace Fields five-minute show on the Blue to a quarter-hour five times weekly series, through Ruthrauff & Ryan, New York.

Mrs. White's Play

SUE TAYLOR WHITE, wife of Paul White, director of public affairs of CBS, is author of a fanciful play titled "Christmas at Benchetlgaden" broadcast on NBC Dec. 18. Mrs. White is also the originator and author of "Do It Secret Weapon," presented on CBS by Freedom House and sponsored by Phlox Corp., as well as numerous other radio plays and scripts.

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Major Networks to Carry Rendition of 'Command Performance' Christmas Eve

THE ARMY's Command Performance, world's premiere shortwave program, will have its first public showing Christmas Eve from 11 p.m. to 12 m. EWT as a "Christmas present" to the nation.

Elmer Davis, director of Office of War Information, will give a brief explanation of the program, how it has served our fighting forces overseas, and officially "present" it to the domestic audience in behalf of the service men.

To be broadcast on all four major networks simultaneously, the program will feature an outstanding array of talent. As is the case with the regular weekly renditions, the hour-long program will be transcribed and dispatched for broadcast to United Nations troops throughout the world over. The American radio audience will "look over the shoulders" of the men in the armed forces, for whom the program was developed.

Top Talent Scheduled

Artists who will perform in the Christmas Eve event include Bob Hope, Bing Crosby, Red Skelton, Edgar Bergen, Dinah Shore, Ginny Simms, Dorothy Lamour, Ethel Waters, Kay Kyser and his orchestra, and Al Newman and his 20th Century Fox orchestra. There will also be special choral groups.

Fred Allen, Jack Benny and Charles Laughton have wired War Dept. officials they, too, will participate.

On1 offered the program to all four networks, which promptly accepted. The suggestion was made editorially in Broadcasting on Sept. 14 that there be a gala Christmas presentation of Command Performance domestically on all networks and stations. There is considerable support for presentation of the program to the domestic audience regularly. It has been on the air 44 weeks, but until now has never been heard domestically.

Has Worldwide Audience

The program, in addition to being shortwaved over all available transmitters, is carried by BBC and beamed to the Middle East and to Australia. Transcriptions are flown by bomber to such points as Cairo, New Delhi, Brazzaville, Chungking, Hawaii and Alaska, for rebroadcast. Copies also are going to stations throughout the Caribbean area under British and American domination.

The program is said to have the greatest worldwide audience of any single performance. Talent made available for each week's program, at commercial rates, would cost in the neighborhood of $50,000. Since the programs were launched 44 weeks ago, it is estimated some two and one-half million dollars in talent values have been donated, including orchestras.

14 Drug Firms Included In Bond Promotion Plan

FOURTEEN companies, many of them important buyers of radio time, will participate in the drug, cosmetic and allied industries plan for promotion of War Bonds, the Treasury announced last week [Broadcasting, Aug. 31, Dec. 7-14].

Plan involves a gift of five per cent of each firm's radio, newspaper, magazine and other advertising, a contribution estimated at $2,500,000. Firms included in the promotion are: Bristol-Meyer Co., Miles Labs., Hoffman-LaRoche, Coty, American Home Products, Fralley Products, Sterling Products, Pepys Stemp, Colgate-Palmolive-Peet Co., Vicker Chemical Co., Gillette Safety Razor Co., E. Fougera & Co., Centaur Co., Weco Products Co.

Phonograph Disc Firm Is Planned by Robbins

TO OFFSET the present situation whereby the recording of hit tunes usually falls to established name bands, making it difficult for up-and-coming talent to make a place for itself, Jack Robbins, of Robbins Music Corp., New York, is organizing a phonograph disc firm of his own, recently incorporated under the name of Lion Record Corp.

Defamation Ruling

RULING that a station cannot be held liable for extemporaneous defamatory remarks of a speaker it presents, provided the station exercises "due care in the selection of the lessee of its facilities and in the inspection of the script", Judge Laddor Wasservogel in New York Supreme Court last week issued an order dismissing the efforts of the plaintiff, Dr. Emanuel M. Josephson, to strike out defenses offered by WMCA, New York, as part of a slander suit. The suit was brought by Dr. Josephson in 1941, at which time the plaintiff was representing the Democratic candidate for mayor, O'Dwyer. Claiming his professional reputation had been assailed by F. H. LaGuardia, incumbent mayor, in a campaign speech broadcast on WMCA, Josephson brought suit against LaGuardia, WMCA and several newspapers.

WHAM gives you dependable day and night coverage of this market...WHAM's clear-channel, 50,000 watt signal reaches all of 43 Western New York and Northern Pennsylvania counties with the programs and service listeners prefer. WHAM gives complete coverage of the entire market at approximately one-third the cost of localized coverage of the same area.

National Representatives:

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

WRDW, Augusta, began broadcasting Dec. 6 with its new 5,000-watt transmitter. Honoring the occasion were salutes by CBS and World Broadcasting System and talks by Mayor Woodall of Augusta and other notables. Officials of WRDW are: W. R. Ringson, manager; Thurston Bennett, commercial manager; Charles Pointel, program director; Harvey Anderhold, chief engineer.

JOHN W. VANDERCOOK, news commentator of NBC New York, is narrator on the special Columbia Pictures short subject, "Our Second Front."

WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.

WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Rep., The Katz Agency

RADIO STATION KWKH SHREVEPORT, LA.
A SHREVEPORT TIMES Station
50,000 WATTS 1130 Kc. CBS South Central Quality Network
JOHN MCCORMACK, General Manager

"Ark-La-Tex" . . . magic word to scores of alert advertisers using Shreveport's 50,000 watt KWKH to increase sales and promote inquiries. "Ark-La-Tex" is South Arkansas, North Louisiana and East Texas - world's richest oil and gas producing area - where KWKH coverage is dominant.

Here, heaped on top of new wealth from wartime demands for oil, lumber, livestock and farm crops, is $300 Million in war construction — adding new payrolls and population.

This is the area — big as all outdoors — into which KWKH sends its signal, brings top radio-fare to well over 300,000 families. Ask about KWKH . . . the selling power in the buying market.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

Make Your Plug Count!!
WBNS
CENTRAL OHIO'S ONLY CBS OUTLET

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BROADCASTING • Broadcast Advertising
Radio Used During New York Strike

(Continued from page 11)

increased that period to five minutes and also added four 10-minute periods of special local news. WOR reported two more advertisers later in the week, when the New York Times, on Saturday, sponsored a full quarter-hour of news Wednesday morning, and the Thursday evening post contracted for a 10-minute advertisement and two chain-breaks. The latter magazine also took three news periods and some participations on WABC.

