IT'S A SWEET '16'

WOR reveals the awful truth on pages 16-17
Intensive Coverage — of Northern Illinois. This is the sixth in a series of advertisements showing WLS coverage, by counties, of Midwest America. These 16 counties comprise the 11th, 12th and 13th congressional districts of Illinois.

### From This Section

**THREE Out of FIVE Families Wrote Us!**

From this section of Illinois, WLS last year received 130,251 letters. In these same counties, there are 224,028 radio homes. That's intensive coverage — definite evidence of listening — from 58 of every 100 radio homes, approximately three out of five! This is but one small part of our WLS Major Coverage area; it actually extends over the greater portion of Illinois, Indiana, Wisconsin and Michigan. Through this vast area of Midwest America, people listen . . . and respond . . . to WLS. That's why WLS Gets Results.

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**WLS**

890 Kilocycles
50,000 Watts
Blue Network

**The Prairie Farmer Station**

Represented by John Blair & Company

Chicago

Management Affiliated with Koy, Phoenix, and the Arizona Network — Koy Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
RIGHT IN THE TARGET AREA, NOT ONCE - BUT TWENTY-ONE TIMES

NOT near-misses, but direct hits at the strategic points where you want to explode sales and feel the concussion right in your sales manager's office.

That's the difference between using one bomb—or twenty-one in each attack.

The Yankee Network puts you on the target every time, for it multiplies sales effectiveness by the number of key markets it brings within range. There are twenty-one in all, covered by twenty-one stations, each with its own local identity, acceptance and neighborly influence to give on-the-spot impact to your campaign.

Tie up with Yankee and tie in with these twenty-one markets that give you the New England population density and concentrated purchasing power you can translate into sales.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.
EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Sorry, Sir, Mr. Rafflesnaffle is not here...

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

Undoubtedly, you, too, have learned that the farm income in the midwest is the greatest in history. You presumably are aware that the money in this area circulates like whirling dervishes—from farmer to merchant to doctor to grocerman to wholesaler to farmer ad infinitum.

And, like other wise advertisers, you assuredly know that to reach the farm and small town markets throughout Nebraska and her neighboring states, you need KFAB!

Please, sir, do not procrastinate.

Sorry, Sir, Mr. Rafflesnaffle is not here...
Well, whataya know — another year comin’ up! Resolve now to make it a prosperous one for your clients — buy KEX, that great Blue Network station out in Portland, Oregon! Why? Let me tell you —

Things look so good in this market that even Edgar Kobak was practically speechless — honest he was!

Well, well, well!

The Paul Raymer Office in San Francisco is all set to take some of that California dough for KEX spots — a great money’s worth if there ever was one!

Say — these KEX spots are worth their weight in gold!

A big bundle of happiness for every spot radio advertiser is guaranteed by the KEX market for the year 1943 — it has everything!

Wow! Sextuplets!

Things are looking better and better for the Blue Network — and KEX is its Portland outlet. That means swell spots — next to top-rating shows!

All I can see is Blue Network!

MAY THE WORLD BE FREE, IN ’43!

Let’s work together determined to make this New Year’s resolution come true!

KEX
“The Voice of the Oregon Country”
Portland, Oregon
Represented nationally by the Paul H. Raymer Co.

BROADCASTING • Broadcast Advertising

December 28, 1942 • Page 5
"Keep advertising. Keep 'em remembering." That's been the BLUE Network's wartime prescription for American business.

It's a much needed prescription. Because it prevents loss of memory by customers in these days...when so many products are off the market...and when there's so much going on to make folks forget to buy.

Has rationing or war production left you with "nothing to sell"? Then take a tip from several successful BLUE sponsors. Tell the public how to make your product go farther. Tell them what you're doing for Victory. "Keep 'em remembering"...remembering your name...remembering the product you'll want to sell again in post war days.

Or, if you still have a product to market...then let the BLUE broadcast your sales message. "Keep 'em remembering" to buy, now!

That's the BLUE prescription. And we take it ourselves. That's why—now, we're here now, to keep you remembering these important facts about the BLUE:

37 new stations added to the BLUE in 1942. Total, 146 stations, not counting the extra stations available.

561 counties that count
The BLUE delivers better than 86% coverage of the 561 counties that do 80% of U. S. retail buying.

35 new sponsors
That's more than any other network signed in 1942...even without including our special Victory Program sponsors.

Listenership bonus
New programs, plus aggressive audience promotion, have built BLUE listenership far ahead of rates.
"Teamed sponsorship"
If your product is out for the duration, you can "Keep 'em remembering" 52 weeks a year at 13-week cost.

Most homes per dollar
Truer than ever today. The BLUE can carry your message into more homes per dollar than any other national medium.

Ask your Blue representative to reserve you a copy of the new Survey of Daytime Listening Habits. Out soon!

The Blue Network
A Radio Corporation of America Service
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

Buryl Lottridge
GENERAL MANAGER, WOC, Davenport

Lift up your eyes, gents, and take a look at Buryl Lottridge, a rare and unusual radio man—a program-minded executive who is also an excellent sales-and-business-man. For many years, Buryl has been proving that wits are just as important around a radio station as watts. And today, as Manager of WOC, he's got that fact really established in the Tri-Cities!

One thing we often wonder about, here at F&P, is the way some otherwise smart advertisers still try to evaluate radio stations by purely mechanical measures. That, to our minds, is like trying to judge the value of talent by the decibel measure of its voice, or the value of a script writer by the number of pencils he owns. In radio stations as in every other business, it's brains and management that count.

Maybe it's vanity to hope that our crusade about the importance of management can ever be more effective than the familiar "burp in a whirlwind". But we're going to keep on trying, because we know that good station management is the best success-insurance you advertisers can have—and therefore the best that we can have, too, in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

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

CHICAGO: 505 N. Michigan
Franklin 6578
NEW YORK: 227 Park Ave.
Plaza 5-4131
SAN FRANCISCO: 121 Sutter
Sutter 4355
Hollywood: 7522 N. Gordon
Gladstone 3949
ATLANTA: 322 Palmer Bldg.
Main 5667

Page 8 • December 28, 1942

BROADCASTING • Broadcast Advertising
Medium Destined to Hold Own Despite Baffling Business Dislocations

WHAT's ahead for radio?

That question posed to two score leaders in Government, industry and the craft by BROADCASTING, elicited these significant conclusions:

1. Radio will achieve new heights in national and worldwide usefulness during the war's second year.
2. Baffling business problems face the industry, but as a medium it is destined to hold its own, based on foreseeable economic developments.
3. While civilian needs will become secondary, and people will go without without brand name and goodwill advertising will continue as a "must" for post-war merchandising and development.

Grade Labeling Seen

4. Grade labeling of many food products is inevitable, with repercussion on all media.
5. Radio will face an unprecedented selling job to meet the complexities and dislocations of our changed pattern of life.
6. Business already scheduled indicates that the first quarter of 1943 will be as good as, if not better than, the preceding three months in national and network. Local business is unpredictable and probably will continue its downward spiral, affecting smaller stations in secondary markets.
7. Adequate maintenance and repair equipment, including tubes, will be available during the ensuing year, despite the curfew on expansion of domestic facilities.
8. The radio audience will be maintained through the provision of sufficient maintenance and repair material to keep at least one set per home in operation.

Unrestrained praise for radio's part in the war effort came from all quarters. Station and network operators, however, viewed this as only a sample of its role in the immediate future. Commitments of Government collaboration to ease radio's wartime load can, from such figures as FCC-BWC Chairman James Lawrence Fly, who promised full cooperation of the agencies of Government as vital to radio which he directs.

From William B. Lewis, OWI's radio chief, came a pledge of reduction in quantity and enhancement of quality of Government war programs, now absorbing some 15% of radio's time across the board.

Newspapers and the printed media have white paper rationing in the immediate offing, with prospects of a 25% reduction next March. Radio, for "publication" purposes, must have replacement equipment, particularly tubes.

From Frank H. McIntosh, WPB's radio chief, came word that plans already evolved will assure both the transmitting and receiving ends of broadcasting sufficient parts and replacements to guarantee full-scale operation as far as one can see ahead.

Variable censorship has been eminently satisfactory for radio, reports J. Harold Ryan, assistant director of censorship for radio. It has worked so well, in fact, that earlier thoughts of a rigidly-imposed mandatory censorship have been brushed aside. But there is a revision of the code coming up in January to keep it up to date.

From the business standpoint, the consensus was that despite the imponderables and uncertainties of wartime operation, radio, as the most dynamic of the media, stands up well. After Pearl Harbor, the few who hazarded predictions foresaw a downward trend for all media.

With one year of war behind it radio's national business has increased some 10%. Local may be down an equal amount, though precise data is not yet available.

More Rationing

In the new year, in addition to grade labeling, which constitutes a threat to brand names, there will be further rationing of many commodities. This will bring into play greater ingenuity in exploitation and advertising in the effort to preserve trademarks and identities for the post-war era. Manpower shortages and transportation restrictions, linked with the distribution and grade labeling problems, will eliminate many well-known products from present areas of distribution. These factors also present a challenge to advertisers, their agencies and to media.

The broadcasting story of 1942, on an industry wide basis, seemed baffling. Up to record-breaking sales but smaller profits because of increased taxes and operating overhead. The year 1943, based on the composite views of industry leaders, is destined to see the industry, from the national business standpoint, hold its own but with a sharp decline in profits because of taxes, propagation problems and other drastic income controls and readjustments.

Networks Confident

While the major networks face the future with uncertainty business-wise, they express confidence in radio's ability to out-perform its first year's public service in the war effort.

William S. Paley, CBS president, said the industry is entitled to feel some pride in having so auspiciously met the first year's test. But he pointed to new tests of "our ability to retain the confidence of the public and the leaders of America" which are bound to arise.

Niles Trammell, NBC president, said that radio has never been faced with so many uncertainties but that despite this, business generally faced the future with confidence. He predicted radio's increasingly important role "as we live through the turmoil of this global conflict" and said all were ready to do their job—networks and locals alike.

Alfred J. McCooker, chairman of the board of MBS, said radio will

Shepard Denies Yankee-Blue Overtures Toward Affiliation

Net Head Says Stations Will Remain with MBS; FCC Considers Sale DECLARING that the Yankee Network is under contract to MBS for two years from last summer, John Shepard 3d, president of the network, last week denied reports of conversations looking toward affiliation of any of that network's stations with the BLUE.

"There have been no conversations by any one in authority in regard to Yankee's affiliation with the BLUE," Mr. Shepard asserted. "Yankee will stay Mutual, with which it has a two-year contract."

Mr. Shepard said the only ones in authority are himself and W. F. O'Neill president of the General Tire & Rubber Co., which has negotiated a contract for acquisition of Yankee for approximately $1,200,000, now awaiting action of the FCC. Applications for the transfer were filed with the FCC on Dec. 16. Additional data, dealing with certain financial and tax aspects of the transaction were submitted last week.

There was no refutation of the report [BROADCASTING, Dec. 21] that Mr. O'Neill had had conversations regarding purchase of the BLUE, which has been for sale for about a year, following its separation from NBC as an operating entity under the parenthood of RCA. Mr. O'Neil, however, according to Mr. Shepard, disclaimed any negotiations looking toward association of the Yankee with the BLUE.

Under the pending arrangement, awaiting FCC approval, Mr. Shepard will remain operating head of Yankee. The transaction, involving $950,000 in cash, is for acquisition of Yankee as an operating entity; of the four standard broadcast stations owned by Yankee (WNAC, Back Bay; WAAAB, Worcester; WEAN, Providence, and WICC, Bridgeport) as well as its two FM (Continued on page 52)
be vastly more important as a morale-building factor. He pointed out that coordination between the Government and broadcasters has reached a new high and that in the months to come this coordination will produce even better and more decisive results.

The BLUE, newest of the networks, as an independent operating entity, finished its first year in the black. It was pointed out by Mark Wood, president. He predicted the coming year will see events and decisions that will unalterably change our pattern of life. But when he methodically listed the changes being affected, “we can feel fairly certain that radio will continue as a national advertising medium”.

**National Ads Down**

A year of war, reported John Benson, president of the American Assn. of Advertising Agencies, reduced national advertising volume 9 or 10% and its manpower by 20%. (Based on available information, radio was not so affected, having increased national billings by about 10%.)

He pointed to the “menaces” ahead under increased Government restrictions—price ceilings, grade labeling, and distribution restrictions. But he stated that information radio will do all it can to minimize any resulting embarrassment to business. The effect of war on media will be most adversely felt by the smaller newspaper and small town radio station. In these instances the Government may have to help out either by paying for broadcasting space and making tax allowances.

Changes in programming during 1943 will not be revolutionary, though there will be an even greater war emphasis. Top-flight talent, encouraged by the war effort, will continue. But even a few weeks ago, we have been able to book only slightly, by virtue of the new draft regulations eliminating, under current procedure, those 35 or older. While the trend is toward shorter programs, most national accounts, notably network, plan to continue their schedules. Spot advertising appears due for another upsurge, because of its flexibility and ease of handling in connection with the ever-changing distribution picture.

**Broadcasts From the Front**

News direct from the battlefronts, following the present format, may make its debut soon. Brig. Gen. Robert L. Denig, Marine Corps public relations chief, points out that his branch may bring a new coverage of Marine activities to the people through radio. Having pioneered bylined Marine Corps campaign correspondents from the Pacific theatre, he predicts this feature will be extended through radio.

“Soon it may be possible for you to sit in your own home and listen to a Marine Corps combat correspondent transmit the news of ‘Marines At Work’”, he stated. That would be the forerunner of an entirely new brand of war reporting by radio.

Significant of the trend of thinking in future war reporting is the prediction made by Col. E. M. Kirby, chief of the Army’s Radio Branch, that “a new dimension to war coverage will come about with the grab news, combat zone reporting, with which we are now experimenting”. He said no further announcement of this would be made until after tests in the field showed local and military elements which are stated.

### ‘Serious Market Problems Ahead’

**JOHN BENSON**

President, American Assn. of Adv. Agencies

A YEAR of war has reduced the volume of national advertising but multiplied its power by an estimated twenty percent. It has made some changes in the kind of copy being run, building some menaces which may materialize during 1943.

**Due to war there are now an increased number of restrictions of manufacturer, transportation and price control, which will adversely affect advertising designed to sell goods, but may build up a greater desire to buy and to keep trademarks alive in the public mind.**

**Price Ceilings**

There is also a menace to brands and brand advertising arising from the War Price Ceiling Act which has wiped out competitive pricing. Today, advertising is more costly—no money is made from different priced ceilings on civilian goods to a fixed price, based, where grades are bought, on Government grade labeling. Some fear that brands will be displaced by Government standards and pushed off the market. Dire effects are predicted for free enterprise. Others believe that increased grades will not harm branded goods of distinctive value, the former being mediocre in comparison and leaving ample leeway for advertising individual qualities no grading could reflect.

Another handicap is a threatened elimination of cross-hauling of nationally distributed goods which is cheap to haul, and may be halted because of the shortage of railroad equipment. There is a much increased traffic load. Marketing zones would be set up for local distribution to the extent that branded goods are affected. This would have a deleterious effect on advertising.

A third menace lies in the concentration of civilian production in so-called nuclear plants, regionally dispersed, to save raw materials and manpower and transportation. This would convert all other plants to war production or close them down. Victory models would be made, which could not be branded. Being stripped of all frills, gadgets and other distinguishing marks. Brands could be

Mr. Benson

kept alive in the public mind by goodwill advertising.

How far these menaces will be realized, only time can tell. Government, I believe, will do all it can to minimize any resulting embarrassment to business.

From the standpoint of public relations, the advertising industry is becoming more useful to consumers by being more informative. As the Government agencies will find it more and more difficult to supply their needs and make ends meet. This gives the advertising industry the unprecedented opportunity to make a favorable niche for itself by telling people what to buy, how to get it, and promoting its life. I feel that this new appeal will carry over into the post-war period and I passionately raise advertising in public esteem.

In the meantime, advertising is called to the vital test of its power to help win the war, in establishing and working through the Advertising Council, which mobilizes all the factors which are used to make public opinion under the unified control of a single Board. Col. Benson points out that with the various Government departments engaged in war effort, ascertains their advertising needs and meets them through an army of two thousand volunteers.

**Reaching the Millions**

In this war, radio is making a splendid contribution in reaching tens of millions with war messages from the Government and appeals to cooperate. This will go down in the history of the war as one of the monuments to patriotic endeavor.

The effect of war on media will be most adversely felt by newspapers and small town radio station. Both are losing local business and not participating freely in the national flow. The Government may have to help out the latter by either paying for broadcasting space and making it a tax allowance.

As to the post-war future of advertising, Mr. Benson said it can be made, but it seems feasible, based on facts and trends discernible as follows: (a) a huge accumulation of consumer wants deferred by war; (b) an appreciable rise in purchasing power released after the war by billions of war bonds; (c) enormously expanded production of new and better goods; (d) the inventive genius of American industry highly stimulated by the war; (e) a larger and more liberal policy of business towards both labor and consumer, making for mass prosperity and industrial peace.

The domination of free enterprise in this country do not reckon with the natural bent for self-expression and an inbred desire to run their own business and make their own way in life. Every bootblack dreams of some day owning a shoe shine parlor of his own. No politician can break that down. But it will probably be on the fact that it serves the consuming public and furnishes mass security, with jobs for all. This is the world of free enterprise, and will thrive with it. As long as people have a desire to advertise, the industry will help to make it, provided, of course, that it really enables them to advertise intelligently what they need or want.

### ‘Radio’s Chance to Serve’

**JAMES LAWRENCE FLY**

Chairman, Federal Communications Commission

FOR THE next year at least, it must be expected that broadcasters will operate under wartime conditions. The shortages in materials and manpower, the difficulties of advertising, will continue, and I would like to call attention to the fact that broadcasters do more than their part in our conservation program. Broadcasting is the most effective means of mass communication we have. And it has made an outstanding record of wartime public service. It is essential for the highest civilian and war service value, to continue in a vigorous state, especially as our military operations in the war becomes intensified. Our people must be able to turn to their national medium for listening, thinking, and spiritual encouragement. The continued fulfillment of that public responsibility will fulfill its own reward.

This will not be his only reward, however. After the war the many technical improvements in radio developed in the war laboratories that have become available to the industry through its cooperation with the Government in the wartime period. And I can say with confidence that as a result of these and other promising developments, broadcasting will increase in social significance, entertainment and educational value, and not be overlooked, dollar volume.

Television and frequency modulation broadcasting seems assured of a great development. An increased mobility of listeners through new sizes and types of receivers should be significant. The alleviation in the summertime drop in audience (and consequently in revenue) that is being experienced will certainly have the opportunity to render an even greater and more valuable public service during the post-war period to ensure the maximum benefit from the promised development is definitely in order, and the Commission is prepared to join with the industry to that end.

For the duration, our efforts must, however, be primarily directed to giving the real vital broadcasting service we have. The Commission has endeavored to alleviate the burden of wartime operation in every appropriate way. It will continue to do so.
A Great National Asset

WILLIAM S. PALEY
President, Columbia Broadcasting System

NO NATION on earth is so blessed with radio broadcasting facilities and know-how as the United States. As a result of private licensing and business competition, the nation during the 2½ years of operations to the extent of 930-odd radio stations has quadrupled its continent-spanning network. While the power pool of thousands of trained radio administrators, technicians, writers, directors, newsgatherers, performers and others were over-melodramatic in the first weeks of the first year of war, but of course we must beware of complacency in our radio broadcasters. New tests of our ability to retain the confidence of the public and the leaders of America will constantly arise.

Days of Confusion

Looking back to December, 1941, we recall that broadcasters found themselves, as everybody else, who attempted to deal with the subject of morale, somewhat confused and daunted as to procedure. Undoubtedly some broadcasters were over-cautious as others were so enthusiastic as to procedures. We at Columbia are fortunate to be future-mindedness due to the existence here at CBS of Madison Avenue, of what we call "Department X." We have said almost nothing publicly about this activity, and I doubt if any one who knows anything about it. Department X devotes all its time to studying the war, and particularly to the probable nature of the problems that we shall have to solve. Department X has had given us some interesting data to make us definitely forward-looking.

The staff of Columbia faces the future with a genuine sense of the difficulties ahead, but still buoyed by a conviction that the American radio industry will rise to its future opportunities as it has to those of the past.

Dan Dunn Series Ready

KASPER-GORDON Inc., Boston, is sending presentations to advertising agencies and stations on the transcripted series, "Dan Dunn, Secret Operator 48," based on the newspaper cartoon strip. Seventy-eight half-hour episodes are ready. Scripts are written by Maurice Zimm, CBS script contest winner. Lou Marcello who formerly played the title role, with Lucille Meredith as Kay Fields, Dan's girl friend. Heard as "Inkwell" in the newspaper, Dan Dunn is America now.

AS 1943 approaches, there is only one certainty—that never before in our history have we faced so many uncertainties. With this paradox in mind, how can any of us venture to forecast the uncharted year which lies ahead? The pattern of national life changes daily; an unfamiliar and swiftly is taking the place of the one we know so well. It could hardly be otherwise in view of the state of world affairs.

Nevertheless, business faces the future with confidence. American ingenuity should surmount the domestic problems of production, of distribution, of finance and trade, while our vast resources and industrial might are bringing us victory abroad.

The necessity of speedily marshaling our resources and manpower has given radio an opportunity and an obligation. The industry has taken the one and accepted the other. But however substantial our obligation, our resources have been, we, like the nation, are at the beginning of our task. The triumph of our armed forces is indispensably linked with and dependent on the job we do at home. And radio will play an increasing role in this struggle through the turmoil of this global conflict. We are ready to do our job—now.

Yet, to perform this task, we must not lose sight of practical solutions. Taken together, the problems of Government, of the public and of industry. Cooperation is the key; it is the means by which at one end and the individual, each business enterprise may best express itself and at the other end to preserve the general welfare. The American system of broadcasting which guarantees a free press has to live through the turmoil of this global conflict. We are ready to do our job—now.

To all broadcasting—We are not only skilled persons.

Mr. Trammell

Mr. Trammell

No Esso Time Curtain!

J. A. MILLER
Manager, Advertising-Sales Promotion Dept., Esso Marketers

THERE isn't much point in dwelling on what a year of war has done to the petroleum business. The details are familiar to all because in one way or another, petroleum problems have faced each of us.

We at Columbia have worked with rationing of gasoline and fuel oil, and the need to conserve the savings in tires, Esso Marketers radio program, The Esso Reporter, has devoted all of its commercial time to a three-pronged job:

1. Winning the War—Under this classification The Esso Reporter has recruited for the Army and Navy; sold War Bonds; collected scrap metal and salvage rubber; helped the Navy Department gather binoculars, radio telephones and model planes; supported the USO and Community Fund drives; and stressed the need for gasoline, fuel oil, rubber and car conservation.

2. Public Service—In this category The Esso Reporter stressed the "how of conservation", how to use, save and conserve gasoline, how to save tires, how to cut down fuel oil consumption, how to do the day's work for the duration. As a necessary corollary, The Esso Reporter has armed home tanks with the knowledge that Ammunition—"Use It Wisely" by telling of the vital work that gasoline, motor oil, and special lubricants are doing to keep our planes, tanks and ships in action.

These two classifications—Winning the War and Public Service—took approximately 70% of The Esso Reporter's 46,000 separate live broadcasts in 1942.

3. Product Sale—It has been estimated that 23,000,000 cars are essential to the wartime economy of this country. If these essential cars cannot be acquired,—and Esso Marketers must have a dealer organization to service them. The Esso Reporter has helped keep dealer organization by selling the products and services not rationed or eliminated—motor oil, chassis lubrication, batteries, accessories, etc.

Esso Marketers do not plan any curtailment of radio advertising in 1943. Bringing up-to-the-minute news to Americans four times a day is in itself a public service, doubly so in wartime. And the jobs the commercials on The Reporter are essaying, will take more, not less, wartime work.

When victory comes, unquestionably we will use The Esso Reporter to tell listeners of the miracles of ingenuity, the achievement that are taking place in the Esso Research Laboratories. Now, and for some time past, 100% of the work done in Esso Laboratories has been directly connected with war effort. Most of the products and methods developed there are military secrets. But after the war, these products and other uses in a new use of petroleum in its relation to the lives, habits and happiness of the people of this country. All of us here hope, and work, that the day of victory will come soon.
THE COMING year will see events and decisions that will unalterably change our pattern of life. The customs of our people and people all over the world, in the field of social endeavor and philosophy, and in business and industry are even now changing rapidly as a result of a world war.

Today our life is radically different from that of only a year ago. Tomorrow it will be changed still more. Naturally, for all of us war predictions are impossible. But, no matter how long before the successful conclusion of the war, we all will be affected throughout our lives by war results, and the decisions causing these results during 1943.

For us in broadcasting the coming year will be particularly significant. Radio as we know it was born in World War I. It will reach seasoned maturity in the new world, making a total of 146. The average number of stations used by commercial sponsors has risen from 70 in February 1942 to 116, a development which can be traced to several pioneering methods of operation: the adoption of the 2% cash discount, the daytime package rate, the idea of using the same advertisement when they buy space in national magazines, and a special discount structure. With Ford and Coca-Cola, the Blue "signed" two of the biggest contracts in network history and has been responsible for the development of the "strip" show aired from four to seven nights weekly by Socony-Vacuum, Shell, Chrysler, and Packard Goldwyn-Mayer in addition to Ford and Coca-Cola.

This is a good record for a first year, but for the Blue there is still work to be done. The constantly changing conditions and situations now will give the Blue a new job of reaching and maintaining the confidence and abet what we have learned to call "The American Way of Life." 4. The coming year will see events and decisions that will unalterably change our pattern of life. The customs of our people and people all over the world, in the field of social endeavor and philosophy, and in business and industry are even now changing rapidly as a result of a world war.

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Nearly half of this 50,000 watt station's non-network time—43% to be exact—is bought by Philadelphians.

These advertisers, many of them retailers, are on the scene, in the finest of all positions to judge the effectiveness of Philadelphia radio. They can appreciate how successfully any given station is giving Philadelphia listeners exactly the service and the programs that they want. And they have found, in KYW's strength, directed coverage to the Philadelphia trading area—the nation's 3d market. They use it not only as one of the nation's great stations, but also as an overwhelmingly successful local influence.

When you seek advertising action in this territory, remember that KYW is Philadelphia's dish—and join the feast.
OPA Plan May Revive Direct Sales

Industry Could Sell Now for Delivery After the War

REVIVAL of serious competition in the automotive and housing equipment fields, some retailers and manufacturers are urging for reinstatement of direct selling campaigns, may develop from an ambitious plan of the Office of Price Administration for immediate or subsequent delivery of these fields, with delivery after the war.

While no details are immediately available, it was stated authoritative last week by Leon Henderson, OPA Director, that a plan would be made public to sell goods at their face value. The plan, if properly adopted, would be made according to date of the certificate, which would permit to select their own brand and make. The overall proposal is contained in a preliminary document of some 100 pages which will be made public by OPA.

Bounces Inflation

The plan is regarded as a sort of sequel to the war bond drive, in that it would drain off excess purchasing power and make it available to the Treasury. In that fashion, it would be a hedge against inflation, it was pointed out. Moreover, dealers would be enabled to preserve at least a portion of their sales forces and industry generally in these fields would gather a backlog of orders with which to start work when war production ceases.

The dealer would get 6% commission and the finance company either 1% or a flat fee of seven cents per collection. The money would be deposited with the United States Treasury, which would pay manufacturers when the goods were delivered after the war.

Latest available figures, covering 1941, show that gross billings of automotive advertisers on the major networks amounted to $3,120,000, or approximately 3% of the total of $107,000,000 in gross billings. Housing equipment and supplies, encompassing refrigerators, heating and ventilating apparatus, and the like, amounted to approximately $2,800,000, or 1.9% of the total. While no figures yet are available for 1942, the trend of network business indicates some decline in each of these commodity fields, which obviously would be due for sharp revival with the introduction of the post-war delivery plan.

Likely to receive greatest impetus from such a widespread project, however, would be retailers, who in turn would have a new incentive for local promotion and exploitation. Some 100-old smaller stations, now in the red, probably would be spared in a measure of relief through added income by virtue of this innovation.

New Carter Tests

CARTER PRODUCTS, New York, is reported to be installing five-minute programs in comparison to its usual one-minute announcements for Little Liver Pills (KFRC, Dec. 1), in planning a similar experiment for Arrid. A transcription of Jimmy Fidler "From Hollywood, BLUES" series aired in behalf of Arrid Sunday, 9:30-9:45 p.m., will be heard on WOR, New York, Tuesday, Jan. 10, 10:30-11:45 a.m., starting Jan. 5, and on WNAC, Boston. Contracts for 52 weeks were handled through Small & Sieff, New York. The recordings will supplement the regular schedule of spot announcements for Arrid, aired on approximately 150 stations throughout the country.

Grid Game on MBS

CARRIER wave of KFRC, San Francisco, hit the bonfires for a mammoth football rally held Dec. 22 as the forerunner of the annual all-star East-West game in San Francisco on New Year's Day. The game, under the auspices of the Shrine, which this year, in addition to devoting proceeds to the crippled children, will divide the gate among various war agencies. KFRC broadcast the rally with Art Linkletter as master of ceremonies. KFRC will originate the East-West game for the entire Mutual Network on New Year's Day with Ernie Smith calling the plays.

Russell Law

RUSSELL LAW, 60, chairman of the Board of the Frank-Guenter Law Inc., New York, died Tuesday, Dec. 22, in New York, after a short illness. He leaves his wife and two sons. After three years with the Wall Street Journal, Mr. Law organized his own law firm in 1914, and in 1919 amalgamated with Ralph Guenter under the name R & D o f l F. Guenter-Russell Law Inc. Present agency resulted in a merger with Albert Frank & Co.
Advertising Holds Its Ethical Level

Special Wartime Drive Not Contemplated By the FTC

By PGAD B. MOREHOUSE

FTC Commissioner Robert E. Foster in a speech before the Advertising Club of New York on March 14, 1940, stated that the Federal Trade Commission was not considering attempting or contemplating any attempt to discredit advertising, nor to restrict advertising copy to such an extent that it would no longer be able to "sell"! He concluded his address as follows:

"In conclusion, I want to say that national advertising generally has improved greatly, from the standpoint of ethical responsibility and self restraint. Of course, there are exceptions, as may be attested by Commission stipulations and orders. But your standards of what constitute the best in advertising have been raised, just as the applicable minimum requirements of law have been raised by Congress in passing the Wheeler-Lea Act, and, in enforcement work, by the Commission and the courts.

It is now up to us to keep up the pressure. Headquarters for this advertising should be elevated to an even more rapid rate than are the minimum requirements of the law."

Same Attitude

My observation of official corrective action instituted and taken by the Commission, including the issuance of certain complaints in the tobacco and medicinal fields since the outbreak of the war, fails to indicate to me any change whatsoever in the above expressed attitude.

That the Commission never procures evidence unless it is a careful investigation into the facts and law of the case has been demonstrated by the extremely low percentage of court affirmances of its decisions on antagonism thereto. In all of the cases referred to, the investigations were initiated prior to the present emergency, and the complaints represent the fruits thereof. However, the complaints will be sustained upon the facts and law in whole or in part, remains to be seen after all of the evidence, pro and con, is received and considered by the Commission and the courts in their regular and ordinary procedure, neither of which requires the Commission to be suspended so long as there is still time for free, fair and judicial procedure in this land.

Only complaints that the public are still entitled to the protection afforded by the proper enforcement of the laws administered by the FTC. The necessity therefore, and the benefits to be derived therefrom, have not ceased by reason of the emergency. I can think of no governmental agency which accomplishes more for the benefit of the consuming public, as well as for the ethical businessman, with a comparable minimum amount of staff and funds. For instance, in the Radio & Periodicals Division we average a survey of 5,000 pages of radio commercial script each working day in addition to our very complete coverage of all principal periodical advertising, with from six to ten readers who have an average salary of $2,000! About 85% of such advertising cases as are deemed warrant corrective stipulations on the part of the advertiser and his agency to discontinue the unfair and deceptive claims, with no expense whatever for litigation. These facts speak for themselves.

A Lot of Progress

I have seen no tendency on the part of advertisers, generally speaking, to lower ethical standards because of wartime restrictions. On the contrary, an extensive and splendid accomplishment in the furtherance of the war effort is manifest to anyone who scans national advertising. There always has been, and perhaps always will be, a large and ever-changing group of unethical advertisers whose copy must be modulated if not curbed, if the consumer wishes to be protected and ethical advertising is to be had. Any protection against them. False advertising is obnoxious both to consumers and to ethical advertising.

We have come a long way in advertising standards since the organization of the FTC in 1915, in a large part through cooperation with the Commission on the part of those who sincerely desired truth in advertising and who continually have strived to raise the standards of all business conduct. It is a distinct social gain very evident by comparison of most advertising then with now.

War Activities

The era of "caveat emptor" and the "horse-trading" attitude in business designed never to give a "sucker a break" is well behind us. I doubt that any responsible advertising agency or advertiser would like to return to that era, even for the duration.

Yet, to paraphrase a thought from an editorial in American State (January, 1940) which in my judgment is apropos to the advertising situation now as it then was: "Oddly enough, against all tradition that surrounds the habits of governmental commissions, it (the FTC) has worked tirelessly toward the end that some day, by the simple showing of a conscience completely free from tint, business integrity would demonstrate the needlessness of eternal vigil over its conduct. Yet thus far, as the record of 1939 (1942) is closed, there is much evidence to indicate that the era of self-discipline is still in distant prospect, that FTC's work must not cease." The Commission is directly desirous much of its present activity to the war effort. Its wartime activities as described in its recent Monthly Summary have been as follows:

"Through its legal, investigative, accounting, statistical and other services, the Commission continued to conduct wartime studies and investigations for various Government agencies, including the Office of Economic Stabilization, the War Production Board and the Office of Price Administration.

"Late in October the director of the Office of Economic Stabilization asked the Commission to undertake a survey of the bread and flour industry. The request was complied with immediately and the investigation is under way.

"Nearing completion was the inquiry conducted for the War Production Board to determine whether 284 companies, all users of tin, are complying with priority orders and regulations issued by WPB which were made in the spring of this year.

"Industrial corporation reports of the 1940 series containing financial data for 12 groups of manufacturing corporations engaged in textile operations, producing machinery, in manufacturing special industry machinery; power boilers and associated products; clay products other than pottery (clay and pottery); textile machinery; automobile parts and accessories; tanned, cured and finished leather; drugs and medicines; smelting and refining equipment; paper and paper making machinery; dry, dry cleaning and pressing machines; and railroad equipment. At the end of October, industry reports on 60 groups engaged in important war work had been completed. These reports are not being made public except to interested Federal departments and agencies.

Protecting Public

"Cost, price and profit studies concern; the FTC will publish its findings. 

companies and a group of phosphate rock mining, sulpheric acid, super-phosphat, organic nitrate, and mixed fertilizer companies were made by the Office of Price Administration."

So far as the initiation of corrective action is concerned, in determining what procedure would or would not be in the public interest, the Commission must, and does, take into careful consideration the fact that we are at war. While it endeavors to protect the consuming public against the inherent risks involved in the excess use of dangerous drugs and of fraudulent advertisements, it avoids the initiation in the present emergency of what it considers to be comparatively trivial cases. It has a big job and a difficult one.

However, the Commission and will be a steady, unremitting effort on its part to do just what the people of the United States, through their duly elected representatives, requested it to do: namely, prevent unfair methods of competition and unfair and deceptive acts and practices in commerce so long as both commerce and the mandate exist.
WOR'S "SWEET SIXTEEN"
WOR's "sweet 16" are the 16 great, war-active cities of more than 100,000 people each into which WOR flashes your message backed by 50,000 power-full watts.