Warner Bros. joined the parade of amusement advertisers on WJZ, taking over nine one-minute announcements Thursday and Friday to promote "Casablanca"and "Flying Fortress." Agency for Warners is Blaine Thompson Co., New York, which placed several thousands of dollars worth of business on the local stations during the strike period.

According to Bert Frager, radio director for Dunhu & Co., that agency placed a total of about $15,000 for Loew's, Radio City Music Hall, Capitoli and Center Theatres, RKO and 20th Century-Fox. At Buchanan & Co., Jack Wyatt, radio director, estimated the week's expenditures for Paramount's "Falk Beach Story" at $10,000. He stated, however, that a small portion of the campaign was cancelled Thursday, after the strike was settled, with the majority of the spots continuing on seven local stations despite the sale of newspapers on the stand. Buchanan placed mostly transcribed announcements for Paramount with some live tie-ins, the recordings having been prepared at World Broadcasting System all day Monday to put the announcements on the air by 5 p.m., the first day of the strike.

Several station and agency executives queried by Broadcasting voiced the opinion that last week's strike may bring about an increase in business for radio from the motion picture industry, which ordinarily concentrates on newspapers for promotion of its features playing at local theatres.

Advertisers in this rich farm belt already know the selling impact of WTAD. But we wanted a more exact measurement. So we asked the Robert S. Conlan organization to find out... through personal interviews outside the city.

In the city—where 10 stations were mentioned—an average of close to half of all the listeners were tuned to WTAD... a 12% larger audience than any competing station!

Outside the city, two out of every three listeners reported WTAD as their favorite station—50% more mentions than the nearest competitor!

Here's another foregone conclusion. Surveys prove it. Unique merchandising campaigns confirm it. WTAD—serving 655,000 listeners in Quincy and throughout the richest farm land in the world—can make your sales curve jump... UP... FAST!

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WTAD
QUINCY, ILLINOIS
Represented Nationally
by the Katz Agency

MILTON CROSS, NBC announcer, has been appointed chairman of the newly-created radio council of Boy Rangers of America, with national headquarters in New York.
CBS Protests Special Authorization Permitting WNYC Evening Operation

FLABBERGASTED over the Dec. 1 action of the FCC granting special authorization to WNYC, municipally-owned station in New York, authority to operate during evening hours under a special service authorization; CBS last Thursday protested the grant and asked for an explanation.

Acting in behalf of WCCO, Minneapolis, which it owns, the network asked the Commission to reconsider and vacate its order granting Mayor LaGuardia's station virtually fulltime, in lieu of daytime operation on the WCCO 830 kc. clear channel. It requested the matter be set down for hearing and that WCCO be permitted to intercede.

Interference Would Result

CBS pointed out that on Oct. 29, nine days after the Commission had denied the application of WNYC for duplication on the clear channel, the New York station filed application for a special service authorization for operation until 10 p.m. This was granted by the Commission on Dec. 1, with Commissioners Craven and Case dissenting.

Contending there was nothing in the public record which indicated that the facts were any different than those presented at the formal hearing, CBS said it appeared evident the same degree of interference would result from the operation as proposed as would have developed if the original application had been granted. It pointed out, however, that no facts were available, since no explanation was given for the action.

CBS said it was unable to determine whether the factual basis for the grant was based on the same findings adduced following the formal hearing or upon different findings.

Claims Regulations Violated

In citing purported errors in the Commission's action, CBS said the Commission had ordered substantial modification of the license of WCCO contrary to its own regulation; that the operation of WNYC as proposed would result in interference; that the order was entered without notice and hearing and results in a clear channel breakdown; and that the action reached a result opposite to that which was reached following formal hearing on essentially the same request of WNYC.

The Commission was asked to hold in abeyance any order permitting WNYC to operate pending consideration of its protest, petition to vacate the WNYC grant and set the whole matter down for hearing.

Should the FCC deny the protest the way would be open for appeal by CBS to the United States Court of Appeals for the District of Columbia. In the past the Commission has maintained in litigation that "special experimental" authorizations, which superseded the "special service" authorizations, were not actually licenses but only temporary sanctions and therefore were not appealable.

Tribute to Knode

SINCERE tribute to Lt. Tom Knodle, former EOS Reporter on WRC, Washington, and news editor of NBC Washington, by was given last Monday by Earl Godwin on his regular Ford Motor Co. program on the Blue network (see story on page 45). Lt. Knodle, now in the Army, has been reported wounded in a battle hospital in New Guinea and Godwin, a friend of his, urged those who knew him to write him a letter. His address is Lt. Thomas Knodle, 3049292, Company E, 122d Infantry, A.P.O. 32, c/o Postmaster, San Francisco.

Hope Leads Hooper

BOB HOPE, Charlie McCarthy, Fibber McGee & Molly, and The Aldrich Family, in that order, held the first four positions in the Dec. 15 Hooper "National" Evening Ratings report. Others in order on the list of "First 15" are Jack Benny, Radio Theatre, Frank Morgan-Penny Briar, Screen Guild Players, Jergens Journal, Bing Crosby, Eddie Cantor, Mr. District Attorney, Kay Kyser, Rudy Vallee and Bandwagon. The Hooper report also stated that Red Skelton leads the programs broadcast after 10:30 p.m. (EWT), and therefore, not measured in the Eastern time zone.

Son Dies in Action

PVT. NOEL MORGAN of the Royal Regiment of Toronto, reported "killed in action" at Dieppe Aug. 19, was the eldest son of Philip Morgan, manager of CPPL London, Ont.

STANLEY J. QUINN, Australian radio representative of J. Walter Thompson Co., New York, since December, 1940, has replaced Frank Cubel as Mutual correspondent and newscaster in Australia and is heard three-weekly on the MBS overseas news report. Cubel is to be transferred to another war zone post as yet undisclosed.

Loss of Revenue Gets FCC Study

Fly Expresses Concern Over Plight of Small Stations

ALTHOUGH no positive action was taken last week to relieve the smaller stations which are operating at a loss, it was learned that the FCC is currently studying the 177 stations which lost money last year as well as an additional 100 which just managed to squeeze through the 1941 year.