More important, perhaps, is that each of WOR's "sweet 16" is a preferred city; i.e., a city where shrewd "Sales Management", the magazine of marketing, predicts that retail sales and services for January 1943 will far exceed the record highs of January 1942.

Here then are the cities—16 of them—and a 16 which is today one of the sweetest buys in radio . . .

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

NOTE—WOR does not argue the point that each of these vital war centers is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

—that power-full station
     at 1440 Broadway, in New York
FCC Asks Revenue Data From 300 Stations Queried

In Study to Halt Deficits

In its quest for accurate data on the status of smaller independent stations which are threatened with extinction because of depleted incomes, the FCC last week sent to a list of some 300 stations a separate questionnaire on their operations for the current year, due back by Jan. 8. This supplemented the questionnaire to licensees of broadcast stations, covering the customary annual “quick audit” for the calendar year, with returns due by Jan. 15.

In collaboration with the Office of War Information, the FCC is seeking to procure annual data on the “losers” in the broadcasting field, in the hope of evolving some formula whereby such stations, particularly those in vital areas not otherwise covered, may be maintained for the war’s duration.

Local Revenue Declines

Declines in local revenue, plus the fact that secondary stations in secondary markets do not share proportionately in national business, have caused much of these smaller outlets. Moreover, manpower problems have become critical, with such outlets unable to bid successfully against larger stations to get big and big-time jobs. The list to which the questionnaire was sent Dec. 21 included some 178 stations which reported losses in revenue for the calendar year 1941, plus another 100 odd which were “borderline” operations last year and figure to lose during the current year by virtue of the reorganizing of local business.

While thought has been given to some sort of subsidy for such stations, both industry and Government reaction to such a proposal has been against such a move. FCC Chairman James Lawrence Fly, who is directing the preliminary study, has indicated that a solution would come through encouragement of national advertisers in placing business on such outlets and through network expansion, carrying the “little fellows” along for the duration. Gardner Cowles Jr., associate director of OWI in charge of domestic operations, has also taken cognizance of this situation, but is awaiting the result of the FCC’s inquiry before pursuing a definite course of action.

The actual number of “losers” last year, aggregating 177, actually was substantially less than the number reported in 1938, when the total was about 240. It was pointed out that at least some of the red ink stations actually did not lose money, because of their operations as subsidiaries of other businesses. Some of the radio facilities for promotion and exhibition. Moreover, in some cases, it is felt that the owners probably took sufficient salaries to absorb what ordinarily might show as profitable operation. Yet, in other cases, it is felt that stations licensed during the last two or three years could not properly expect to be money makers, based on past operations’ history.

Questions Cover 1942

In its covering letter to the “red ink” stations, the Commission said it wanted the data in connection with its current examination of “financial problems of certain classes of broadcast stations”. The summary of data requested will cover the current year and estimated net broadcasting income for 1943. Stations were told that the summary would be regarded as tentative, and that approximations from more stations would be made where specific figures are not available, all subject to correction in the regular annual report.

Stations were also requested to answer a number of other questions regarding the information transmitted and brought to the Commissioner’s attention any facts “that would be helpful to it in its consideration of the contents of your report.”

The general letter, sent to all standard broadcast stations along with the quick audit questionnaire, stated that the Commission desired to be informed on time sales by the industry for the year 1942 as soon as possible after the close of the year. The questionnaire covered Schedule 8 of the “Analysis of Station Broadcast Revenues”, which constitutes page 11 of the Commission’s report.

The Commission stated that the filing of this schedule on or before Jan. 15 is only to give the Commission a preliminary report of the industry and that no licensees should wait for a final audit of his books before filing.

Plan to Use Vinyline Sheet Trimmings Tested in Hope of Easing Record Crisis

An experiment that may ease somewhat the shortage of Vinyline and make more material available to the makers of recordings has been started by Union Carbide & Carbon Corp., producer of Vinyline. Last month this company shipped out to its clients in the transcription industry samples of trimmings from record stock and requested the recipients to try using these trimmings in place of virgin stock for making transcriptions.

Results of the first tests were in the hands of the company’s manager, in charge of Vinyline sales for Union Carbide & Carbon, told Broadcasting. It takes a little longer to mold records from this material, which is used principally today for making aircraft instrument panels, and in times of peace is used for radio dials, slide rules and similar products, than to make transcriptions from virgin stock, he said, but there was no noticeable difference otherwise.

Use Higher Pressure

Mr. Miller said that it is possible that by using higher steam pressure and higher molding pressure the time taken to mold the discs from these sheet trimmings might be cut to same as when the regular transcription material is used, and as far as the extent to which the use of these trimmings will augment the Vinyline available for transcriptions, he stated that the total volume of production is such a small item that it cannot be the manufacturing manufacturers might be described as “appreciable but not considerable.”

NBC Reaches 412 Cities in Survey

Analysis of Listening Habits Will Be Published

First of two preliminary reports on NBC’s 1942 nationwide survey of radio listening habits, a 24-page booklet titled “A Tale of 412 Cities”, was released last week by Charles Brown, Director of Advertising and Publicity. The survey returns were mailed in March and April to 2,000,000 radio homes in the U.S., a continuation of the National Broadcasting Co.’s county survey conducted in 1940.

Survey, which NBC believes the most comprehensive study of radio listening ever undertaken, polled the preferences of more than 250,000 radio families, covering all of the 3,072 counties in the country.

47% of Listeners Reply

Vividly illustrated in red and blue, the book graphically and in detail presents the results of tabulating the answers of approximately 65,000 radio families living in the 412 cities. The National Broadcasting Co., of course, represents the 44,000 population to the question, “To What Radio Station do you Listen Most at Night After Dark?” Book does not go into the response to another question asked in the survey, “To What Stations do You Listen to Regularly at Night after Dark?”

The 412 cities covered in the belied included 13,674,000 radio families, 47% of the national total, whose nighttime listening habits are analyzed. Through the stark black and white book shows the relative popularity of stations in each city, with a special section comparing network coverage from a local station with that from an “outside” station. A second preliminary report, to be issued next month, will give similar data for daytime listening in the same cities.

Comparing nighttime listening returns by cities, the book shows that when only NBC and the “second network” are considered, NBC wins; in 324 of the 412 cities, the “second network” wins in 85 and there are three ties. Of all radio families replying in those cities, 52% reported listening most to NBC stations and 24% to stations of the “second network.” When all four networks and independent stations are considered, the book shows NBC taking first place in 73% of the cities and first or second place in 82%.

Subsequently, NBC plans to publish two volumes giving the survey’s findings in detail for every county and radio station in the United States. The NBC Board of Commerce will “permit advertisers for the first time to evaluate the performance of every station on a uniform basis and will help make a substantial contribution to the more scientific use of radio as an advertising medium.”
Volcanic economic changes in St. Louis:

$67,000,000 increase in retail sales since last year

-50% jump in effective buying income over 1938°

-many an industrial worker's living habits are turned topsy-turvy

-which means new periods of day and night for working, sleeping, shopping, radio listening.

*Only the insatiable human need for relaxation and instruction and entertainment remains constant.*

So...

on October 19th, 1942, station KMOX inaugurated 24-hour radio service for its community.

This marks the first 'round-the-clock operating schedule of any St. Louis radio station.

It marks another first for KMOX penetration of the St. Louis market.

It underscores, once more, KMOX' operation "in the public interest"—serving "all of the people all of the time."

And it indicates, once more, why KMOX has *most* listeners, *most* business of any station in this eighth most important market of the nation.

*Sales Management—Survey of Buying Power.*
138 Advertisers Buy Radio In New York for First Time

Amusements, Schools, Among New Accounts; Perfumes and Retailers Spot Sales Up

ADVERTISERS of all types who have never used the medium of radio prior to 1942 placed time on the four New York outlets of the major networks and on four leading independent stations in the metropolitan area, according to a survey by Broadcasting completed last week after the stations had listed their newly-acquired accounts during the 12 months of this year. (See list of accounts on page 48.)

The number of new radio advertisers, both national and local, totaled 138, as reported by WJZ, WABC, WEAF, WOR, WMCA, WHN and WNEW, while an aggregate of advertiser totals reported by each station as new to the schedules this past year, was 488.

Amusements Lead

WNEW had the greatest number of new sponsors of the stations queried, reporting 86, of which 21 are new to radio before 1942. The others with their new accounts and the percentage of each entering radio for the first time, in order, are: WHN, 73 and 10; WJZ, 69 and 21; WMCA, 53 and 17; WQXR, 22 and 25; WEAF, 41 and 1; and WABC, 39 and 4. WOR has 75 new accounts, 34 never having used radio before 1942. The others with their new accounts and the percentage of each entering radio for the first time, in order, are: WHN, 73 and 10; WJZ, 69 and 21; WMCA, 53 and 17; WQXR, 22 and 25; WEAF, 41 and 1; and WABC, 39 and 4.

Of the various classifications of advertisers, the amusement industry, embracing motion pictures, theatres, hotels, restaurants, night clubs, and such events as the Ringling Bros. circus and a local rodeo, was the outstanding new radio advertiser group in the New York picture. A large proportion of the time purchased by this group was placed Dec. 14-18 during the strike by the Newspaper and Mail Delivery Union when eight New York newspapers were kept off newsstands for four days [Broadcasting, Dec. 21], causing local amusements to turn to radio to tell the Christmas crowds what they had to offer.

Schools Use Radio

Breweries in and around New York City were particularly active during 1942, using transcribed announcements, music and sports programs. Eichler Brewing Co., centered radio this fall with sponsorship of ice hockey games on WHN. Pabst, Schaefer and Edelbrau Breweries all use the New York stations extensively. In the mag category, several wine companies increased their schedules or began spot announcements and musical shows in the New York markets, including Garret & Co. for Virginia Dare wines, Roma Wine Co. and Sandeman wines.

Department stores, clothing shops, shoe stores and jewelers were all active locally this year; art studios, barber shops, the New York Tunnel Authority and various organizations, such as the Savings Banks Assn. of New York State and Industrial Undergarment Co., became "first-time" radio advertisers this year.

New Classes

WQXR reported two interesting new classifications, schools and French perfumes, each represented by several examples. The institutions included Goddard College, United Schools, Stevens Institute, Perkiomen School, Franklin School of Dancing, Gilbert School of Radio, and the Arthur Murray School of Dancing. French perfumes included Parfums Weil Paris, Schiaparelli Parfums and Germaine Montell.

The general impression remaining after a study of each station's extensive list of 1942 new advertisers seems to be an optimistic one. The new sponsors entering the New York field are more than adequate to fill in the gaps left by companies which, affected by the war, have subsequently curtailed their advertising. Department stores, motion picture companies, publishers of magazines and books, all well known for their use of magazines and newspapers, turned to radio on a large scale during the last six months of the year.

ONE DOZEN YEARS of continuous broadcasting on NBC is the enviable record established by Carnival Contented Programs, sponsored by Carnival Co., Milwaukee, as Stanley Roberts, advertising manager, reviewed the Monday evening show for another 52 weeks. Approval is expressed by (1 to r) Harry C. Kopf, vice-president and general manager of NBC central division; Percy Faith, conductor; E. M. Hoge, NBC salesman, Harry Gilman, radio director of Erwin-Wasey & Co., Chicago.

BOOK FIRM’S SPOTS TO PROMOTE TAX AID

DOUBLEDAY, DORAN & Co., New York, will use 26 stations throughout the country Jan. 4 to March 18 to "How to Prepare Your Income Tax," published by Garden City Publishing Co., a subsidiary. One-minute transcribed announcements will be aired from three to five times weekly.

While most book advertising on radio is of the mail order type, the commercials in this campaign will refer to the physical book itself for the first retail stores for three cities. Book is written by David Joseph and sells for 49 cents.

Of the total of 26 stations, 19 are 50,000-watt outlets. WJZ is BLUE, New York, of the stations being WQXR, WSB and WWL, WBAL, WJZ and WNEW.

Major Networks Carry Rickenbacker's Story

AS PROMISED by Secretary of War Stimson a few weeks ago, Capt. Eddie Rickenbacker, in his own words, has told the story of his adventures in war aviation to an audience of 5,000 listeners on Thursday at the Joe Palooka Theater, in Chicago, Ill., at 10:30 p.m. EST.

Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations, in an interview, has arranged to have the World War I ace tell his story over the networks at 10:30 p.m. Dec. 20 but Capt. Rickenbacker's physician objected. When he ordered the flier to bed at 8 p.m., last minute arrangements were made to originate the talk during the first quarter of the Army Hour, NBC, 3:30-4:30 p.m., BLUE, CBS and MBS tied in.

Discs Promote Film

PARAMOUNT Pictures, New York, was to use a quarter-hour transcription on six New York stations Monday, Dec. 28, to promote "Star Spangled Rhythm," its latest release. The discs, with musical and dramatic excerpts from the film, will be aired on WOR, WJZ, WABC, WHN, WMCA, WHN. Spot broadcasting will be used of varying length. The disc will be heard throughout the country at different times in connection with the pictures on a large scale in the New York area and in other communities than New York. Agency, Buchanan & Co., New York.

Dolan Enters Radio

CERTIFIED Extracts, New York, through its newly appointed agency, Duane Jones Co., New York, will enter radio with the first firm after the first of the year with partnerships on the Marjorie Morning Show, fed in by WNEW and WMCA, and sponsored will be a radio program on the New England Regional Network. Product advertised will be Dolan's Cakes. Other stations may be added later.
Maybe you, too,
know some stations that fold right
up the instant an order is signed. That's just when
we roll up our sleeves and really begin to pitch. Our
Announcers, Program Department, Merchandising Staff
... ALL of us get a kick out of proving how "right"
you were in choosing WISH FOR RESULTS IN
THE INDIANAPOLIS MARKET!
Wrigley Converts Business to War; Keeps Radio Time Advertising Copy Directed To Necessary Workers

STORY of the conversion of chewing gum from a civilian luxury to a war necessity, with priority ratings from the War Production Board, largely through the personal efforts of Philip K. Wrigley, president of the William Wrigley Jr. Co., is related in an article, "Chewing Gum Is a War Material," in the January Fortune.

Revising his advertising to sell gum to war workers only instead of the general public; allocating the distribution of Wrigley's gum so that war plants get preference; turning over to the Government his entire supply of aluminum for foil wrappers nine months before this metal was prohibited for civilian manufacture; arranging for the company's gum base suppliers in Central and South America to collect rubber as well, which is turned over to the Government at cost, Phil Wrigley has missed no opportunity to serve his country and preserve the gum business, Fortune states.

POISED TO CUT CAKE celebrating three notable events at WKNE, Keene, N. H., is Ozzie Wade, chief announcer, surrounded by interested and hungry staff members. Event marked WKNE's 16th year on the air; its second year at Keene, and the renovation of its studios. About to share the cake are (l. to r.): Front row, Howard Wheelock, Beatrice Col- ony, Ozzie Wade, Ruth Duplissie, Dick Rath; second row, Harold Werner, Bob Stephens, Manager David Carpenter, Margaret Wyman, Bill Stephens, Bob Peebles, Evelyn Howe, Ernest Batchelder Jr., Frisica Dav- ian, Bradley Hart. The anniversary pastry was quickly consumed.

Crosley Protests FCC Order Denying WLY Experimental Use of 750,000 w.

STRONG protest against the FCC's action last month denying WLW's application for authority to experiment with 750,000 watts during early morning hours, and at the same time terminating the existing WLW 500,000-watt experimental authorization Jan. 1, was lodged with the FCC last Monday by the Crosley Corp.

The company, licensee of WLW and its experimental adjunct W8XO, filed with the Commission a petition for rehearing, alleging the Commission had violated its own regulations in denying the 750 kw. developmental authorization.

WLW's present 500,000-watt transmitter unofficially is said to be earmarked for the Government's psychological warfare program. Consideration now is being given to use of the WLW transmitter as a potential auxiliary for international shortwave broadcasting from the United States or for standard band broadcasting to Axis countries, as early as possible. The Crosley Corp. is said to be collaborating with OWI and other Governmental agencies with respect to its ultimate disposition.

DERELICTION CHARGED

The Crosley petition contended that the Commission, in its decision of Nov. 30 denying the 750,000- watt developmental application, was erroneous in several important particulars. "To pass off such a mammoth matter on specious procedural grounds would be a seri- ous dereliction of the Commission's statutory duty," said the petition filed by Crosley's Washington attornies, Dempsey & Koplitz.

The Commission was asked to set aside its decision denying the application and enter an order granting it. As an alternative, Crosley suggested that the Commis- sion advise it what additional information it desires; that if on the basis of the information sup- plied the Commission believes a valid objection to the granting of the application exists, that Crosley be advised of this objection and be given an opportunity to meet it; and, finally, if the Commission has no other basis than that stated in its decision and order denying the application, that Crosley be af- forded an opportunity for oral argument.

Crosley said the purpose of the W8XO 750 kw. application was to enable it to prove the technical feasibility of higher power opera- tion, important in the national and the war interests. The only ques- tion which the Commission had to decide was whether the demonstra- tion of the technical feasibility of such operation would constitute a "contribution to the radio art."

No Reason Given

It was contended that, in denying the application, the Commis- sion assigned no reason for its ac- tion. Crosley claimed that it had supplied the Commission with all essential information in accordance with established procedure. That portion of the Nov. 30 order also terminating the 500,000-watt experi- mental authorization of W8XO as of Jan. 1 was not protested by Crosley. No exception was taken "because the station's license by its own terms expires on that date."

In citing specifications of error, Crosley enumerated seven points. It held that the Commission had violated its own regulation and that it should have been afforded an opportunity to be heard on the rea- sons for denial.

The Communications Act re- quires the Commission to study new uses for radio, provide for ex- perimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest, Crosley contended. It was pointed out that develop- ment of progressively higher pow- er has made substantial contribu- tion to broadcasting and that Crosley has been a pioneer in this field. Of the successful construction and operation of a 750 kw. transmitter would prove its feasibility, it was contended. New ad- ventures in radio "do not spring full- grown from a drawing board, nor even from a laboratory—actual working tests and experiments un- der regular operating conditions must be made," said the petition.

W8XO Not Involved

Crosley contended that the ques- tion whether the continued opera- tion of W8XO, with maximum power of 500 kw., would be in the public interest has not been relevant to W8XO's 750 kw. operation would be in the public in- terest. It also protested the Com- mission's reliance upon the so-called Wheeler Resolution adopted in 1938, deprecating the use of power in excess of 50,000 watts, question- ing the "force and effect" of that resolution and whether or not the Commission should follow it.

Declaring it was at a loss to de- termine why the Commission be- lieves it has authority to deny the application without a hearing, Crosley said it still desires a hearing and "intends to insist upon having the hearing to which it is entitled."

Crosley pointed out that its decision was based on the fact that since the applicant did not offer any evidence at the hearing, it was unable to determine that a grant would be in the public interest. "It is the decision," it said, "that the Commission consumed some 10 months in reaching that conclusion."
Most extensive survey on radio listenership ever made in the Philadelphia Market Area!!

Ten thousand five hundred personal interviews, made in one week, show . . .

WCAU IS FIRST!

More people listen more to WCAU than to any other radio station in the Philadelphia Market Area.

Copies of the complete survey, with fifteen-minute breakdowns for the combined Monday through Friday, Saturday and Sunday ratings, are now on the press. We shall be glad to send you a copy if you so desire.

WCAU
PHILADELPHIA
50,000 WATTS IN ALL DIRECTIONS

*The Bell Telephone Co. of Pennsylvania is authority for the fact that only 44% of homes in Philadelphia are telephone equipped. This survey, an accurate cross-section sample of the population of the Philadelphia Area, included the other very important 56%.
More Listening Shown During New York Strike

DAYTIME RADIO listening during the period Dec. 8-14 was not as high as the corresponding two weeks in November at the time of the North African invasion, according to C. E. Hoover Inc., New York, although listening on Dec. 14, first day of the strike affecting distribution of eight New York newspapers, was 16% higher in the morning and 8% higher in the afternoon than it was on Nov. 9, first Monday after the Allied invasion.

This increase in radio listening during the four-day strike is further substantiated by the fact that evening listening Dec. 15 and 16 was up 12½% over the corresponding days in November, the Hoover study reported.

CIAA Latin Discs

U. S. SERVICEMEN of Latin American origin or background will be featured in a projected series of transcriptions to be offered to representative stations of Latin America by the Office of the Coordinator of Inter-American Affairs. Production of the 13 quarter-hour programs is scheduled to start in the first part of the year, with a crew from the CIAA visiting various training centers to make the recordings with the servicemen. Those with musical talent will be invited to contribute to the musical numbers. Camp bands and choral groups may also be included. Another CIAA project is the preparation of Spanish and Portuguese versions of the OWI-Mutual series, This Is Our Enemy, for broadcast throughout Latin America. Series presents dramatized exposes of Axis brutalities, based on the accounts of eye-witnesses.

Rabat Radio to OWI

WITH the arrival of Milton S. Eisenhower in North Africa, the Office of War Information announced that Radio Moroccan at Rabat is now being used by OWI for programs which may now be reached as the OWI broadcasts in French to the populace and in English for American troops, just as does Radio Algiers which was transferred at the time of the American landings. Mr. Eisenhower, OWI associate director, left several weeks ago for Africa. He is a brother of Lt. Gen. Dwight D. Eisenhower, commander of the American forces.

Coast Market Study

BASIS for an analysis of the rapidly changing marketing conditions of West Coast advertising, an intensive research covering the market was recently completed by CBS according to George L. Moskowics, West Coast sales promotion manager, who learned to reflect changes in conditions, results of the study are now being compiled. They will serve as a nucleus for a series of conferences among CBS West Coast sales executives. Interpretation of the marketing data precedes its presentation to both present and emerging advertising agencies, advertisers and CBS executives by Arthur J. Kemp, West Coast sales manager of the network, it was said.

ANNUAL DINNER for actors and writing-producing staff connected with the NBC comedy serial The Aldrich Family was held recently in the Shell Room, Radio City, New York, with members of the press, client and agency representatives on hand. Laughing at some joke just before dinner are (seated) 1 to r: House Jameson, "Mr. Aldrich"; Kay Rabih, "Mrs. Aldrich"; and Norman Tokar, "Henry Aldrich". Standing: Charles Wiggins, assistant advertising manager of Postum, product promoted by General Foods Corp. on the show; Francis van Harsteveldt, director of the program; Cliford Goldsmith, its author; and Tom Burch, contact man on the Postum account for Young & Rubicam, New York.

Sollemnity to Blend With Holiday Spirit

In Special Network New Year Programs

THE NEW YEAR will be ushered in on the networks with the usual holiday entertainment, but with special features striking a solemn and retrospective tone in keeping with the times.

Taking its cue from President Roosevelt's proclamation of New Year's Day, as a day of prayer, Mutual will present prayers written by representatives of leading denominations, every hour, on the hour Jan. 1, from 8 a.m. to midnight. Presented under the auspices of the Federal Council of Churches, Catholic Charities of the Archdiocese of New York, and the Synagogue Council, the prayers will in most cases be read by the person featured on the programs to be heard that day.

Newscasters Plan Prayers

Newscasters who will devote a minute of prayer, or who will read prayers submitted anonymously by religious leaders, will include Sydney Mooney, Boake Carter, Cal Pirney and Gabriel Heather. A prayer will be included in the broadcast of the Cotton Bowl game, which is to be shortwaved to American troops overseas in addition to the domestic broadcast on Mutual. New Year's Eve will be marked on Mutual by an hour-long Review of the Year, a dramatic re-enactment of America's first year of World War II.

Prominent editors and editorial writers will address NBC listeners from the editorial rooms of ten leading newspapers in as many cities, to give three-minute talks on subjects of their own choosing.

New Year's Eve, from 11:30 p.m. to midnight. The round-up, on the general topic of problems facing the nation in 1943, will start in the office of the Christian Science Monitor, Boston, and after a series of cross-country pick-ups, will conclude with a broadcast from the editorial rooms of the New York Times.

FROM CRUISER'S DECK

Major Nets Carry Broadcast

-from 'San Francisco'

RADIO made history Dec. 11 when the first broadcast to be picked up from the deck of a big warship was aired by the four major networks when the damaged heavy cruiser, USS San Francisco docked at San Francisco after taking part in a battle with the Japanese.

Because only one pickup could be arranged, the various networks collaborated. NBC installed remote lines from the ship to a nearby tall point where others joined in. NBC, Blue and MBS cleared time, then Blue and MBS later rebroadcast transcriptions.

Among those taking part in the historic broadcast were Cem. Bruce McCandless, Lt. Com. H. E. Schonland, Capt. Walter K. Kilpatrick, Capt Albert France and Vice Adm. John W. Greenlade. McCandless was decorated with the Congressional Medal of Honor for his part in the fight in taking command after the two senior officers were killed. Lt. (jg) Mel Venter, Coast Guard public relations, Twelfth Naval District, and for ten years with KFRC, San Francisco, was m.c. of the special broadcast.

STRATEGIC IMPORTANCE of various war centers of the world are analyzed by Carveth Well, explorer and engineer, in a series of quarter-hour programs now being prepared by National Concert & Artists Corp., New York.
"WENR brought the biggest return per dollar value!"

Another advertiser proves the pulling power of this Chicago station

We’ve been saying it for a long time. WENR produces results at low cost. Many advertisers have had first hand proof.

Comes now this clipping to give added emphasis to the point. It shows that WENR did an outstanding job for Serutan. Despite top-flight competition on the dial!

WENR is rapidly climbing to new heights. Splendid new programs are attracting more and more regular listeners. Keep this in mind. WENR can reach more families at lower cost per thousand than any other major Chicago station. Ask a Blue Spot Sales representative for all the facts.
To Present a Wartime Agricultural Service to Agri-culturalists and Stock raisers...
BUY WGBI

You can’t escape the sound... or the sound logic of WGBI in the NATION’S 19TH MARKET!

KNOW why most national spot advertisers rely on WGBI to cover the rich Scranton–Wilkes-Barre area? There’s a sound reason! WGBI is heard by 629,000 customers in the Nation’s 19th Market. It’s the biggest, most powerful station in a big, profitable industrial valley that is separated from outside stations by miles and miles of mountains.

Ask your John Blair man about Scranton and the job WGBI is doing for other advertisers. He can show you in results just how it pays to sell this major market inside out with WGBI.

SCRANTON WGBI PENNSYLVANIA

CBS AFFILIATE
910 KC 1000 WATTS DAY
500 WATTS NIGHT

JOHN BLAIR & COMPANY
FRANK MEGARGEE, President
National Representatives
W. A. AYRES  
Chairman  
Federal Trade Commission

THE DESIRE of broadcasters and publishers to maintain the highest possible degree of freedom and non-partisan advertising is noted in the annual report of the Federal Trade Commission for the first fiscal year of its operations in 1942.

Mr. Ayres, commenting on the free exchange of ideas, noted that advertising is a major instrument in the maintenance of open government. He pointed out that the “free exchange of ideas” is an important channel for the over-all maintenance of our national power and dignity.

EMIL BRISACHER  
President  
Brisacher, Davis & Staff

OUR GEM is completing its most hectic, as well as its largest, year. Hectic because our commitments have been on a higher level than ever before; large because the tens of thousands of dollars involved will probably exceed the largest single advertising campaign in the history of the commercial industry.

Mr. Brisacher explained that the advertising strategy was aimed at building consumer interest and sales. He said that the company had also made a concerted effort to increase the advertising budget to keep pace with the growing demand.

DON BELDING  
Executive Vice-President  
Lord & Thomas, Los Angeles

THE FORECASTERS who predicted that war would materially reduce radio advertising have been proven wrong. PIB figures for the first ten months of 1942 show that network went 8% ahead of 1941-radio's greatest year. The 10 month's volume was $94,458,272, for 1942 against $86,000,000 for 1941.

Mr. Belding attributed the continued growth of radio advertising to the war's effect on radio and other media. He said that radio's success was due to its ability to reach a large audience with specific messages.

MEADE BRUNET  
Vice-President, RCA Mfg. Co.

BECAUSE this is literally a radio war—a war in which radio communications, electronics and sound play a vital part—it is easy to see that the radio industry is being called upon to put forth the greatest production effort in its eventful history.

Mr. Brunet praised the role of radio in communicating with the public through destinations that only radio can provide. He noted that radio's influence on the nation's morale is more evident than ever.

WIX, Washington, has appointed the Walker Co., as national representa-

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Help Wanted
ENGINEER—Virginia & 5 kW Network Station has opening for transmitting engineer. Box 145, BROADCASTING.

 IMMEDIATE OPENINGS—Announcers and licensed technicians state details and experience. Box 147, BROADCASTING.

WANTED by $5000 Watt CBS Affiliate—Engineer first class expert, car. Aerial experience, draft status, salary. Box 153, BROADCASTING.

TO THE LADIES—We know a station manager who claims that women are not as good engineers as men. We don’t believe him and here’s an opportunity for a woman who has first class telephone license, an automobile and good references. Write complete details to Box 154, BROADCASTING. We guarantee you’re not wrong, you will get a permanent position and we will get a good engineer.

First or Second Class Operator—Permanent position for experienced man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

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

WANTED—Technical Director-Chief Engineer—A WOMAN. Daytime 1 kilowatt regional in mid-west. Must have first class FCC license and ability to take full charge, maintenance, operations and personnel. If your training and experience were good you would be able to fill this position even though you have not held part of this kind and you want the good salary that such a position commands. Write TODAY! Box 146, BROADCASTING.

SOUND EFFECTS MEN—Experienced sound technicians for Midwest network originating station. Outline qualifications, draft status, salary. Box 145, BROADCASTING.

Two More First or Second Class Operators—For Alaska broadcasting stations, working in Department of War and Department of Interior and Office War Information. Edwin A. ledge and John J. O’Neil, American Building, Seattle, Washington.

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 all commercials. Must also handle music as organist, pianist or instrumentalist, and acquiring experience helpful but not necessary. Salary $50.00 per week. Give availability date and full particulars in first letter. Box 144, BROADCASTING.

COMBINATION MAN—With car. Regional network. Aerial experience, draft status, salary and references. Box 155, BROADCASTING.

ENGINEER—With first or second class license, KBRZ, Ogdensburg, Iowa.


Situations Wanted
Program-Production Manager—With exceptional radio experience and background desires connection with large station. Experience with rare imagination and originality. Aged 34, married, draft 3-A, exempt, license, $5000. Box 147, BROADCASTING.

Operator—With any class license to work in 1000 watt Mutual Station. Good working conditions, low living costs. Write or wire KELP, Minot, North Dakota.

SPORT ANNOUNCER—Play-by-play all sports including Sports Commentary as well as straight commentaries. Work transcription and full details including draft status, age, salary desired. KBIZ, Ogdensburg, Iowa.

Transmitter Engineer Wanted—Write in for full details and send your qualifications for the position. Immediate draft replacement. WAGE, Syracuse, N. Y.

1000 Watt Network Station—Has opening for experienced draft exempt announcer. Ideal working conditions. State salary desired and send complete details first letter. WTJS, Jackson, Tennessee.

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

McNARY & WRAITHALL
CONSULTING RADIO ENGINEERS
National Press Bldg.
Washington, D.C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MD 2-7859

GEOEGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

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

RADIO ENGINEERING CONSULTANTS
Frequency Monitoring
Silver Spring, Md.

BROADCASTING
FOR RESULTS!

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CANTOR, NBC comedian, celebrated his 11th anniversary as a network star on a recent broadcast of NBC's "Time to Smile," sponsored by Bristol-Myers Co., New York. Cantor entered radio as a guest of Rudy Vallee in February 1931, starting his own show later in the year. He is credited with having discovered and helped on the way in the entertainment world such stars as Burns & Allen, Deanna Durbin, Parry Skirkan, Dinah Shore and Bobby Breen.
**Networks Increase War-Effort Time**

**Chains’ Coverage Grows Through Affiliates**

IN 1942 American radio went to war and the year-end reports of the coast-to-coast networks unanimously highlight the way they met "the challenge of keeping a militant people aroused, inspired and informed," to quote the CBS review. Together the networks have, in the past 12 months, devoted well over 4,500 network hours to broadcasting war effort programs and announcements.

That total does not include the thousands of news and news analysis programs which were almost completely concerned with reporting and explaining the progress of the war, both on the battlefields around the globe and on the production fronts at home. In addition to the war network it include the thousands of hours of programs labeled as entertainment but which also rendered worthy service in providing troops and war workers with amusement and relaxation.

**Hundreds of Hours for War**

The BLUE network, during the first 11 months of the year, broadcast 747 hours of war effort programs, including 232 hours of programs presented in cooperation with the various government agencies. Of the total, 644 hours were sustaining material and 103 hours sponsored programs.

Mutual, during the same period from Jan. 1 through Nov. 30, broadcast 1,193 war effort programs, 906 devoted to activities of the armed forces and 1,007 to home front events, occupying 721 hours of MBS time or roughly 10% of all Mutual time on the air.

Extending its figure through the full year, NBC reports that as of midnight, Dec. 31, it will have in 1942, have broadcast 2,700 war effort programs, utilizing 100 hours; 5,300 announcements of government messages, totalling 85 hours; and 4,500 war bond announcements, totalling 55 hours. The sum is 990 hours of pure war broadcasts.

CBS, figuring its data for the year ending Dec. 7, 1942, reports that it carried 6,481 war broadcasts, amounting to 1,501 network hours; plus 3,723 war announcements. Of the programs, 59% were sustained. They covered 86 major subjects.

**News in the Foreground**

On the news front, CBS broadcast 15,158 war news broadcasts and analyses, adding up to 775 hours; NBC calculates that in 1942 it devoted 1,015 hours to news and special events, 14.2% of its total hours on the air, compared to 10.5% devoted to these programs in 1941. Similar figures are not reported by the other major networks, but

**MBS reports that it increased its**

news coverage to a round-the-clock schedule with news reports every hour and half-hour from New York, Washington and Los Angeles, which, supplemented by commentaries, accounted for 80 newscasts weekly.

Of its total of 7,175 network hours of broadcasting in 1941, NBC reports that 37% or 2,683 hours were devoted to public service programs, including news, forums and talks, serious music and general cultural broadcasts.

**Nets Add New Stations**

With the Boston Symphony Orchestra broadcasting its first concert on the BLUE on Dec. 26, the year ended with all of the four networks presenting regular concerts by outstanding symphonic orchestras. NBC each Sunday broadcasts its own symphony aggregation, with Arturo Toscanini and Leopold Stokowski each conducting 10 programs during the 1942-43 season. CBS each Sunday broadcasts the program of the New York Philharmonic - Symphony and Mutual on Fridays brings its listeners the music of the Philadelphia Symphony.

All of the networks increased the number of their affiliates during the year. The BLUE began with 116 outlets and finished with 146. MBS added 28 stations for a year-end total of 211, the largest of any network. NBC added 10 stations in 1942 to bring its total of affiliates to 140, of which 34 are in the continental United States. CBS, with two new stations during the year, now has 117 outlets. All networks also added to their coverage through power increase and improved facilities of some of their affiliates.

**Volume Discount Plans**

Volume discount plans, encouraging advertisers to use larger networks, resulted in increased network billings and in larger average networks for commercial programs. Mutual, only network regularly reporting dollar revenue, for the first 11 months of 1942 had gross billings of $8,775,006, an increase of 38.1% from the 11-month total of 1941. The BLUE, reporting that the average number of stations used by its advertisers has increased from 70 last February to 115 at end of December, won’t add will finish the year in the black, first network ever to make a profit in its first year of operation.

CBS, which put its discount plan into operation July 15, reports that by Dec. 15 more than 400 station hours had been added to its network commercial schedule and 35 additional program periods are currently heard over all CBS stations in this country. NBC’s discount plan, becoming effective in late Jan., in within two months had added 698 stations. The Northwest to the network, NBC reports, adding that in this period the average daytime network expanded from 49 to 54 stations and evening network from 76 to 94 stations. As the year ends, 29 NBC sponsors have utilized the plan, to which the network credits much of the year’s sales increase, which it states will bring NBC’s dollar volume to an all-time high.