Until this report has been completed, it is unlikely that Gardner Cowles Jr., OWI associate director, will take any steps. When questioned last week he said that the FCC's report would likely be completed in January.

Situation Acute

Deep concern was still the keynote of FCC Chairman Fly's remarks in discussing the plight of the small stations at his press conference last Monday. In fact, he said the situation was acute in smaller towns and cities served by a single station since there is "perhaps not a more essential station in the whole structure".

Commenting on tax measures, Mr. Fly said he felt that they may be helpful but added they would not represent a major factor of alleviation. When asked about "uneconomic licensing", the chairman replied that stations are licensed primarily on the basis of serving the public interest. Of course, he said, the capital structure behind any proposed station is considered and pointed out that it must be ample. In justifying the existence of most stations, he observed that very few left the air during the depression and felt this was sufficient evidence to minimize the claim of "uneconomic licensing".

He said that conferences with interested OWI officials were being conducted and everything possible would be done to solve the problem. Chairman Fly said that war needs and Government information are dependent upon small stations as part of the mass communications program. He was emphatic about this, saying that news and information must reach listeners "in the fork and creeks".

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Contracts of AFRA Near Completion

Pacts With 10% Increase to Be Submitted to Networks

AMERICAN Federation of Radio Artists will probably have the majority of its sustaining contracts revised in line with the tentative agreement reached Dec. 3 with the major networks and key stations [Broadcasting, Dec. 7] and ready for submission to the broadcasters sometime this week, the union reported Friday.

Earlier in the week difficulties in revising some of the 42 individual contracts involved had appeared insurmountable.

Despite the fact that an agreement had been reached on the major point of minimum wage scales, which are to be advanced 10% over the minimums called for in the original agreements signed in 1940. While there are still some points to be settled, AFRA executives on Friday were optimistic about the outcome.

Blue Agreement

Chief development of the week was the BLUE agreement to go along with the other networks on the 10% increase in minimum. The plan had originally felt this too steep a boost for a network that was still in its first year of independent operation, especially as the original scales, inherited from NBC, were felt to be higher than the BLUE would have accepted on its own. Further discussions, however, resulted in the BLUE going along with the general agreement.

Question was raised whether the escalation clause in the new contracts, providing for their reopening a year from now if the Government cost of living index has risen more than 10 points from its present level, does not conflict with the ruling of the War Labor Board that there shall be no wage increases of more than 15% above the scale paid Jan. 1, 1941. AFRA explained that the WLB rules only on actual wage increases and that the increases immediately asked for are less than 15%.

If the cost of living goes up more than 10% in the next year and if, at that time, further increases are agreed upon by AFRA and the broadcasters, these will have to be submitted at that time to the WLB, AFRA pointed out.

NAB Convention Plans for Next Year To Be Discussed at Meeting of Board

WHETHER the NAB will hold its convention in 1943 at all, in the light of war transportation conditions, will be considered by the NAB board of directors at its next meeting in latter January or early February. The convention tentatively is set for New Orleans in April or May, though consideration has been given to a shift to Chicago, more centrally located and where adequate facilities apparently will be available.

Suggestion last week by Joseph B. Eastman, Director of Defense Transportation, that conventions which will not contribute in an important way to the winning of the war should be banned brought from NAB President Neville Miller the observation that the whole matter would be presented to the board. The last NAB convention, in Cleveland, selected New Orleans as the 1943 site.

Mr. Eastman said a number of requests had been received for the Government's attitude on holding of conventions involving inter-city travel. He asserted individual associations must make their own decisions, but indicated that no such gatherings would be justified in view of the war burdens on the transportation system, unless they would help to shorten the war.

May 'Remote' Meet

Expanding war production, larger troop movements, as well as a rising volume of travel on war business would subject the already heavily burdened transportation lines to heavier strains in 1943, he pointed out. He added that every convention or meeting canceled, even if it would have involved travel by only a comparatively small number of persons, will mean a "decidedly worthwhile saving of transportation facilities and will itself constitute a contribution to the war effort".

The NAB convention usually draws an overall attendance of some 12,000, of whom 1,000 are registered from out of town. Many trade groups this year have conducted their conventions by mail, introducing information, circulating speeches that would have been made and handling other ordinary convention matters, by remote control, including elections.

Mr. Eastman suggested that trade groups, in considering the holding of conventions, ask themselves if the proposed convention "will contribute in an important way to the winning of the war" and whether the gathering will "help to shorten the war". If the answer is no, he added, "I strongly urge that the convention plans be abandoned."

"I realize that I am proposing a difficult test, one which few organizations can pass, but the war demands on our transportation facilities call for this test."

DISC FEES STAND

SAYS HARRY FOX

RECORDING royalty fees for transcription libraries will probably remain at the current rate of $10 per year per composition per master throughout 1943. Harry Fox, agent and trustee for a large number of music publishers, including many ASCAP publisher members, stated last Friday. He had previously announced, on behalf of his principals, that the fees were reverting to their former rate of $15 [Broadcasting, Nov. 23].

Reduction in 1942. Mr. Fox explained, had been based on the fact that with the war between ASCAP and the broadcasters just concluded there were many stations which a year ago were not licensed to broadcast ASCAP music. The producers of transcription libraries had asked for a reduction in their payments for recording licenses for that reason, he said, and his publishers agreed to cut the fee by $5 for 1942. Stressing the point that this reduction was clearly announced as a temporary arrangement, with the understanding that the former scale would be resumed when ASCAP music was again in general use by broadcasters, Mr. Fox said that his publishers had felt that this condition had been met and had accordingly announced the reversion to the $15 fee for 1943.

THE VOICE OF MISSISSIPPI

In 1943 Remember "The Voice of Mississippi"

WJDX-Jackson

FOR MAXIMUM RESULTS

IN THE GROWING,

Able-to-buy Mississippi Market

—employment UP
—buying power UP
—farm income WAT UP
—livestock sales UP

WJDX Dominates Mississippi's

EXPANDED civilian and military Markets—WJDX can get

RESULTS FOR YOU

Owned and Operated by

LAMAR

LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

BUSINESS BETTER than USUAL

We've got a right to boast. Our Tobacco markets opened with the highest prices ever. Livestock market prices are way up. Defense projects have brought new wealth, new people to our door. We're not exclusive... Reach us any day over the Daniel Boone Net!