**ANNUAL REPORTS CALLED BY FCC**

FOLLOWING annual practice, the FCC last week sent to all stations its preliminary form on 1942 business, requesting returns by Jan. 15, at the latest.

Because of conditions provoked by declining business on local outlets in smaller markets, the FCC also sent to stations in that category a separate questionnaire eliciting information pertaining to business losses to be returned by Jan. 8. Presumably, this data will be used in attempting to evolve a formula to perpetuate the stations, through plans which may be developed by OWI.

The Commission asked all stations, as soon as possible following closing of their books but in no event later than Jan. 15, to supply it with total time sales, broken down between network, national spot and local, with a tabulation of commissions deducted, talent and sales costs, and other items of income.

**Spots Avert Crisis**

THREATENED with a recent breakdown in the city’s gas supply of the heavy burden resulting from a cold spell, the Washington Gas Light Co. bought time on all local Washington stations to appeal at frequent intervals for prompt curtailment of gas use in homes.

Newscasters also stressed importance of burning no more anxious on stoves, the utility followed up next day with newspaper space thanking Washingtonians for the manner in which the “public came through” in the emergency.

**CROSSLEY SURVEYS MULTI-SET HOMES**

TO DISCOVER facts which might change the usual supposition in radio time buying circles that only one radio set is operating at one time in a home, Crossley Inc., at the request of WOR, New York, recent two-car radio sets in greater New York, asking them how many radio sets they owned and how many radios were actually in operation at one time.

Results were three-fold, as revealed in FOB’s Continuing Study of Radio Listening in Greater New York last week.

1—Two radios were on at the same time in 25% of the homes contacted and in 8% of the homes found to own more than one set. In most cases, the sets were tuned to different programs.

2-20% of the families contacted owned two sets.

3—10% of the families owned three or more radios. The study suggests that “radio probably delivers more than two times its indicated circulation in many homes,” according to these results.

**WSFA Head a Solon**

HOWARD E. FILL, president and general manager of WSFA, Montgomery, Ala., has taken his seat in the Alabama legislature following his election without opposition, in November, as representative from Montgomery County. His term of four years.

Gordon Persons, recently with the Office of War Information and formerly part owner of WSFA, is now a member of the Alabama Public Utilities Commission.
Metropolitan Philadelphia is now America's Number One Arsenal. There is new money here—spending money—payrolls more than 46% above last year—170% above 1939.

32.8% of all Philadelphians listening to radios from 6.00 to 6.15 P. M. six times a week—listen to WPEN, according to a 3-month Hooper Survey (the next station has 18.5%).

More facts reveal that in ten weeks WPEN as co-operating station for the Philadelphia Defense Council Bond Committee has helped SELL $2,271,843 in cash War Bonds.

Whether it be commercial products or War Bonds, we can SELL it. We ARE. These are the facts...the proof is in the Listener. We have THEM—plus.

**That is the Philadelphia Story in Radio**

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network
**WHAT A WHALE OF A DIFFERENCE A LOT OF LISTENERS MAKE!**

- WKY has a lot of listeners morning, afternoon, and night . . . more than all three other Oklahoma City stations put together . . . and that's what makes the big difference in the price tag!

  The tags indicate average costs of delivering a quarter-hour evening program to one percent of the sets in use in Oklahoma City via its four stations, computed from Hooper measurements and 13-time rates. WKY delivers 56 times this amount of audience (Hooper, May-September, 1942) at less than half the unit cost of other stations, plus the coverage beyond Oklahoma City where WKY likewise dominates decisively both in square mileage and popularity.

  You want listeners. You pay for listeners. That's what WKY gives you more of, at lower unit cost than any other Oklahoma City station.
place problems in the future. From the very beginning of the war there has been an acute shortage of raw materials. That is another reason why broadcasters must learn how to become more self-sufficient. We have had to tell our customers, the war industries, that we cannot provide just-in-time service. They have had to learn that this is an essential part of the whole war effort. We have been short of equipment, and this has had a direct bearing on our service. We have had to ask them to write by letter or to take orders by phone. This has been a severe test of our resources, but we have managed to meet the demand.

In addition to the war, we have been faced with another problem: the shortage of raw materials. This has had a direct bearing on our service. We have had to ask our customers to provide us with the necessary raw materials in order to continue our operations. This has been a severe test of our resources, but we have managed to meet the demand.

When this, our biggest job, is done we shall be ready once again, to put our broadcasting facilities into full production. We shall be able to provide our customers with the service they have come to expect from us.

Vincent F. Callahan
Director, Radio and Press
Treasury Dept., War Savings Staff

If this war has proved nothing else, it has proved that the greatest propaganda weapon the world ever knew, the radio, has a place in our national life. When the war is won, the radio will have played a vital role in the victory.

Mr. Chester
Chairman
General Foods Corp.

In the war year, many difficulties and emergency problems remain ahead for General Foods, as well as for many other companies. The m a n u f a c t u r e r s. During 1942 we had plenty of heads, but we lacked the means to overcome it. There isn't much of a need for smooth sailing in 1943.

We are not without our rigmarole, indigo-blue glasses. We are determined to help win the war and to maintain the free way of life. All our General Foods employees are working hard to keep America strong.

Right now the food industry's major job is furnishing for military, civilian, and civilian offices and other important officials of our Government, truly able to "go to the people". Thanks to radio, their words—are important decisions of our Government—have been brought with us to all parts of the United States, in their homes, whether the homes be in crowded communities or isolated countryside.

An radio's ability to "classify" has been extend beyond our country, to the hemisphere and the world of the United Nations. Witness, as an example, our cooperation in the Good Neighbor policy.

Perhaps the war has emphasized the possibilities of radio, speeded these possibilities into actualities. But the peace that now follows the war will expand these first beginnings into facts which we now hardly dream of.

Any discussion of radio today and in the future cannot overlook the tremendous achievements which the radio industries have made in connection with the War Savings Program. Overnight, the radio industry took power into its hands, and with a message made the word "Bond" synonymous with "War Bond". The national ingenuity and genius of radio did not allow itself to halt with a mere performance of the requests of the Treasury Department and the industries —networks, affiliated stations, local stations, sponsors, advertising agencies, listeners, and others. We realized that the radio industry's position and the desire of the public for entertainment were such that the radio industry could and must do more. We felt that the radio industry could and must do more.

Frankly, I am not particularly limit on what's ahead for radio.

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We are not without our rigmarole, indigo-blue glasses. We are determined to help win the war and to maintain the free way of life. All our General Foods employees are working hard to keep America strong.

Right now the food industry's major job is furnishing for military, civilian, and civilian offices and other important officials of our Government, truly able to "go to the people". Thanks to radio, their words—are important decisions of our Government—have been brought with us to all parts of the United States, in their homes, whether the homes be in crowded communities or isolated countryside.

An radio's ability to "classify" has been extend beyond our country, to the hemisphere and the world of the United Nations. Witness, as an example, our cooperation in the Good Neighbor policy.

Perhaps the war has emphasized the possibilities of radio, speeded these possibilities into actualities. But the peace that now follows the war will expand these first beginnings into facts which we now hardly dream of.

Any discussion of radio today and in the future cannot overlook the tremendous achievements which the radio industries have made in connection with the War Savings Program. Overnight, the radio industry took power into its hands, and with a message made the word "Bond" synonymous with "War Bond". The national ingenuity and genius of radio did not allow itself to halt with a mere performance of the requests of the Treasury Department and the industries —networks, affiliated stations, local stations, sponsors, advertising agencies, listeners, and others. We realized that the radio industry's position and the desire of the public for entertainment were such that the radio industry could and must do more. We felt that the radio industry could and must do more.

Frankly, I am not particularly limit on what's ahead for radio.

Mr. Chester
Chairman
General Foods Corp.

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Gates Radio & Supply Co.

From a technical standpoint which, of course, our company is primarily interested in, being transmitting equipment manufacturers, we can see nothing but rapid, monumental advances in equipment technique for radio broadcasting stations in radio's future. In fact, radio's future as we see it, is one of expanded coverage, more numerous, more powerful stations, and different types of programs.

Tomorrow's radio broadcasting station will be much more economically to operate because new ways have been found to make smaller tubes do harder work, with actu-
Special 15-MINUTE SCRIPTS
To Win New Listeners And Sponsors

THE WORLD AT WAR
Script by Joseph Edelstein
The Japs capture the Philippines
Singapore surrenders
The U-boat warfare
The A. E. F. lands in North Ireland
The battle of the Coral Sea

THE YEAR'S BEST CHUCKLES
Script by James Harper
A horse-rough for the parking meter

THE AMERICAN WAR HERO OF 1942
Script by Robert Vermillion
Lieutenant-General Mark Wayne Clark
Lieutenant-Commander John Bulkeley
Captain Richard E. Fleming

THE YEAR IN BUSINESS
Script by Elmer Walzer
Business wins the Army-Navy "E"

WOMEN IN '42
Script by Joan Younger
War materials production
Consumer goods industries

Wartime fashions
Salvage
Women's war homework
The marriage boom

Rationing
War financing

The WAVES
The SPARS
AWVS

Queen Elizabeth
Mrs. Franklin Roosevelt
Liudmilla Pavlichenko
Clore Boothe Luce
Oveta Culp Hobby
For scale and importance of events, 1942 has been the greatest year for news in the nation's history.

Starting from the date of Pearl Harbor, the war hit America full on, shocking the country into drastic and deep-reaching changes in its outlook, work, way of life and relation to the rest of the world.

Now, as the year ends, United Press news experts select and sum up its most memorable and vital news stories for radio.

Their summaries will compose a group of nine special 15-minute scripts, covering all fields of interest.

Copy for the scripts will reach United Press radio clients over the 24-hour U. P. radio news wire by December 20th, for release any time thereafter.

There is no additional charge, of course. United Press is merely passing extra ammunition to its clients for winning more listeners and more sponsors.

The World's Best Coverage of the World's Biggest News
ties disappear from the scene through rationing and war needs, new advertisers, new types of products and industry advertising designed to keep a name before the public and to build post-war business will take the place, and I believe that one of the most important functions of radio this coming year will be to do just that.

Radio messages must be shorter, more sincere, more factual, more convincing. There is too much agitation against the "inestimable intelligence" that has been passing as commercial announcements to be ignored any longer.

Publicity Idea

And in this connection I would like to make a suggestion to the radio industry in general. Why don't stations and networks launch a public relations campaign of their own, using available vacant time and program facilities to acquaint radio listeners with the fact that American radio, with its big time shows, its Kate Smiths and Jack Benny's, its splendid music and entertainment, is what it is; instead of being an all-compelling propaganda, because and solely because of the commercial sponsors? They should make people realize that advertising is the basis of American freedom of speech in radio as well as in the press, and that commercials, instead of being ignored or resented should be appreciated and thanked, just as any well-built person is thanked for the person or medium which brings him something valuable or enjoyable.

Yes, I think 1943 will be a big year for radio...and the brains and initiative which brought radio to this point will successfully surmount any wartime "crises" that may arise.

Data Booklet

NEW pocket-sized handbook of frequently used mathematical formulas and other data for radio and electronics has been published by Allied Radio Corp., 533 West Jackson Blvd., Chicago (Ic). Edited by Nelson M. Cooke, chief radio electrician, U. S. Navy, the book covers such topics as Ohms' Law, inductance, reactance, impedance, resonance, exponents, trigonometric relationships, logarithms, radio color codes, mathematical symbols, wire tables, formulas affecting meters and vacuum tubes.

LT. GEN. J. G. HARBORD
Chairman of the Board
Radio Corp. of America

REAL FIGHTING is ahead. Wherever the battle lines are drawn, radio will be in the thick of the fight, for it is the lifeline of wartime communications on land, sea and in the air.

The war map today reveals that American soldiers, sailors and marines are lined up in more than 60 places on the worldwide fighting front. To unify them in communications is a mighty task. Without radio it would be a slow, almost impossible task. Every outpost, whether in jungles or on glaciers, no matter how remote, is linked to headquarters. American fighting men, almost a million of them, are focused in action by radio, the global lifeline of communications.

In World War I, the center of action lay in France. From that battlefront radiated the communication lines. Wireless was being given its first wartime test, but at no time did the demands upon it remotely approach those of World War II. In the intervening years, the development of the electron tube, of shortwaves and of many other devices and services of radio have tremendously increased the efficiency of communications. The result has been that in 1942 radio was ready to play the vital role assigned it on the many far-flung fronts.

Radio now qualifies as the voice and ear of the Army Signal Corps, Navy Communications and of the Air Corps. We have but to look at the global war map to realize the great importance of radio. Its definite assignments and achievements are military secrets. But when we compare the present demands upon communications with those of the first World War, it is easy to understand that radio's present role is a thousandfold more important.

The airplane, the worldwide transport problem and blitz warfare, all of which call for utmost speed and efficiency in communication have multiplied the demands and responsibilities of radio.

Within the past year—a year of tireless effort in the manufacturing plants—the men and women on the production lines have given the American armed forces the finest radio equipment in the world. As the war raged into 1943, every American finds himself and herself linked in some way with the battle. There must be no let-up on the home front. Every day in the New Year must find production rushing full speed ahead to meet the battlefronts. Then, and only then, will the last battle end in our victory.

C. E. HOOPER
C. E. Hooper Inc.

TWO THINGS are ahead for radio—new responsibilities, new opportunities. Any dark cloud which may appear on the horizon is man made and strictly temporary. This is not a dream but a reality. Rather this fact is attested to in the record. No other conclusion is possible from an intensive analysis of radio's basic long-time trends of listenerhip. Numerous facts point for this contention which may be illustrated by two trends revealed in the continuous records we keep for the industry:

NEWS: Three years ago less than one hour per week of sponsored network time was occupied by 15 minute news programs. Since then seven hours per week has been reached (with proportionate additions of less than 15 minute network units and other newscasts of a strictly local nature). Each new program has added new listeners. That is, it has done more work for itself without destroying the audiences to previously existing news programs.

Radio has not replaced the newspaper. Rather, the listener has added the newscaster to the newspaper as another source of news. The newscaster has brought timeliness, vividness, eyewitness realism and above all, personality to his news treatment. Currently he is discharging his war-born responsibility to the listener, in the face of a maze of restrictions and cooperating to the limit with our own Government's informational objectives. Radio has accepted this new responsibility. Radio can accept the obligation to maintain the lines of global communications in the post-war world. It can keep the United States citizens who will know places and people personally from pole to pole informed hour by hour and day by day. This recently acquired responsibility of radio is indeed a lasting opportunity.

PLAYS: In the past three years the number of hours of sponsored net-
It is BOTH a trivial and tremendous thing to say simply: This is a radio war.

Radio, the instrument, gives commands to planes and tanks and foot soldiers. It conveys intelligence, weather, guides our planes to safe landings, and targets enemy installations to their final destruction.

Radio, the force, links the fighting front with the home front, our allies one with another. It penetrates barricades of space and steel to arouse conquered peoples to the call of liberation.

Radio now has become a common denominator for mankind. Through it, men everywhere are beginning to speak the same language. And men who speak the same language know one another and understand one another's intentions, be they good or bad.

There will come a time when an Englishman will know what we mean by a "Jerk", and we in turn will know what they mean by a "Swivel". There will come a time when a liberated Dutchman will tell our wives how to grow tulips, and when a Texas cattleman shares experiences with an Australian sheep-herder. There will come a time when there will be an international Farm and Home Hour, and an international Hit Parade, as men and women the world over dance and sing each other's music and experience emotional reactions from the same program at the same time.

Radio Points the Way

There will come a time when radio will sit down at the conference table and enable the men and women of every nation to have a voice in the pattern of peace that we are fighting for.

Right now our job is one of war, but it is proper to look ahead to see where we are going. Radio is pointing the way. And new responsibilities will be imposed upon it, that it not become a twentieth century Tower of Babel, speaking in many tongues and in many confused voices. It must speak with the voice of unity and of understanding. It must aid and abet an economic and social structure now a-building out of the ruins of war.

More immediately, let us look at American radio close up and examine what it is doing now to see what it may further do to round out its already excellent war record.

Seldom a day goes by but that the newspapers run pictures of anxious wives and mothers seated beside their radio waiting for "the word". The American family, with some seven and one-half million of its sons in the armed forces, turns to radio, hungry for news about

KIRBY HAWKES
Creative Head of Radio
Benton & Bowles

I BELIEVE that radio advertising has, by this time, more or less found its level, and that a great majority of the shows now on the air will remain on through 1943. Naturally, some agencies, by the very nature of the products they advertise, have been harder hit than others. Benton & Bowles has, I think, been reasonably fortunate. We have lost a couple of shows last year because of priorities, but have acquired a couple of new ones to take their place. With radio playing such a vital part in the war effort— it is, after all, the greatest medium for information, education and propaganda developed in the history of the world—the Government is bound to encourage commercial advertising to continue using this medium.

It has undoubtedly done a superb job so far and will, I am sure, continue to do so. Our own show "The Prudential Family Hour," to cite but one of many possible examples, devotes one-third of its time to furthering the war effort.

As for new technical developments in the year to come, there is no doubt that the radio industry will be making them. However, I am pretty certain they are being absorbed by the war, and that the civilian world won't benefit from them for the duration. When peace comes, then will come a great flood of marvelous technical developments to amaze us all.

LT. COL. E. M. KIRBY
Chief, Radio Branch
Bureau of Public Relations
War Department

It is no secret that the audience to one of radio’s “one night stands” totals many millions. The number of people in the audience to one of radio’s “one night stands” totals many times the number that witnessed all of the performances of “Lightnin’,” “Abie’s Irish Rose,” “Rain” or “Tobacco Road.” Radio is, in short, currently and magnificently performing the function of supplying release and diversion to our wartime citizenry at home and, by short wave, to every front on the globe. Radio has developed and is developing its own techniques of adaptation, its own race of writers, dramatists and producers who are ever more successfully satisfying this age-old demand that through the ages drama has been the mirror and reflection of radio’s ever developing and, in the future, more or less successfully satisfying its own reactions to the tremendously harder hit that is, after all, the greatest medium for information, education and propaganda developed in the history of the world—the Government is bound to encourage commercial advertising to continue using this medium.