DANIEL BOONE NET with permanent lines between WOPI-WISE-WKPT

96 Red Network commercials wdy.

BURN-SMITH COMPANY

Nat'l Rep.

Harry Cummings - South East Rep.

WESTERN N. CAROLINA-SOUTHWEST VIRGINIA-EAST TENNESSEE

BROADCASTING • Broadcast Advertising

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America honors its top...and Two are members.

Stanley Crawford, Woodlynne, N. J., honored by the President for suggesting a new type of caliper used at RCA Victor. This caliper salvages 13 out of 16 castings previously rejected, thus saving valuable semi-finished material and many skilled man-hours. It has been adopted by war plants throughout the country.

Edwin C. Tracy, Rockville Center, N. Y., received a WPB award from the President for suggesting an oscillator to test radio equipment designed for fighting planes. Testing time was thus cut down from 8 hours to 3 minutes. Mr. Tracy's oscillators are now installed, or on their way to every American flying field.
10 Production Heroes of the RCA Family

The President of the United States has personally honored ten American workers for contributing outstanding suggestions to further the war effort.

Two of these ten heroes of the home front—chosen from the nation's millions of war workers—are skilled craftsmen at RCA. As a war plant, we are proud to have two winners.

In addition, the War Production Board has selected a total of 142 workers from the entire country as merit ing special honor for their suggestions to increase and improve America's war output.

21 of that grand total were men and women who were doing their share at RCA!

To radio dealers, servicemen, amateurs, and radio engineers everywhere, this comes as no surprise. They have seen in a hundred ways over dozens of years, what RCA initiative, imagination, and skill can mean to radio. They have learned that from top to bottom—from engineering to production, from designing to packaging, from construction to pioneering—RCA leads the way in all branches of radio and electronics.

When peace returns, they can be certain that RCA will once again prove its leadership—in the development of new and better radio tubes, radio-phonographs, broadcast equipment, and electronic devices, in the perfecting of new production techniques, in the creation of new radio products to serve America's industries and America's homes.

Other RCA Workers Honored by the War Production Board

| C. F. Bartlam   | Miss Victoria Kocher |
| L. J. Cronin   | Mrs. Bonny Lee Smith Lewis |
| Joseph F. Eckert, Jr. | James G. McKelvie |
| Charles I. Elliott | Leon Morrell |
| A. S. Fish     | Andrew Rau |
| Thomas Flynn   | Fred F. Rimmler |
| Frank E. Giessen | Albert P. Ruggieri |
| Charles W. Hear | Thomas H. Shelling |
| Edward S. Hoffman | Arthur Waggoner |
| Benjamin Willett |

RCA LEADS THE WAY

IN RADIO • IN TELEVISION • IN ELECTRONICS

Radio Corporation of America
Revisions Deferred

On Manpower List

More Changes in Definitions Of Occupations Proposed

The SIXTH annual government campaigns

ingi campaign and the War Production

between Army procurement.

and reports

sion

pany, where he was sales promo-
tion manager of the Nylon Division

handling special investigations and reports in connection with

Army procurement.

Mr. Darlington will act as liaison between the OWI Bureau of Campaig

and the War Production Board, Office of Defense Transpor-
tation, Office of Price Administration and industry groups working on

such campaigns as rubber conservation, gas rationing, car pool-

ing, truck conservation, reduction in rail and bus travel and other

government campaigns of a war nature.

WHO Corn Festival

THE SIXTH annual Radio Corn Festival of WHO, Des Moines, drew 149

exhibitors showing over 1,100 ears of corn. The Pioneer, DeKalb, Funk and Vinton Hybrid

corn companies competed with WHO. J. W. Strike of Marshalltown, veteran corn showman and
twice previously a runner-up,

the grand championship award.

Mission Circle

And this job takes

priority over All

with WBIG!

A Columbia Broadcast-
ing System Affiliate

EINBRY RIDGE

DIRECTOR

WBIG

GREEN/BORO, N.C.

CEO ROLLINSCREY CO. NAT.BER

Kaiser's Here, Too!

Henry Kaiser Does get around! The shadow cast by our antenna crosses

the shadow of the Kaiser smoke stacks, making an X right in the center of the populace in this vast

Orange empire.

See the Blair Representative

KFNM

SAN BERNARDINO, CALIF.

Successful Series Of NAB Sessions

Miller Sees Benefits From Exchange of Viewpoints

HAILING the 1942 series of NAB district meetings, which covered an

eight-week period, as "the most successful ever held", NAB President

Neville Miller reported to his members last week that all

attendance records were broken.

Total attendance at the meetings was 1,445, comprising owners and em-

ployees of stations, representatives of Government departments and

agencies, and others interested in radio. There were 456 stations

represented, of which 240 were

members.

Those making the entire trip, including President Miller and

speakers for several Government agencies, traveled a total of

10,307 miles, it was stated.

Exchange of Views

The primary purpose of the meetings, Mr. Miller announced,

was to discuss war problems and they offered an excellent oppor-
tunity for broadcasters to meet with representatives of all the

Governmental agencies involved. He said broadcasters gained a clearer

understanding of how they could

assist constructively in the war ef-

fort. Conversely, he added, these

Government representatives ob-

served this understanding and the

appreciation of their programs:

"On every side we heard expres-

sions of appreciation for the wonder-

ful cooperation given by broad-

casters to every Government de-

partment, campaign, and war

activity," Mr. Miller added. "Broad-

casters have made a splendid con-

tribution to this effort and have

reason to be proud of the rec-

ord they have made."

Mr. Miller, upon his return to

Washington Dec. 11, conferred with

NAB President James Lawrence

Fly and reported on the series of

meetings, which began Oct. 18 in

Philadelphia and wound up Dec.

10 in Boston.