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the day-by-day progress of the war. This is radio's most serious and profound mission: the broadcasting of war news and information.

News All Important

No single individual in broadcasting has a greater responsibility to the country, to its fighting sons, and to his own conscience than has the news broadcaster. The spreading of undue alarm, or the building up of false confidence in exaggerated evaluations of local military successes or reversals is a disservice to the war. To make personal predictions which may, by some happenstance, coincide with a military movement already in progress and thus call the attention of the enemy to a possibility that has been carefully shielded from him, is a practice fraught with danger to American lives, and sorely needed equipment, which may be lost as result of premature disclosure.

There is a trend among radio stations to pay more attention to better timing and spacing of commercial spot announcements which follow the announcement of war news of transcendent importance, or which follow the utterances of some leader of the war. Where every word is hung onto by a public eager to learn the facts and act upon them. Nothing is more jarring to this writer's ears than to hear a Churiritt roundup and the resultant order followed by a lingle-rhyme. Many stations have found that by spacing the spot a few minutes later they are able to more effectively discharge their economic as well as their public service mission. They are to be congratulated.

The War Department is grateful to stations, networks, sponsors, agencies and talent for their unflagging cooperation. It cannot be recalled that there has ever been a time when the War Department was confronted with the necessity of reaching the public by radio that its request for cooperation was ignored. In fact, the reverse is true. Radio is coming to the Army asking for new opportunities for service. And we express our appreciation to the Radio Bureau of the Office of War Information, which is doing a tremendously complicated and needed job of coordination for government radio, in a manner most sympathetic, efficient and cordial.

Looking ahead, we believe it is safe to predict that this new dimension to war coverage will come about with the introduction of a new, line combat-zone reporting with which we are experimenting. No further announcement of this will be made until after tests in the field satisfy certain technical and military elements which are required.

It has been a memorable year. 1943 will be even more memorable.

NBC News to Mexico

SPANISH news is transmitted daily by NBC for the exclusive use of XEW, Mexico City, and its 41 Mexican outlets, also affiliated with NBC's Pan American network. The ten-minute news periods are presented by Ken Smith and other local announcers, both well known in Mexico.

RADIO STATION KRIS CORPUS CHRISTI, TEXAS

Corpus Christi on the Texas Gulf Coast is a spectacle of growth. Population increased 106.6% from 1930 to 1940 — and 52% in 1942 over 1940. Now 101,400 residents in the city zone.

Additional thousands are stationed on the naval air base (world's largest) and 3 auxiliary air fields within the city zone.

Primarily the KRIS market owes its tremendous expansion and high-level incomes to oil (over 10,000 producing wells in KRIS area pipe oil to Corpus Christi), manufacturing, shipping and agriculture. 1941 Retail Sales estimated at $305,767,000. Only KRIS covers this ranking Texas market...buy it in combination with KXYZ, Houston...at 10% discount!

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

FREEMAN KEYES
President
Russel M. Seeds Co.

RADIO advertising during its first war year clearly demonstrated its integration into the war effort. And every effort must be made toward that one objective — win the war.

Through the building of morale, through providing entertainment information for mass audiences radio advertising has contributed materially to the war effort. Institutional trends plus the recognition of advertisers that their most valuable possession is their brand name which has developed consumer acceptance over a period of years, all indicate the potential for the continuation in 1943 of the achievements of radio advertising in the war year just past.

However, as we go into 1943 many of us on the agency side feel certain operational readjustments which should be effected in the next few months. There is a definite need for the establishment of uniform rate and schedule plans, one-based, which should include uniform standards as to number of commercials in a day, rates, gross rating points, governing hitch-hikes, etc. Now that radio has realized its potential, it's time to determine definite standards so that in the agency business who place millions of dollars annually in spot advertising can better service our clients, and the radio industry as a whole.

Because of war conditions most agencies are operating with limited personnel and with the frequent turnover of personnel agency. Problems are multiplied by lack of consistency on the part of radio stations to set up definite standards of acceptance and rate structure. After a spot campaign is planned, copy written and placed, it requires a liaison officer of no small stature to fit the agency's needs into the hundreds of definite requirements laid down by the stations.

Radio in the past could be excused for some of its administrative shortcomings. We know that radio has done a tremendous job and that within the last few months it has surprised and to some extent media in national account billing. However, conditions must be remedied and we are asked to throttle spot business in 1943.

The manpower shortage is a major acute problem, not only for radio, but for most other businesses. The personnel turn-over has been exceedingly high. To meet this problem, stations have employed women, and the universal experience has been satisfactory. But, if we are to reach the point where women learn more quickly and do a better job than men above the draft age, our hour of need is now. The skill of the personnel is necessary, but with the reverse of the problem, are cooperating in establishing schools, helping in every way to train the single individual in broad areas of personal, business and civic education and training. And, although the problem will remain acute, it is believed such trained personnel will be available.

Radio enters 1943 determined to embrace the opportunity and fulfill the obligation placed upon it by the Government and determined to perform it's part of the War Department's policy. I am sure the broadcast is conscious of the importance of his part he is playing and also of the importance to the radio that he measures up to the obligation placed upon him by the Government. Undoubtedly we shall face many problems in the coming year, but with a sound government policy and proper obligation on the part of broadcasters, I am sure radio will add greatly to its stature by its 1943 performance.

WILLIAM B. LEWIS
Chief, Radio Bureau
Office of War Information

IN THE FIRST year of this war, America's radio industry was quick to shoulder its responsibility of relaying vital war information to the listening public. The Office of War Information had nothing but praise for the free radio industry for the valuable service it rendered, and for its services in the mobilization of America for war.

Mr. Lewis, looking back, in 1943, to an even greater degree of radio cooperation with the Government, the mobilization of the facilities placed at our disposal. Above all else, we are utilizing radio to carry every phase of the war and to do nothing that would in any way lessen the vast listening audience it now commands. We want those millions available and ready to be reached with important war messages whenever the occasion arises.

And, at the same time, we want them to find in radio the relaxation and entertainment which is indispensable to a nation at war.

We see, during 1943, an intensification of war messages from a qualitative standpoint. This will mean a reduction in the actual number of messages broadcast, but constant improvement in the effectiveness and audience impact. Quantity, as we now know, is dangerous.

It leads to listener fatigue and can lose much of the available audience. Fewer messages, better written and more skillfully presented, are the key to increased results.

The best thing we shall need, in a war news period, are surveys and checks of listener reaction to assure that our war messages are meeting their mark and bringing action.

We hope that in 1943 all individual stations, networks, and advertising agencies will redouble their efforts to present necessary war information in new, more effective and suitable terms. Coming announcements, routine announcements, lukewarm presentation, inaccuracies are worse than nothing. This is a time for initiative, for hard-hitting letters. Let's use both.

The radio industry has a reputation to build and the first year of its first war has enhanced that reputation. If this is everywhere, I am certain that it has certainly been carrying its share—carrying it with an aggressive and proper sense of responsibility that shows the superiory of free enterprise by which our nation has grown great.
IT HAS OFTEN been said that the only way to learn about war is to fight a war. If this is true, the American radio industry should be highly commended for meritorious service in its first full year of operations under wartime conditions. Throughout 1942, radio has been ever eager to add its effort to our fight.

Yet in a very real sense, the broadcasting industry of this country was already a seasoned war veteran when the Japanese attacked Pearl Harbor. Its microphones were witnesses for history at the funeral of Hindenburg, with an upstart politician named Hitler ever-present in the foreground. Through the years since then, radio has always American millions to listen to history as it was being made—the Austrian Anschluss; the sound of gunfire on a battlefield of revolutionary Spain; the hysterical clamor of the mobs underneath the balcony of the Palace of Venice; the march into Czechoslovakia; the Fall of France; today's news from our own armed forces.

In 1943, radio will do even more to aid our war efforts. That has been radio's record since its beginning—each year to better its own accomplishments. This will mean an even greater measure of cooperation with the aims of our country's armed forces. Needless to say, the Navy will continue to share in this cooperation, with a continuing benefit from radio's rich store of talent, initiative and patriotic spirit. And for radio's many contributions, the Navy and the country will continue as debtors to the entire broadcasting industry.

ELMER G. MARSHUTZ
President
Gardner Advertising Co.

AT 2:26 p.m., Sunday, Dec. 7, 1941, radios all over America carried the news that Pearl Harbor had been attacked. From that moment on, radio had gone to war. A year has now passed since Pearl Harbor, and radio can point with justifiable pride to its part in the national war effort.

During the first weeks of war, a great many people wondered whether or not the American system of broadcasting could survive. There were rumors of censorship; rumors that programs would have to be radically changed to meet the national emergency; rumors that advertiser's messages would incite the wrath of the masses; rumors that humor was out; rumors that spies would be using the networks to get secret code messages to U-boats; rumors that talent would be afraid to carry on in fear of being labeled "slackers"; rumors that the Government would take over the radio, lock, stock and barrel and starve to death the people a flood of propaganda.

Despite all the rumors, more people listened in on more radio sets than ever before. For radio was quick to adapt itself to the needs of the people and the needs of the times.

And Then Censorship
Censorship was set up, but the kind of censorship you and I would demand. Beyond that, radio has gone on selling goods, entertaining millions, functioning as liaison between the Government and the people. It has also worked miracles in spreading news of what we had to do, and do quickly, on the home front. Talent has carried on to give comfort and a smile to the stay-at-home, and has gladly accepted its job of entertaining, in person, hundreds of thousands of the armed forces at camps.

Radio, like any other industry, has stepped up its production in the first year since Pearl Harbor... and it will so continue in the year to come. There will be no rationing of the national usefulness that is radio.

WINTER OR SUMMER—the most successful sales promotions in Kansas and adjoining states revolve around WIBW.
NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION OF GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!
have been to date. After a year of training we should not make
very many mistakes in 1943. The Office of Censorship strives
to keep its Code up to date and for that reason there probably
will be a revision published in January. As in the case of the
June revision, the changes will not be fundamental,
but will be such as to put into practice the experience already
obtained. So, let's all of us make a real accomplishment of an unpleasant task!

WALTER SCHWIMMER
Schwimmer & Scott Adv.
Agency

THE WAY business looks at Schwimmer and Scott, we do very
fidenly say that there will be an excellent billing for the first three
months of 1943. After that what happens is a lap of the
year. My guess is that the second three months period may see fair
business from an advertising viewpoint, although
extenuating circumstances may change this picture
upward or the reverse. Mr. Schwimmer
After that, what may happen is extremely diff-
cult to determine. Most people
tell me that the last six months will see advertising taking a tumble
and this may very likely be the case. The only argument I can advance against this are the following:
(1) When business rebounded the early part of 1942, we all expected a sharp decline in the summer and fall of 1942. Nothing like this happened. 1943 could conceivably follow this pattern, although to a lesser degree.
(2) A substantial percentage of advertisers are very advertising
minded even though they don't have much or any merchandise to sell. Their reasons are obvious.

Taking the entire year as a whole, a pretty fair estimate is that most aggressive agencies will show a profit and keep their heads above water. In exceptional instances, some agencies may do very well. These will be agencies with accounts not affected by priorities or with accounts who are institutionally inclined. The very large agencies and very small agencies will be the ones most affec-

However, I must frankly confess that if the last six months are good, I will still bathe in miracles and the Chicago Cubs.

Newsman at Film Debut
WAR CORRESPONDENTS and
news analysts took part in a broad-
cast on WHN, New York, Dec. 22,
from the Lobby of the Capitol Thea-
tre, New York, where Noel Coward's
latest film "In Which We Serve", had its world premiere under the auspices of the Overseas Press Club. Lowell Thomas, president, officiated.
Speakers included: WYthe Williams, WHN; Raymond Gram Swing, BLUE: H. V. Kaltenborn, NBC; William Shiver, CBS; Upton Close, NBC; Waverly Root, WINS; George Putnam, WABC.

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THE FIRST responsibility of radio is to serve the public. That holds true in peacetime as well as in war times, but it is especially important in times of emergency, more specially a total war in which everything we have is at stake.

Is radio helping to win the war? Certain it is that it is performing a valuable service in this gigantic effort in which we are all engaged.

The measure the public will place on the value of radio depends, as I see it, upon radio's efforts in helping to win the war. Its future is largely dependent upon public support that should be its first consideration. If it offends the public, its future is retarded. If it serves the public and does it well, it needs no worry as to the future.

In this critical time, the country need the help of every agency that can serve in the war effort. So long as radio serves, and the extent to which it serves, will be the measure of public acclaim and support.

Therefore, I think radio plans—all advertising plans, if you please—will get a slow start in the new year. There will be some easing up in the spring when certain businesses discover that they have more to sell than they expected. Then agencies will do more thinking about firms helped by the war. Many of these accounts will start new advertising, including radio programs, with an institutional flavor.

Spot radio for the real selling effort will come in for a lot of attention, because it is so flexible. Overnight plans can be revised, if necessary, without too much of a headache.

The radio audience should increase and listening hours should increase. That makes radio a mighty good choice for 1943, even though budgets are curtailed.

EWALD ALLEN WEISS
Vice-President, General Manager
Don Lee Broadcasting System
Executive Vice-President, MBS

BECAUSE it is more closely geared to the tempo of modern warfare than any other medium, radio broadcasting has taken the lead in this war in its stride. In fact, the war has provided radio with its greatest opportunity for a full expression of its public service, convenience and necessity, and American broadcasters have certainly responded to that call in full and satisfying measure.

Notwithstanding the contribution of about 15% of our total time to the needs of the armed forces and other agencies of the Government, we have contributed an even greater percentage of our best technical personnel to the Army, Navy and Marine Corps.

With this substantial stake in the war effort we have still managed to maintain an intelligent balance in our program structure and sustain our dedication to the public with greater resultfulness than ever. As a logical concomitant of this latter fact, our advertising policies this year may have in store for us.

H. N. WILLETS
Manager, Commercial Radio Contract Services
Western Electric Co.

WHEN the bombs fell at Pearl Harbor the war production wheels of Western Electric were already rolling. The transition from peacetime manufacturing to a war footing had started six months before when President Roosevelt declared a state of national emergency. When the war was declared, people were already hard at work producing radio equipment for ships and tanks and planes.

The year 1942 has seen a great intensification of this effort. Employees in the plants have increased from 60,000 to 500,000. Total production has stepped up more than seven times that of 1941; all the Company's vast resources of engineering skill, research facilities and manufacturing knowledge have been devoted to the vast communications requirements of our No.
Meet the LADIES

NORTH CAROLINA is the South's No. 1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)

NORTH CAROLINA

$221.8

AVERAGE OF NINE OTHER SOUTHERN STATES

$133.3

Source: Department of Agriculture, 1940

WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S No. 1 SALESMAN

MORTON GOULD, musical director of William Weintraub Co., New York, and conductor of WOR, New York, has prepared a package of six of his own arrangements of popular tunes. The album was released Dec. 18 by Columbia Recording Corp., Bridgeport, Conn.

FREE & PETERS, INC. National Representatives

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1 wartime customer, the U. S. Gov-
ernment.

As a result of this all-out policy, it has been necessary to cut the production of commercial radio equipment to the minimum. Broadcasting units, speech input equip-
ments, microphones, vacuum tubes, crystals which once went to our friends in the broadcasting field are now shipped to the various branches of the armed forces. Tank radio, plane command sets, and many equipments of a secret na-
ture have taken precedence over
peacetime products. The year 1943 promises to call on even more heavily
upon us to supply vital radio equip-
ment for the fighting fronts.

Grave shortages in equipment for home consumption have been inevitable. Nevertheless, we have cooperated with our associates in the broadcasting field in filling their needs to the fullest extent allowed by Government reg-
ulations. We are glad that we have never been too busy to give atten-
tion to the broadcasting engineers who come to us for advice. To aid in the conservation of equipment no longer replaceable we have issued suggestions on maintenance, an example being the information disseminated on a circuit to re-
condition vacuum tubes.

Working under the pressure of the first World War, Western Elec-
tric engineers made discoveries which led to the great radio in-
dustry of today. In this war also, technical advances are being made in Bell Laboratories which will open new horizons in radio when victory is won. Even with our energies concentrated on the war effort we are keeping in mind and
anticipating the time when these new facilities will be available to the broadcasting industry.

Canadian Radio Group
Heads Talk Manpower

MANPOWER PROBLEMS fea-
tured the recent annual meeting
of managers and commercial man-
gers of the Taylor Pearson-Car-
son stations in western Canada.
Meeting in Calgary, Alta., the group made recommendations on
manpower and other subjects for
the forthcoming annual session of the Canadian Assn. of Broad-
casters. Talks were presented by V. L. Stewart of Stewart-McIntosh,
Vancouver; B. E. Park, CJRM, Re-
gina; N. A. Botterill, V. Staples and
W. Watson, CJOC, Lethbridge; G.
erry Gaetz, CJRC, Winnipeg; B.
Cairns and Fred Shaw, CJAC, Cal-
gary; H. Crittenden and Bob Buss, CKCK, Regina; Waldo Hol-
den, CJRC, Winnipeg; Jim Alland,
CJCA, Edmonton; Guy Herbert and
C. McGuire, All-Canada Radio Fac-
ilities, Toronto; P. H. Gaynor,
All-Canada Radio Facilities, Win-
ipeg; John Baldwin, All-Canada Radio Facilities, Vancouver; Cliff
Dowling, BUF, Toronto; Sam Ross,
PN, Toronto. Absent were M. V.
Chesnut, CJVI, Victoria; F. V.
Scianian, CJF, Regina; Art Nicol,
CJAT, Trail, B. C.

JANE TIFFANY WAGNER

No STORY about Jane Tiffany
Wagner, NBC's new direc-
tor of women's war activi-
ties, would be complete un-
less it included some mention of
her mother's career as a home
economist, a field Jane followed assidu-
ously until her present assignment
with NBC. Both Jane and her
mother, Mrs. Helen Wagner, have
masters degrees in the subject
from Columbia U. Only last year
Mrs. Wagner, at 70, retired as
director of home economics of the
Des Moines public schools.

After graduation from Iowa State College in 1927, Jane went to
New York and started her first
job as organizer and supervisor
in the home service division of
 Consolidated Edison Co., later be-
coming division director. Subse-
quently she was director of the
home economics department, pub-
lic relations division of Standard
Brands; held a similar position at
Servel Inc., and was home econo-
mist for the Certo Corp., Roches-
ter, N. Y. At NBC she also serves
as assistant to William Burke Mil-
er, manager of the public service
department and the network's war
program manager.

"One of the most important
battles of the war will be won in
the home," said Miss Wagner. "I think
our women are all willing and
eager to do all they can, but many
are confused about conflicting re-
ports as they pertain to home
problems. I believe that radio can clari-
y this confusion and show women
just what they can do and how
they can pull together."

Jane Wagner is the mother of
two daughters, Diana, 10, and Sal-
ly, 5. Travel is one of her hobbies;
interior decoration, as it applies to
her own home, is the other, while
she also enjoys collecting antiques
which are usable and practical.

MORTON GOULD, musical director of
William Weintraub Co., New
York, and conductor of WOR, New
York, has prepared a package of six
of his own arrangements of popular
tunes. The album was released Dec.
18 by Columbia Recording Corp.,
Bridgeport, Conn.

Source: Department of Agriculture, 1940
Clear Channel Group Protests WNYC Grant as Detriment to Rural Areas

ACTING THROUGH the Clear Channel Broadcasting Service, 15 of the country's 50,000-watt Class I clear channel stations last week protested to the FCC against the "special service authorization" to WNYC, New York, municipally-owned station, allowing it to operate on 830 kc. during evening hours, in lieu of daytime.

The contention was that the action in effect destroyed the 830 kc. clear channel, on which WCCO, Minneapolis, is the dominant station, as a Class I-A frequency and would deprive rural and small-town listeners of the character of service upon which they are dependent from clear channel stations.

Charge No Notification

In a detailed petition for rehearing and leave to intervene, the petitioners asked that the Commission vacate its order of Dec. 1 granting WNYC the special service authorization and that the application either be denied or designated for hearing. The petition followed the protest of CBS, which owns WCCO, along the same general lines [Broadcasting, Dec. 21].

Stations subscribing to the petition, all using 50,000 watts on Class I-A channels, are KFI WSM WLW WGN WSB WBBP

WFAA WHAS WWL WLS KDKA WHAM WOAI. The petition was filed in behalf of these stations by Allan B. Miller, newly appointed director of CBBS, and Louis G. Caldwell, attorney for the organization.

The Commission was petitioned to enter a special order "staying or postponing" its order of Dec. 1 until after the decision or order upon the petition or until further order from the Commission. It was contended that the special service authorization was considered, acted upon and granted without hearing and without giving notice oraffording opportunity to be heard either to the clear channel group, which had intervened in the original proceedings, or to any other person or persons.

Moreover, it was argued that WNYC's operation with its proposed directional antenna would not permit coverage of large portions of the area now served by the municipal station in the daytime, including most of Manhattan Island itself. Pointing out that New York now has some 20 standard broadcast stations, including 13 with unlimited time, the petition said the Minneapolis-St. Paul area has only seven broadcast stations. WCCO is the only one assigned to a Class I clear channel unduplicated at night, as against five such stations in New York.

Thus, it was contended that WNYC's proposed operation would destroy or impair broadcasting service over a wide area and to the detriment of a large rural and small-town population already inadequately provided with service, for the sake of merely adding another nighttime broadcast service in a limited portion of the New York metropolitan district, already served by more stations, day and night, than any other city.

No Difference Claimed

The petition brought out that the application of WNYC originally denied by the FCC after hearing, was no different from that granted on a special service basis only nine days later. The only difference in character given the authorization was the name, it was contended.

The petition recited that the Commission had violated its own regulations in granting the special service authorization and that despite its denunciation, it is actually a modification of the WNYC license. The Commission has no power to grant such a modification, it was argued, without notice and hearing.

If the Commission's regulations authorize it to make such grants, the clear channel group contended, the provision would be invalid and contrary to the constitutional guarantees. Moreover, it pointed out, the act makes no provision for recourse to the courts with respect to actions of the Commission granting or denying such applications, thus violating the Constitution.

The 15 stations claimed they had a definite interest in the WNYC-WCCO proceedings because of the vastly increased importance in wartime and the vital significance of broadcasting as a means of mass communication. A very large number of both the civilian audience and the armed forces can be reached only through clear channel stations, it was claimed.

CHICKENS FOR UNCLE SAM was the theme of the 47th annual poultry show in Oklahoma City in which poultry men from 25 states participated recently. Cooperating to make the show a success were (foreground, I to r) B. B. Galloway, sales promotion manager, Hardeman Ring Co. (Merit Feed), H. J. Lovell, chief engineer, WKY, Oklahoma City, Lowe Kunkle, vice-president, Kay K. Glenn Adv. Agency, Oklahoma City, which handles the Merit Feed account on WKY. In background are some of the WKY Serenaders.

WTBO Transaction

TRANSFER of control of WTBO, Cumberland, to Aurelia S. Becker, general manager, and widow of Frank V. Becker, was announced by the FCC last Tuesday. The consent, involving no monetary consideration, was to transfer control of Associated Broadcasting Corp. from Mrs. Becker as administrator of the estate of her husband to herself as an individual. Mr. Becker was killed in an airplane accident last May.
A NEW six-weekly morning show over KSD, St. Louis, is Oddities in the News, sponsored by Double Mix butter makers of Double Mix butter extend er. Program features unusual news of persons and events. Broadcasts begin Saturday at 8:41 following regular KSD news and preceding the Judy & Jane serial.

INTERNATIONAL Salt Co., Scranton, Pa., has signed for participations on Martha Davis's program on WGN, New York, effective Jan. 4, bringing the total number of sponsors to seven. Agency is J. M. Mathews Inc., New York. Other advertisers participating in the Monday thru Friday program are: Miles Labs., (1-A-Day Vitamins), Pan-American Coffee Bureau, Pure Food Corp., (Herb-Ox Bouillon Cubes), O’Cedar, (Cleaner), Reeman Bros., (Fique Kitchen Magic), and Hoyt Theatre, for (“The Black Swan”).

JOHN L. ANDERSON, treasurer of McCann-Erickson, New York, has been elected treasurer of the American Assn. of Advertising Agencies, succeeding E. DeWitt Hill, who withdrew from the post after 15 years of service, to enter the Army Air Forces with the rank of captain. Hill has been associated with McCann-Erickson as a vice-president.

EDGAR A. WAITE, vice-president of Braun & Co., Los Angeles business counselors, has been appointed public relations director of Standard Oil Co. of California, a newly-created post. He will divide his time between San Francisco and Los Angeles. Mr. Waite at one time was on the Los Angeles staff of Loral & Thomas. Prior to that he was associated with Benton & Bowles, New York.

NORTHERN NEW YORK Trust Co., Watertown, N. Y., has signed for 24-minute AP newscasts weekly at the rate of four a day, for a five-week period on WATN, Watertown, and bought time for an hour-long institutional program on Christmas. Account handled direct.

BOND CLOTHES, St. Louis, has renewed its daily newscast at 7:45 a.m. over KWK, St. Louis, featuring Martin Bowin, chief announcer. Nell-Ro- gay, New York, is agency.

GROVE LABS., have added three newscasts to its weekly schedule of A Dispatch From Reuters over KWK, St. Louis. Before the addition the program was heard nightly except Tuesday. The three added programs are heard at 4:45 Tuesday, Thursday and Saturday.

CENTLIVRE BREWING CORP., Fort Wayne, is sponsoring Skylark Club, a midnight hour on WOWO, Fort Wayne, Dec. 21-30 in addition to its regular 74 hours a week. New Year’s Eve the firm will be on the air 10:15-2:30 for a dance party featur ing talent from the brewery's other programs. Agency is Westheimer & Co., St. Louis.

JOSEPH JACOBS Jewish Market Organization, has renewed Women in the News, 15-minute program over WBVD, New York, each week during the month of January for the first six months of 1945, for Kotex, Kurb and Quest, products of International Cel lactic Products Co.

LEGEAR MEDICINE Co., St. Louis (poultry, livestock remedies) is sponsoring a thrice-weekly series of early morning programs on WLS, Chicago featuring Doc Hopkins and the Cumberland Ridge Runners. Agency is Pound & Collins, Dallas.

THIRTY DRUG Co., Los Angeles (chain), effective Jan. 1 reviews for 52 weeks the six-weekly quarter-hour commentary, Inside the News, on KFI, that city. Firm will also continue to use other Southern California radio. Agency is Hillman-Shane-Breyer, Los Angeles.

P & G Appointments

TWO NEW appointments in the Procter & Gamble Co., Cincinnati, have been announced by Ralph F. Rogan, vice-president in charge of advertising and promotion. William G. Werner becomes manager of the division of public relations, a new post. Howard J. Morgena has been named manager of the advertising division.

UNITED GRAIN Growers Ltd., Calgary, Alta., has started for rural listeners hourly newscasts on OFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CJOY, Lethbridge, Alta. Account was placed by McConnell Eastman & Co., Ltd., Winnipeg.

NORTHERN ILLINOIS Evangelistic Assn., Chicago, in a 52-week campaign which started Dec. 27, is sponsoring a weekly half-hour Sunday morning program on WJWC, Chicago. Account was placed direct.

NUTRIMONE Co., Los Angeles (plant foods), new to radio and placing direct, in a 13-week campaign which starts Dec. 28 will sponsor a thrice-weekly garden talk on KJH, Hollywood.

SIGNERS OF CONTRACT for an hour of musical recordings interspersed with two five-minute news periods on KMOX, St. Louis, for Falstaff Brewing Corp., St. Louis, are (1 to r) Charles Hotchkiss, account executive of Blackett-Sample-Hummert Adv. Agency; Harvey Beffa, vice president of Falstaff; Wendell H. Campbell, sales manager of KMOX. The sponsor is a heavy user of radio time throughout the year.

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WGN HAD A SWELL YEAR IN 1942 . . .

- In local time revenue, WGN set a new high.
- In percent of time sold, WGN topped all previous figures.
- In local and national spot time sales, WGN led all other major Chicago stations by a wide margin.
- Watch WGN in 1943!

A Clear Channel Station

50,000 Watts
720 Kilocycles

WGN MUTUAL BROADCASTING SYSTEM

WHY PAY A GREAT PRICE FOR PEARL (Ky.)?

If you've been paying extra dough to reach a lot of little towns like Pearl (Ky.) you may be glad to know that, as a market, all such towns together are more peste when compared with the Louisville Trading Area. The Louisville Area, for example, accounts for 17.1% more retail sales than the rest of Kentucky combined! ... WAVE reaches every radio home in this area, at lowest cost! So why pay more for anything else?

LOUISVILLE'S WAVE
5000 WATTS ... $70 K.C. ... S.S.C.
FREE & PETERS, INC.
National Representatives

AFRA Agreement Before Members
Locals Will Vote on Contract Revisions Made by Board

AMERICAN FEDERATION of Radio Artists, having submitted revised sustaining contracts to the networks and key stations early last week, is planning a series of membership meetings to be held this week in the network key cities where members of AFRA locals will be given a chance to ratify the general terms of the new agreements.

While the AFRA national board is authorized to make certain modifications in the union's contracts without consulting the general membership, it was felt that the revisions agreed to in this instance, especially the provision for extending the termination date of the sustaining agreements from Nov. 1, 1943, to Nov. 1, 1944, should be ratified by the members concerned before being officially accepted by the union. Other major changes include an overall increase of 10% in minimum scales for work on sustaining programs on the national networks and key stations and a provision that the contracts may be reopened next year if the cost of living shall have advanced 10 points or more from its present level, as shown in the department of labor cost-of-living index figures.

The broadcasters to whom the revised contracts were submitted were still studying the written form of these documents as BROADCASTING went to press last week, and with the interruptions of the holiday season it may be next week before they are all signed and turned to the union. Nevertheless, AFRA is going ahead with its local membership meetings on the basis that the general changes in the agreements have already been accepted in essence and that special terms affecting certain individual groups have already been discussed with the persons concerned, so that it is safe to go ahead to secure the membership's approval or disapproval of the deal.

When the contracts have been signed by both sides, they must still be submitted to the War Labor Board for its approval before the new terms can be put into

MODEL KDRA ANTENNA recently developed for display in the "Pittsburgh at War" exhibit dramatizes the station's part in the war effort. Now the exhibit is over, the display has been moved to the station's studio. It was conceived by W. B. McGill, station promotion man, and Mrs. Victoria Corey, coordinator of war propaganda, for the station.

All Liquor Advertising Is Prohibited by Canada

LIQUOR ADVERTISING of all types is prohibited in Canada, as of Feb. 1, 1943, for the duration. It was announced by Prime Minister W. L. M. King, in a Dec. 16 talk during a wartime program on the Canadian Broadcasting Corp. network. Liquor advertising has not been large on Canadian radio stations in recent years, but some programs have been carried on Montreal stations and on some American border stations for Canadian companies.

No ruling has been given at this writing as to whether or not Canadian beer, wine and liquor companies will be able to continue the use of such border station advertising, although Ottawa has ruled that periodicals published in the United States carrying liquor advertising will not be banned in Canada. The prohibition on liquor advertising in Canada was one of a number of temperature regulations announced by the Prime Minister in order to cut wartime consumption of hard liquor by 30%, wine by 20%, beer by 10% and alcohol content by 30%. Howard Clothes Plans

HOWARD CLOTHES, New York men's clothing chain, as of the first of the year will renew for 52 weeks its sponsorship of 25 different programs per week on WNB New York, following a successful 17-week test on that station. Howard has discontinued its sponsorship of "TV News Theatre of the Air" on eight Mutual stations, Wednesday 9-305 p.m. Agency is Redfield-Johnston, New York.

Effect AFRA is anxious to get these contracts to the WLB as soon as possible as the board's treatment of them will have considerable bearing on the revisions in the national commercial contracts between AFRA and the employers of its members on sponsored programs.

The national commercial code, like the sustaining agreements, contains a provision for reopening if the cost-of-living index has risen 10 points in the past two years. With Dec. 15, 1940, and 1942, the dates of comparison for commercial code purposes as Sept. 15 of those two years were the essential dates for the sustaining agreements. The Dept. of Labor index figures for Dec. 15 are expected to be available about the middle of January and AFRA expects to open negotiations for proportionate increases in the minimum scales for commercial work shortly after that time.

Sincere Wishes for a Victorious 1945
FROM THE MAKERS OF LEHIGH VERTICAL RADIATORS

LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.

JOHNNY LONG
records for LANG-WORTH

FIRST IN THE SOUTH'S FIRST MARKET

MEMPHIS
CONGRATULATORY handshake is extended by Freeman Keys (left), president of Russel M. Seeds Co., Chicago, to his former assistant Eugene N. Axtell on the latter's visit to Chicago after receiving a commission as second lieutenant at Fort Benning, Georgia.

Agencies

ALAN M. FISHERBURN, formerly a production director of NBC Chicago, has joined Grant Adv., Chicago, as assistant to Lloyd G. (Bucky) Harris, radio director of the agency. Mr. Fishburn was formerly associated with Henry Souvaine, New York, and was continuity editor of the musical program service of EMI.

ROBERT McNICOL has been appointed manager of the Calgary office of Newmont-McIntosh Ltd., Western advertising agency. He was previously with the Vancouver head office of the company.

STEWART-McINTOSH Ltd., Vancouver, has applied for a change in the firm name to Stewart-McIntosh, Ltd.

EDITH IVEY, formerly of John Thomas Miller, New York, has joined Hillman-Shane-Breyer as account executive.

WILLIAM GAY, producer of Lord & Thomas, Hollywood, has joined the Army Air Forces at Roswell, N. M.

DAVE TAYLOR, formerly in the advertising department of Union Oil Co. and prior to that on the radio production staff of Lord & Thomas, Hollywood, has rejoined the agency.

Agsencies for New Items

NEW YORK AGENCIES designated to handle the new products now being introduced on the market by Standard Brands, New York (BROADCASTING, Dec. 21) are Kenyon & Eckhardt for Fleischmann’s B Vitamin Yeast tablets; Ted Bates Inc. for Stams and Stan B, both vitamin tablets, and J. Walter Thompson Co. for Steelz cereal beverage. No specific advertising plans have been announced for any of the products by the agencies in charge, although spot announcements in test markets are definitely under consideration.

DR. HANS ZEISEL, formerly a consultant with the Market Research Co. of America and the Office of Radio Research at Columbia University has joined the research department of Benton & Bowles, New York, in a consultancy capacity. Dr. Zeisel is an instructor in statistics and economics at Rutgers University.

GLASSER-GAILEY & Co., Los Angeles, has moved to 3275 Wilshire Blvd., that city. Telephone is FIrst 2141.

JAMES E. JULIE, formerly vice-president in charge of radio at MacFarland, Avery & Co., Chicago, has resigned to join the production staff of CBS Chicago. Mr. Julie was the original producer of the Lone Ranger and Green Hornet programs and was also radio director of Stuck-Goble, Chicago.

LAURENCE S. STAPLES, formerly vice-president of Ferry-Hauly Co., Kansas City, has joined the Gardner Adv. Co., St. Louis, as an account executive.

Fritz Block, a writer-director of Benton & Bowles, New York, has resigned to join Kenyon & Eckhardt, New York, as a producer in the radio department.

CITIES TO STRESS SALESWISE

COLORADO SPRINGS and Pueblo lead the list of "ten top cities for selling in February" in the current Babson Spot Forecasts. Expected percentage gains over February 1942 are 50% for Colorado Springs and 40% for Pueblo.

Colorado Springs, scene of booming military establishments, and Pueblo, the Pittsburgh of the West, are two cities to pick for sales drives in 1943. KVOR, home station of Southern Colorado and CBS outlet, is the medium to pick to drive your sales message home in the two largest cities in this area and all the surrounding area alive with mining and agricultural activity.