Correction

The last sentence in the sec-

ond paragraph of the Cooper-

ative League story on page 20 of

this issue should read: "If these terms are complied with it appears that CBS and

NAB will accept the pro-

gram."
Coca Cola's 12-Hour Christmas Event Heads Net List of Special Programs

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WSAM Joins NBC

WSAM, Saginaw, Mich., which began fulltime operations with 250 watts on 1400 kc. early this month, on Jan. 1 will become a supplementary outlet of the NBC basic network, giving more intense coverage of the Saginaw-Bay City area, NBC announced last week. Station is represented nationally by Headley-Reed Co.

and Warren Hull were to be hosts to 200 children of enlisted men and later that evening CBS, for the seventh consecutive season, was to present excerpts from Handel's "The Messiah" by the chorus of the Stone Church in Independence, Mo. For the fourth time CBS will broadcast Norman Corwin's "The Plot to Overthrow Christmas" on Dec. 24 and Amos 'n Andy, by request, will repeat their "Story of the Lord's Prayer" Christmas Day specials on CBS include a version of Dickens "Christmas Carol" on the daytime serial "Bachelor's Children," pickups from all over the world to bring the radio audience news of soldiers on our many battlefronts and a special description of London this Christmas to be broadcast from a bomber over the city by Edward R. Murrow, chief of CBS European staff. On Dec. 26 Nila Mack will present her original Christmas drama "The House of the World for the 11th consecutive year.

Elmer Diddler's Doings:

IT ADDS UP THIS WAY ELMER

1. With the buying power in the Schenectady Trading Area 18% above the U.S. average,
2. and the farm income of N. Y. state up 44% in two years,
3. and with WGY having the area's highest power (50,000 watts), the lowest frequency (810 kilocycles), and the most popular network (NBC),
4. the sum is this: WGY can do the best job of selling your product: in one of the nation's booming markets.

WOT-43

COCA COLA PLANS OVERSEAS TROUPE

REPORTED PLANS of the Coca Cola Co., Atlanta, to send an orchestra overseas to entertain American troops have not been approved by the War Dept., it was learned. A War Dept. spokesman in Washington indicated the Coca Cola Co., had submitted such a proposal through D'Arcy Adv. Co. last Thursday but that no action had been taken. D'Arcy representatives in New York declined comment.

It was learned, however, that prior to submitting the formal proposal Coca Cola, which sponsors "Parade of Spotlight Bands" [BLUE, 9-30-9-55 p.m.] informally discussed with the War Dept. a plan to send a six or eight-piece band overseas, the unit to be headed by a well-known musician.

In view of Coca Cola's contribution to soldier morale through its present schedule of "Spotlight Bands" and since the firm has purchased a 12-hour period on the BLUE to air the bands from Army and Navy camps and stations Christmas day, indications were that the War Dept. would look favorably on the proposal.

Entertainment of troops abroad has been a primary problem with Special Services Division, charged with keeping up soldier morale. A group of American musicians, under the direction of a radio star overseas and radio stars already has gone overseas and plans contemplate further entertainment along that line.

BROADCASTING • Broadcast Advertising

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Columbia's Station for the SOUTHWEST

KHF

WICHITA KANSAS

Call Any Edward Petry Office

Kate Smith Show
Cut to Half-Hour
Distribution Problem, Radio Threat Causes Change

IMPELLING rationing of food products in addition to the difliculties of distributing Jell-O and Jello puddings are the reasons for the decision of General Food Corp., New York, to cut down the 7:30-6:30 half-hour Kate Smith program on CBS to a half-hour, effective with the Jan. 8 broadcast. The total of 117 stations will carry the show daily at 7:30-11 a.m., and Kate Smith will follow her usual format as nearly as possible.

The following 25-minute period will be retained by General Foods which will take over sponsorship of the Adventures of the Thin Man, program currently on NBC for Andrew Jergens Co., Cincin- nati, to be scheduled for replacement Dec. 30, Mrs. and Mrs. North [Broadcasting, Dec. 14].

Four New Products

Standard Brands, New York, following a board of directors meeting last week, has announced the introduction of four new products on the market, the purchase of Standard Margarine Co. of Indianapolis and various promotions for its executive personnel, which was revealed by James S. Adams, president of Standard Brands.

The four products are: Fleischmann S B Vitamins Yeast Tablets, which will be distributed through the grocery trade; Stams, a new multi-vitamin and mineral tablet; Stan-"B," a vitamin B complex tablet, and Sted, a cereal beverage, with 5¢ added to cof-fee to make it go further. Full details on the media to be used to introduce the products have not yet been released, but the compa-ny reported that test announcements will be made on Standard Brands network programs, and some spot announcements will be tested in selected markets outside of New York.

Ownership of Standard Margarine by Standard Brands will take effect prior to Jan. 1, subject to legal and accounting clearance. The company and its subsidiaries will make margarine products and salad dressings.

The board of directors also approved the following personnel changes: Dr. Theodore Sedlmayer, vice-president in charge of research of the company, was elected vice-president in charge of manu-facture, purchasing and traffic, and a director, succeeding the late John W. Luce; Chester A. Barth, former regional manager of the Pacific Coast area, was elected vice-president and general sales manager, and Philip S. Lord, former Philadelphia regional man-ager, was made field sales manager.
Yankee Sale (Continued from page 11)

application, showed total current assets of approximately $15,000,000.

That part of the application filed for General Tire stated that the company was interested in engaging in the business of broadcasting and has the facilities and ability to conduct the operations in a manner that will serve public interest, convenience and necessity.

"It is expected," said the application, "that post-war America will be an entirely new America, with increased manufacturing capacity and facilities, entirely changed methods of merchandising and advertising, a tremendous buying power and an even higher standard of living."

With this in mind, he added, General Tire is making plans now for post-war expansion with chemists, research engineers and scientists in other fields already having developed a score of new products and materials and hundreds of new uses for known products and materials. Yankee, he said, continues "to be a truly national concern and is determined to play a major and necessary role in the economic and social advancement of the United States completely".

Providing Proving Ground

"It provides us with a proving ground for our new merchandising plans and our new merchandise. The Yankee Network has a long and distinguished record of achievement in radio. It has grown and prospered under excellent management and we expect to retain that management and the existing personnel under the new General Tire Network. Through the network we expect to tell the people of New England of the scientific advancement which has been made in recent years in synthetic rubber and other new materials as yet unknown to the public. We expect to retain all of their fine entertainment features and the excellent news reports which have marked the Yankee Network in years passed."

While General Tire until the war confined itself to rubber manufacturing, the company stated it converted almost overnight into war work and is now making bombs, barrage balloons, Navy barges, life boats, reconnaissance boats, life belts, gas masks and many other war materials in addition to tires for Army and Navy planes and for all types of military land vehicles.

BERNICE PRESTHOLDT, receptionist for the showroom, was recently chosen "Sun Valley Girl" to represent that Idaho snow sports renaissance among skiers and snowboarders being featured in national magazines this month.

CONSTRUCTION DISCS
War Building Is Dramatized On 37 Stations

A SERIES of bi-monthly transcribed dramatic narrations, Construction Goes To War, is currently being presented by 37 midwest radio stations and two regional networks to give the public some conception of the size and importance of the nation's 26 billion dollar construction program of the war.

Each broadcast tells the story of the building of naval bases throughout the world for American fighting ships, how airfields are laid out and through which the ships are launched, and how huge industrial plants and army cantonments are built. Each program features a brief message from top-ranking Government officials, such as Lt. Gen. Brehon B. Somervell, Commanding Generals of the Army's Services of Supply, and Rear Adm. Ben Moreell, chief of the Navy's Bureau of Yards and Docks. Written, directed and narrated by Hardy Burt, of the U. S. Chamber of Commerce, who already was a commentator on industry and the war, the series has been produced by Sound Studios Inc., Washington, D. C., for the Contractors of America, Washington, D. C.

Army Jobs to WAACs

RADIO mechanics and operators and control tower operators are among 25 job classifications in Army Air Forces to be taken by the Women's Army Auxiliary Corps, War Dept., announced last week. Plans for training WAACs to replace men needed for combat duty are still incomplete, although it was learned that in some cases private industry and schools probably will be called upon to assist in the educational program.

Extend War Insurance

MONEY and securities may now be insured against war damage under protection of the War Damage Corp., Secretary Jones, second the protection of commerce announced last week. Eighty-five or more casualty and specialty companies have been commissioned to act as fiduciary agents of the War Damage Corp., Secretary Jones said, and policies will be issued through local insurance agents or brokers.

Boston Orchestra Plans

BOSTON Symphony Orchestra, now affiliated with the American Federation of Musicians, on Dec. 30 and signed for a Saturday night series of broadcasts on the BLUE BROADCASTING. During 1942, signed a new long-term recording contract with RCA Mfg. Co. to make Victor Red Seal records at such time as the AFM may lift its present ban on recording. The Boston Pops Orches-

OLSON RUG Co., Chicago, through Presha, Fellers & Presha, Chicago, has added Music Lovers program on WCFL, Chicago, in December schedule, in addition to Concert Hall series on WJJD, Chicago. This makes a total of 16 hours per week of classical music now sponsored by the concern.

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FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 12 TO DECEMBER 18 INCLUSIVE

DECEMBER 12

WDP, Panama City, Fla.; WTMC, Orlando, Fla.—(Consolidated hearing on renewal of license for Sounds of Music, Inc., for station which has operated since January 1, 1941, revoking license, and declaring it a common carrier. Granted renewal of license. Decision rendered Dec. 2 but not yet delivered. See detailed story elsewhere in this issue.

DECEMBER 14

WIBG, Philadelphia.—Granted modification of CP of WIBG to cover complete installation for new station.

DECEMBER 15

WSAP, Portsmouth, Va.—Granted modification of CP to cover complete installation for new station.

Applications

DECEMBER 15

WHEB, Portsmouth, N. H.—Special Service Authorization for operation as a(n) A.M., approved by the FCC.

DECEMBER 17

KUHL, Chico, Calif.—Granted license to cover CP installation for daytime and night use, increase power.

KNOX, Natchez, Miss.—Granted license to cover CP for new station.

Applications

DECEMBER 17

KUHL, Chico, Calif.—Instituted hearing for new station.

PRINCE MATCHBELL, New York City.—Granted license to cover CP for new station.

Radio Insulators are Dependable Factors

Lapp’s contributions to radio broadcast engineering are recognized as highly significant in the advance of the medium. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete control of all facilities. Equipment includes that for 60-cycle electrical, and 150-cycle mechanical. The determining characteristics of units at radio frequency—heat dissipation, carrying capacity, and physical performance—must be such that even the slightest change in performance due to uncontrolled factors—such as normal wear, temperature changes, or humidity—will result in good performance.

A 1,500,000 lb. hydraulic press is used for the production of new designs, and for poppet-style breakers.

Complete Testing Facilities

Performance Characteristics of LAPP

Lapp’s insulators are reliable factors. Lapp materials are dependable factors.
Help Wanted

Ence and Writer—For progressive midwestern network station. Proven ability and A-1 personal and business qualifications. Salary and reference required. Box 8, BROADCASTING.

Studio Engineer—$50.00, forty hour week. No license required. Wire or write WIND, Gary, Indiana.

HAPPINESS—Never Cares Vacancies—Uncle Sam does! That's why we seek replacement of our veteran chief announcer (10 years with us, now 31). He's the particular who replaces him—he won't be perfect, but everybody loved him, and could be sold! We're in New England, 5,000 CBS, moderate. Good tone. Can you write, wire us. Box 129, BROADCASTING.

SOUND EFFECTS MEN—Experienced sound technician for Midwest Pennsylvania originating station. Outline qualifications, draft status, salary. References. Box 124, BROADCASTING.

Announcer—Give experience, abilities. Permanent. Box 128, BROADCASTING.

Experienced Technician—First class license. $75.00 forty hours. Plenty of overtime if you want it. WKBZ, Muskegon, Michigan.

First Class Operator—$40.00 for forty-six hour week. Local station in midwest city of 75,000. Box 126, BROADCASTING.

Announcer—With first class license. Eight hour day—six day week. Seventy-five cents per hour—time and one half after forty hours. Must be experienced announcer. Box 127, BROADCASTING.

Chief Engineer—By Western Pennsylvania 250 watt. Give experience. Box 129, BROADCASTING.

WANTED—Technical Director-Chief Engineer—A Western Pennsylvania watt watt watt region in midwest. Must have first class FCC operators license and be able to take full charge, maintenance, operations and personnel. If your training and experience would enable you to fill this position, draw your own road map, hold fast to this and you want the good salary that such a position commands, write TODAY. Box 151, BROADCASTING.

Wanted—Studio or transmitter engineer. WBAI, Dayton, Ohio.

Two More First or Second Class Operators—For Alaska broadcasting stations, working in close cooperation with War Department and Office War Information. Edwin A. Kraft, 708 American Building, Seattle, Washington.

IMMEDIATE OPENINGS—Announcers and licensed technicians. State details and requirements. WFGS, Atlantic City, N. J.

WGN Billing Rises

A TWELVE PER CENT increase in local billing on WGN, Chicago for the first ten months of 1942 over the corresponding period of 1941 was reported by William A. McGuiness, station sales manager, at the third annual meeting of the Western Illinois Broadcasters Association, held in Chicago recently. The three-day conference was attended by members of the Chicago sales department and program offices and the New York sales office.

Help Wanted (Cont'd)

Midwest Local—Wants program director, man or woman, who is sober, and dependable. Must be able to take full charge of all programs, write new shows, and be an all round musical director. Musical ability as pianist, organist or instrumentalist, and announcing experience helpful but not necessary. Salary $50.00 per week. Give availability date and full particulars in first letter. Box 139, BROADCASTING.

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

Situations Wanted

Available at Once—First class engineer. 3-F. Announcer, 4-F, four years in radio. Write or wire Box 128, BROADCASTING.

Commercial Manager—With proven sales background, and clean personal background. Married, 3 dependents, 26 years old. Interested in middle-west, but considers any worthwhile proposition with future. Now employed. Desires change by January 15th. Box 130, BROADCASTING.

Musical Director and Producer—Complete Symphony, Radio and general musical background. Capable producer, songwriter, conductor, arranger, A. F. of M.; Library; Married; age 47. Desires permanent connection. Finest references. Address: Eddie Querry, 1140 So. 100th, Lincoln, Nebraska.

Station or General Manager—That knows every phase of radio business available to station willing to reward a result-getter. Box 133, BROADCASTING.

EXPERIENCED RADIO MAN—Wants better proposition, management, grooming, selling. Draft deferred, Far West, not wanted. Box 125, BROADCASTING.

Program Director—Announcer—Desires change. Five years' experience. Hold three top level tickets. 3-A. War program manager at present. Also, Box 135, BROADCASTING.

Wanted to Buy

1230 KC Quartz Crystals—For transmitter and equipment. Must be low temperature, cost-efficient type. Box 125, BROADCASTING.

Wanted—Two 250 towers, complete with base luminars and lower lighting chokes. Box 197, BROADCASTING.

One Good Used Portable Recorder—Preferably Presto V-3 or similar, Two Western Electric or RCA 70B or 70C turntables with pickups. One good tube to line transformer. Station KLO, Ogden, Utah.

Must Go On

A MERE blizzard and a tree across the lines from the studio to transmitter can't keep WWVA, Wheeling, off the air. Recently, when a fallen tree interrupted the line beyond immediate repair, Chief Engineer Eddie Kein and his staff improvised a temporary studio in the new 50,000 watt transmitter building, and resumed broadcasting from there. Transcriptions and copy work were moved to the transmitter, 12 miles from the studios, and WWVA announcers and entertainers worked from the improvised studio until the line was repaired some 12 hours later.

Paramount Spots

PARTMAR Corp., Los Angeles (Par- mum theatre), in a 13-week campaign starting Dec. 10, is sponsoring a weekly quarter-hour newscast on KHJ, Hollywood. Firm in addition utilizes a twice-weekly quarter-hour newscast on KECO, with participation twice-weekly in Art Baker's 'Newsmakers' Notebook on KFI. Participation precisely is being used in Bob Auersden's 11-p.m. News on KNX. Shotts Adv. Service, Los Angeles, has the account.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

NATIONAL PRESS BDG., WASH., D. C.

PAUL F. GODLEY

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

MO 2-7859

GEOBE G. DAVIS

Consulting Radio Engineer

Munsey Bdg. District 8456

Washington, D. C.

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

CLIFFORD YEWALL

Empire State Bdg.

NEW YORK CITY

An Accounting Service Particularly Adapted to Radio Industry

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bdg.

DI. 1205

Washington, D. C.

BROADCASTING FOR RESULTS!
William J. Dempsey Is Named by FCC
In KOA-WHDH Supreme Court Appeal

FOLLOWING its petition to the Supreme Court seeking a review of the decision of the U. S. Court of Appeals in the so-called KOA-WHDH case, the FCC last Wed-

nesday appointed William J. Dempsey, former general counsel of the FCC, as spe-
cial counsel to handle the case before the highest tribunal. In under-
taking the assignment Mr. Demp-

sey declined compensation.

The FCC on Dec. 12, through the Dept. of Justice, filed its peti-
tion with the Supreme Court for review of the lower court's opinion of

Sept. 12 reversing the Com-

mission's decision in this hotly con-
tested case involving the right of

a group of radio station owners to

 booths off clear channels through duplicative operation. The lower court, in a 4-2 opinion, held the Commission had erred in not giving the licensees of KOA the

portunity to intervene and present testimony.

Station Rights

It held, moreover, that by what-

ever name it may be called, a broad-
casting station has a definite right

quired through its operating li-

ce and that the Commission can-

ot temper with or degrade a sta-

tion's facilities without accord-

 ing it a hearing.

WHDH was authorized to oper-

ate fulltime on the 850 kc. clear

channel, on which KOA, Denver, is

the dominant station. WHDH sub-

sequently became a BLUE outlet.

The Commission announced it

has designated Mr. Dempsey to

assist in the preparation and pre-

sentation of the case to the Su-

preme Court. This presupposes that

the highest tribunal will grant a

writ of certiorari, which is done in

most Government cases. The Com-

mission said the case involved the

validity and interpretation of the

Commission's intervention rule, which was adop-

ted while Mr. Dempsey was general counsel of the

Commission. Mr. Dempsey, along with William C. Koplitz,

assistant general counsel, resigned from the Commission in May 1940, to

enter private practice in Wash-

ington. They had amassed a record of 36 cases in the Supreme Court and

the Court of Appeals without a

reversal.

In its petition, the FCC held that the

questions presented were whether the granting of the WHDH application constituted a substan-
tial modification of the license of

KOA, or otherwise affected KOA's

rights as a license so as to require

that the Denver station be permitted to intervene in the proceed-

ings and, if so, whether KOA was

denied any substantial right of

participation in these proceedings.

There were five separate opin-

ions in the case in the lower court,

four of the six judges concurring in

the view that stations are en-
titled to hear practically as a

t matter of right when they can

show substantive injury. Although

the court reversed and remanded

the Commission, agreement was

reached under which the NBC plea

for a stay order would not be

pressed and the existing assign-

ments on the 850 channel would

be permitted to stand until Su-

preme Court adjudication.

Assignments Affected

In addition to WHDH, the FCC

has authorized WJW, Akron, to

operate on 850 kc. with 5,000

watts, and to move to Cleveland. Thus, if the Supreme Court sus-

tains the lower court, both WHDH

and WJW would be required to

vacate their assignments. WJW

also is slated to become a BLUE

network outlet.

In citing its reasons for appeal, the

Commission said the uncer-

ainty resulting from the diverse

views in the opinions expressed by

the lower court calls for the exer-

cise of the Supreme Court's power of

review. It stated that it was diffi-

cult to determine what is required

of the Commission on the record

and that the Commission could

not with assurance follow an inter-

vention procedure which will com-

mand the approval of the majority

of the members of the lower court. It cited the differences in view

expressed by the judges of the

lower court in the five separate

opinions.

Varience Below

Moreover, the FCC held the ques-

tions presented are important in

the construction and administra-

tion of the Communications Act, again pointing out the extent to which

the opinions below were at vari-

ance.

The petition for review was signed by Charles Saltry, Solicitor

General, and Charles K. Denny

Jr., FCC general counsel.

New Overseas Waves

THE FCC has allocated two addi-

tional frequencies, 7005 and 7235

kc., to the international broadcast

service for the duration, at request

of the Board of War Communica-

tions. These frequencies are avail-

able for assignment to zone and in-
terzone police stations.

The broadcast transmissions will

be intended for reception outside

the continental United States, and

as most of the police communica-

tions on these frequencies occur

during daylight hours, it is not ex-

pected that police service will be

affected by any interference to the

international broadcast service, the

FCC stated.

Gruen Adds

GRUEN WATCH Co., Cincinnati, sponsor of time signals on approx-

imately 25 stations, has signed for 36 time signals weekly, 6:30 to

9 a.m. on WMAL, Washington, for a 52-week period. The signals

are musical, and were produced by

Alan Kent and Ginger Johnson,

creators of commercial jingles. Ag-

ency is McCann-Erickson, New

York.

MR. DEMPSEY

Drawn for Broadcasting by Sid Hick

"Petillo Made Him Put on the Two Sax Players!"

OWL's Eisenhower Is Sent to Africa

Davis Discloses That Others Are on Overseas Missions

SPEAKING of radio communica-

tion with Africa, Elmer Davis, OWI
director, told his press con-

ference last Wednesday that the

station would form a mission as yet,

but improving" both as to in-

coming and outgoing connections.

He expressed a hope for expansion of service and said that facilities would likely be improved "within a couple of weeks".

During the conference he con-

firmed the fact that Milton Eisen-

hower, associate director of OWI

was in Africa, explaining that his

mission was dual, concerned with

OWL problems as well as with the

problem of refugees in the Af-

ican areas. With the presence of Mr. Eisenhower in Africa it is now established that at least two representatives of the agency are there, depending on the

problem. Mr. Murry Brophy has

been known to be there for several

days.

Corderman Takes Post

Mr. Brophy's post as chief of the

Broadcasting Division of the Civil

Affairs Bureau is being handled in his absence by Roy Corderman of his engineering staff.

Also off on undisclosed missions are James Weldon, engineer of Mr.

Brophy's bureau, and Harold Quin-

zburg, chief of the Outpost Bureau. They went at different times to London but their ultimate destinations were not made known.

Mr. Davis reported that since

Dec. 8 OWI has been transmitting a daily hour of news in French to Africa as well as 2½ hours of news and entertainment for the troops. Some of the material transmitted to Africa is retransmitted on the Algiers radio, the OWI chief said. In fact he cited a recent news broadcast of the Algiers radio consisting of 21 news items of which 13 were prepared and transmitted by OWI.

Although the Morocco radio sit-

uation is "still somewhat obscure", Mr. Davis maintained he has re-

ceived a communication from Mr.

Eisenhower which definitely estab-

lished the fact that charges of

French interference were ground-

less. He asserted there has been "no prohibition of the use of that

radio". Reasons for the failure of OWI representatives to use the

station are still not known, he added.

Hooper Coast Ratings

HOOPER Pacific Program Ratings released to subscribers for the month of November list Red Skelton in first place of the "Top 10" programs, fol-

lowed by the Hillbilly Mr. and Walter Winchell in second and third places, respectively. The other seven leaders for Pacific Evening and Daytime pro-

This is a market of 2,471,713 radio homes. The people who live here buy more drug and grocery products than are sold in the five boroughs of New York and the city of Chicago combined. A constantly increasing number of advertisers have found the morning audience a profitable field for exploitation over WLW, the dominant radio station in the area.

**WLW**

The Nation's Most Merchandise-able Station
Felix the Cat had a bewildered look on his face in 1929 when he swung around for hours on a phonograph turntable in front of television's early scanning disks. Felix's image was slashed into 60 horizontal lines—60 streaks of light and shade. Engineers of RCA watched the antics of Felix as he was tossed through space to receiving screens. They realized that all streaks and flicker must be removed.

Scientists of RCA Laboratories abandoned mechanical scanners and developed an all-electronic system of television, featuring the Iconoscope and Kinescope, electronic "eyes" of the radio camera and the receiving set. Motors and high-speed disks were eliminated both at transmitter and receiver. Electronic television became as quiet and fool-proof in operation as a home radio set.

By 1936, the number of lines per picture had been increased to 343, with marked improvement in quality. But the research men still were not satisfied. They continued to experiment, and to develop new equipment, for finer pictures of 441 lines. Before Pearl Harbor, 525-line television pictures were on the air from the NBC station atop the Empire State Building.

The streaks had vanished. Television at last had the texture of rotogravure. Now, faces and scenes are photographed directly from television screens without betraying the presence of scanning lines.

Brought to life by electronic tubes, and given wing by radio, television emerged from RCA Laboratories to reveal its practical usefulness. Today, knowledge gained from years of television research is contributing vitally to the war effort.

Recognizing the importance of television as a post-war industry and useful public service, RCA is continually pioneering in the science of radio sight. Television's album of progress has only begun.

RCA LABORATORIES
A Service of Radio Corporation of America, RCA Building, New York
PIONEER IN RADIO, ELECTRONICS, TELEVISION

Other Services of RCA: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America
R.C.A. Communications, Inc. • National Broadcasting Co., Inc. • Blue Network Co., Inc. • RCA Institutes, Inc.