Hand-pick your markets. Hand-pick your sales promotion mediums. Southern Colorado and KVOR are good picking...now!
Year-One Chevon

This issue carries a symposium on what's ahead for radio in our second year of war. It is unusual because the contributors, experts in their particular pursuits, seem to agree on all fundamentals.

The broadcasters have no quarrel with Government (and vice versa); the advertisers are satisfied with radio results, but view the future and its inevitable dilations with understandable concern: the agencies aren't bickering about business, rates or commissions.

They agree on one thing: This is everybody's war, and the way to win it is to face that fact and act accordingly.

However trite that may sound, we deem it noteworthy. Certainly there will be casualties in business resulting from this all-consuming, all-inclusive war. People think about their own problems, but this time these are secondary to the national—or rather the international—welfare.

Radio entered its first war with no precedent of experience to guide it, save that of the older heads who came from other fields affected with public service traditions. Radio met the test realistically. From every quarter, came paeans of praise for the job done.

But radio can't rest on its oars. The task daily becomes more complex. It becomes more and more a radio war. There are additional burdens and complications. Grade-labeling, restrictions on distribution, the spread of rationing—all will bring about changes in our living pattern and customs. These will affect broadcast schedules and broadcast business. Right of way must be given Government programming to an even greater degree as the war progresses.

To attempt to predict the future, to dissect the baffling problems ahead, is the height of futility. Broadcasters, like all realistic businessmen, can deal only in fundamentals. There are several that are all important.

It is clear, at this stage, that Government doesn't intend to molest radio on the basic issue of free versus controlled radio. Even if some of our bureaucrats were so inclined, the public wouldn't stand for it as long as radio maintains its record of honest, conscientious public service. Radio is at war. The military knows that.

Everything points to maintenance of normal schedules, for the next quarter at least. Radio, as the most intimate and dynamic of the media, stands to get its share. There's no sign of everything going to pot—sane heads are seeing to that. Local business may sink abysmally, and many local stations in secondary markets otherwise serviced by radio may take the knockout punch unless they get relief from the Government. That unfortunate eventuality is also being studied by competent heads.

Radio, overall, seems assured of sufficient wherewithal to carry its increasingly heavy war burden. Decline in income controls will mean smaller profits—for many it will be a case of maintaining balanced books. Manpower problems will become even more serious. But Uncle Sam will see to it that there's enough personnel and enough replacement equipment for the physical task of keeping stations going.

Henceforth it becomes a question of ingenuity, resourcefulness and the will to win. Broadcasting hasn't moved a step backward since World War I gave it the breath of life. CBS' Bill Paley calls it "know how". Radio has enough of that to carry it through the gruelling months ahead—into that post-war world where its force as an instrument of peace will excel its role as a war weapon.

To Be Or Not To Be

If normal processes are followed, the NAB will hold its 21st annual convention in New Orleans this March or April. But normalcy is a war casualty.

The Mardi Gras city bid fairly and squarely for the convention—aplum as conventions go. But, like other strategically located cities, it is a beehive of war activity these days. It probably couldn't accommodate a full-scale convention, with its hotels overtaxed. Besides there's the question of transportation.

Second choice of delegates at the convention in Cleveland last May was Chicago. It's more accessible but also overcrowded, the Government having taken over several of its main hotels.

Transportation is a problem there, too.

So here's where we stick our neck out! Why a regular convention at all next year? War Transportation Director Joseph B. Eastman has admonished all trade associations and professional groups that no conventions would be justified, in view of war transportation requirements unless they would help "to shorten the war".

Radio probably can make as good a case as any trade association in meeting that requirement. But what can radio accomplish at an overall convention that it can't do through a "mail" convention, via the electric or radio offices? Or what can it do that wasn't done at the series of district meetings covered by President Neville Miller and a retinue of Government war-effort spokesmen, held since last October and concluded this month?

There are, to be sure, such matters as industry politics and leadership. Lest the accusing finger be pointed, claiming we're trying to save the hide of this figure or that, or circumvent a reorganization of the NAB, we hasten to report that we haven't even discussed the question with NAB President Miller, any of his lieutenants, or those who may be awaiting the chance to stampede the convention. Mr. Miller has announced he will put the question to the board at its next session in latter January or early February.

To justify a convention, under existing conditions, broadcasters must give compelling reasons. Doctors and lawyers and scientists have deferred theirs. Broadcasters are great convention men—their date on suites and cocktail parties and banquets, and they like to travel via drawing room or compartment. Yet they do get their business done and there is an interchange of ideas and plans reflected in the ensuing year's activities.

In these times broadcasters have new questions to ponder each day. They need guidance—the sort that comes out of a meeting of minds. They got it, we're told, from the district meetings, which meant a minimum of interstate travel of comparatively small groups. This convention business came to them, so to speak.

So, unsolicited, we cast our ballot for a convention by remote control in the spring or early summer, as a small contribution to the war effort. Then, if the fortunes of war bring that bunch of television in '43, as we all fervently hope, let's have a tremendous Victory Convention. Where else but New Orleans?
Charles Augustus Smithgall, Jr.

RECENTLY named general manager of Fort Industry's WAGA was a native son of Georgia Tech. Wherever Tech trained him, the school's radio orchestra's dinner-hour broadcast over WGST and has for a long time had the airfield, he has been in the news with a ton of sky. When Charlie finished Tech in 1933 it was about as easy to get a job as it is to buy a new set of tires today. Earning was a luxury not every young college graduate could afford. Therefore he considered himself fortunate when WGST gave him a chance on its announcing staff at a salary of three meals a day from a local restaurant adverting on the station. He regarded the time he was finally put on the payroll as an unforgettable important milestone in his progress.

As the newest announcer on the staff, Charlie was assigned what was then radio's stepchild, the early morning shift, and it was the profitable assignment to which he put this period during the next few years, over all four Atlanta stations, that helped to convince broadcasters of the gold mine they owned in early morning time. From the start his acceptance by the public as an outstanding micro-phone personality and by the trade as a shrewd student of broadcast fundamentals has been marked by steady growth.

Charles was born in the piney woods sawmill town of Aycock, Fla., near Chipley, just south of the Georgia line where his father was engaged in the lumber business. Following the timber to Alabama, South and North Carolina, then to Georgia, the Smithgall family settled in Gainesville long enough for Charlie to graduate from high school.

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JERRY RUNSON, formerly associated with Upton Close, the news commentator, has joined the Overseas Branch of the OWI at San Francisco.

PHIL STAHL, announcer of WQXH, New York, has resigned to join the armed forces.

JIMMY DONNELLY, who has played the part of "Eddie," the adopted son in The O'Neills on NBC for nine years, has joined the Navy. "Eddie" will soon follow suit in the script of the five-times weekly serial, sponsored by Procter & Gamble Co., Cincinnati.

KATHERINE LAMHECK, formerly of WGR-WKBW, Buffalo, has joined the Wright-Sowex division of Free & Peters, Chicago, to take charge of training articulators.

RUTH KREATOR, formerly commentator and publicity director of KYA, San Francisco, is now in New York as publicity manager for WGY, Schenectady, has joined the Overseas Branch of the OWI in San Francisco.

JOHN STROHM, assistant editor of Prairie Farmer, affiliate of WLS, Chicago, is in the father of a boy born Dec. 16.

A. M. E. STRICKLAND, formerly continuity editor of KOMA, Oklahoma City, Okla., and success on Chicago stations, has joined the staff of WWJO, Chicago, as promotion and publicity director.

BEN HARKINS, formerly production manager of KFBC, San Francisco, has joined the special events department of the Overseas Branch of the OWI at San Francisco.

MARTIN JACOBSON, announcer of WPR, Chicago, has been inducted into the Army.

ALAN BROWN, announcer of WOR, Boston, has joined the Marines and will report Jan. 2 at Parris Island.

JERRY AUSTIN, chief announcer of WJZ, FM adjunct of WPEN, Philadelphia, has announced his engagement to a Miss Lamps.

VIRGINIA A. CONNER, of the program department, and Jane Dunin, mailroom chief, of the latest members of the staff of KYW, Philadelphia, to go into the armed forces. Both have joined the WAACs.

Emmett Joins NBC

MERTON V. EMMERT, assistant farm program director of WLW, Cincinnati, since 1939, on Jan. 1 will resign to join NBC as farm program director of WNEW, New York outlet of that network. Mr. Emmert joined WLW as one of two winners of farm school contest to study farm broadcasting for six months, after which he was added to the station's regular farm staff.

He later was named assistant to Ed Mason, WLW farm program director. Emmert is a graduate of Kansas State Agriculture College.

CLIFFORD EVANS has just returned from a two-month tour of war plants where he has been gathering material for his news broadcasts on WYLI, Brooklyn, to be resumed Jan. 4.

PETER H. BRADLEY, chief announcer of WATT, Chicago, is the father of a boy born Dec. 14.

TED HENTLELY, formerly announcer of KFND, San Diego, Cal., has joined KIEV, Glendale, in a similar capacity.

REGINALD HARDEN, formerly of WDC, Columbus, Ohio, has joined KWJ, St. Louis, as an announcer.

BEN HILL Jr. became the 25th staff member of KSO, Denver, to enter the service. When he leaves, he goes to the Merchant Marine and is now attending officer training school at San Mateo, Cal.

PHILLIS HAGAN, of Louisville, Ky., has joined the page staff of WJSJ, Washington.

SPIKE JONES, Hollywood musical director, has been given that assignment on the weekly CBS Bob Burns Shoe Show, sponsored by Lever Bros. (Lifebuoy). He replaces Billy Artzt.

EARL WRIGHTSON, concert and radio singer, is substituting for Edward MacHugh on the five-weeks Blue program The Gospel Singer, while the latter takes a five-week vacation. Wrightson is varying from the usual program of religious music with ballads.

MARY STEPHENS, former women's commentator of WJW, Akron, Ohio, has joined the staff of WKBN, Youngstown, O.

DON VEST, formerly of KVOR, Colorado Springs, has joined the staff of KVOD, Denver, replacing Ray Wilson, who is now in the Army at Camp Roberts, Cal.

JIMMY FISTERE has resigned as chief copywriter of CBS to join WNEW, New York, as sales promotion manager, replacing John Sullivan, who has been inducted into the Army.

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
Lt. Finch Appointed

APPOINTMENT of Lt. Howard K. Finch, production manager of WJIM, Lansing, as public relations officer of General Motors Juvenile Choir and had an ample public relations background in connection with his advisory capacity as Michigan Governor Frank D. Fitzgerald and Loren E. Dickerson, born in Battle Creek, Mich., he was national oratorical champion and represented the U. S. in Pan American Oratorical Relations in 1929.

TOM SLATER, MBS director of sports and special events, is going to New Orleans next week to supervise the broadcast on Mutual of the Cotton Bowl game New Year's Day, sponsored by Gillette Safety Razor Co., Boston.

PHIL COCHRANE, formerly of the promotion department of McCaff's Magazine, has joined WOR, New York, in similar capacity, replacing Bill Crawford, now a member of sales division. Promotion duties of Jack Mohler, now in the armed forces, have been taken over by Miriam Aileson. Military service has also claimed Samuel Adams, WOR pageboy.

PETER FINNEY, publicity director of the Treasury Dept. War Savings Staff in New York, has enlisted as an instructor in the Air Forces Reserve.

RAY LEWIS, announcer-newscaster, formerly of a number of Bay district radio stations, has joined the production department of the OWI in San Francisco.

HOWARD DONOHUE has been appointed program director of WCAR, Pontiac, Mich., and H. Y. Levinson, manager, has taken over the duties of commercial manager following the resignation of Monte Meyer.

JACK STECK, publicity director of WFWL, Philadelphia, has been assigned to produce the show and entertainment for the annual banquet of the Poor Richard Club to be held next month at the Belclaire-Sutton Hotel. Roger Dunlap, general manager of WFWL, is chairman of the banquet's entertainment committee.

ROGER BACON, sports announcer of WTOI, Toledo, has joined Class VI of the Naval Reserve and will be called to active duty about Jan. 1.

MARY REUBEN, announcer of WSFA, Montgomery, Ala., has enlisted in the Army Air Corps and is now stationed at Maxwell Field, Ala.

JEANETTE SWART of news and special events department of WGY, Schenectady, was married recently to Lt. Henry M. Schrader.

KEN OVRNDEN, announcer of WIEE, Boston, has left the station to enter an eight-week training period in preparation for duty as flight instructor in the Army Air Forces Reserve.

AL ZINK, senior announcer and special events commentator of WGY, Schenectady, has been inducted into the Army and is currently at Fort Dix, N. J. Howard Tupper, former WGY announcer, currently with Army War Show, is engaged to Miss Kitty Liptak of Cleveland, O. John Cornell, of accounting department, of WGY's first contribution to the armed forces, has been promoted to second lieutenant.

CARLTON KADELL, formerly announcer-actor of Hollywood, after more than three years in Chicago has returned to the former city. He is assigned male lead in the five-week CBS Series Mrs. Burton, sponsored by General Foods Corp. (Sanka). He replaces Gale Gordon who joined the Coast Guard.

BOB WESSON, publicity director of KGO, San Francisco, has been elected a member of the board of directors of the San Francisco Chamber of Commerce.

JOE WALTERS, formerly program director of KFSD, San Diego, Cal., has joined CBS Hollywood as announcer. He replaces Wally McLain who recently joined the Mariners.

MARY CROCKETT has been appointed receptionist of KGO, San Francisco, replacing Janet Mat- ter, who has become secretary to Ann Holden, KGO's home economist.

FRANK HARTON, announcer of NBC Hollywood, is the father of a baby born in San Francisco Dec. 15.

ARLEEN COLING, formerly on the staff of WBBM, Chicago, has been inducted into the WAVES.


JAMES G. MCDONALD, Blue news analyst, is serving as commentator for the Blue broadcasts of the Boston Symphony Orchestra concerts, which started Dec. 26.

HOWARD R. BELL, chief announcer, has been elevated to program director of KFAS, Pasadena, Calif. Kay Dunlap, sales secretary, has been made traffic manager.

Mullen B & B VP

JOHN A. MULLEN, head of the radio commercials department of Benton & Bowles, New York, has been elected a vice-president. Mr. Mullen joined B & B in 1929, after serving with the Chicago Tribune and J. Walter Thompson Co. With his present agency, he was first writer, then radio producer, becoming head of radio commercials.

Gruenberg and Stark Form Production Firm

SPECIALIZING in package shows aimed at the wartime audience, a program production firm is being formed in New York by Axel Gruenberg and Richard Stark, director and announcer, respectively, of the Procter & Gamble Co. serial Against the Storm on NBC. Offices of the new firm, to be called Gruenberg & Stark, will be at 30 Rockefeller Plaza. According to Mr. Stark, some night shows have been prepared for prospective sponsors.

Mr. Stark also stated that, effective Dec. 28, when Against the Storm is replaced by Snow Village on NBC, he will take over announcing for another NBC P & G show, Right to Happiness. Mr. Gruenberg will direct that program along with General Mills' Light of the World, also heard on NBC.

Victory is much nearer than it appeared to be a year ago.

But mighty tasks still lie ahead before the goal is reached.

America's all-out war effort demands careful planning in every line of business and the complete elimination of waste.

That's why more and more clear-thinking executives are making their advertising dollars go farther than three years in Chicago has returned to the former city. He is assigned male lead in the five-week CBS Series Mrs. Burton, sponsored by General Foods Corp. (Sanka). He replaces Gale Gordon who joined the Coast Guard.

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WGY announcer, BROADCASTING second Kitty Schenectady, has announced the station's headquarters at the field last week. As a civilian he was responsible for the production of the popular General Motors Juvenile Choir and had an ample public relations background in connection with his advisory capacity as Michigan Governor Frank D. Fitzgerald and Loren E. Dickerson, born in Battle Creek, Mich., he was national oratorical champion and represented the U. S. in Pan American Oratorical Relations in 1929.
"I complained because I had no shoes, until I met a man who had no feet."

Keep this proverb in mind and even your income tax can be paid with a smile.
But Where?
PVT. SAM SCHOR of Camp Grant is not a radio fan, so why shouldn't he have called an officer in the Reception Center when he came across an inductee's questionnaire signed "L. S. Green", when Mr. Green couldn't be found? "Yes," Pvt. Schor assured the officer who suggested, jokingly, that Lucky Strike Green had gone to war, "but is he at Camp Grant?"

When you think of SPOTS... think of John Blair!

Passersby Watch WIBG Broadcasts
Show-Room Studio Features New Philadelphia Home

A SHOW-WINDOW studio in the downtown building of WIBG, Philadelphia, will be used for most of the station's newscasts and celebrity broadcasts, General Manager Edward D. Clery announced. The ground-floor studio makes it possible for passersby to witness programs.

Now settled in its new three-story home at 1425 Walnut St., WIBG recently moved [BROADCASTING, Dec. 14] from Glenlawn, Pa. In addition to the studio with plate-glass window the ground floor contains a newsroom and an auditorium seating 200 persons. Use of the auditorium has been granted the Navy League of Pennsylvania, which maintains headquarters there.

New Facilities

The second floor houses master control and three studios. Executive offices, including program, production and promotion departments, as well as audition rooms, are on the third floor. The basement contains workrooms for the engineering department, artists' lounges and shower rooms. Because of wartime conditions no special ceremony marked the move.

A new transmitter, which will provide fulltime operations with 10,000 watts, is under construction. Until it is completed WIBG will continue to operate with its 1,000-watt transmitter, located in the Barren Hill area of Philadelphia. WIBG is operated by Sea-board Radio Broadcasting Corp. of which Paul F. Harron is president.

A MAGAZINE to be called Victory, designed for free distribution abroad, will shortly be issued every two months by OWI under a nonprofit contract made with Crowell-Collier Publishing Co. About 500,000 copies will be issued in various languages. The publication will carry advertising and will be largely pictorial, designed to counter enemy propaganda by showing the magnitude of the American war effort.

Passersby watch WIBG broadcasts.

What's a musical comedy got to do with winning a war?

PLEN'TY! We're building an army of men—not machines. And men have minds. And minds need freshening... change... relaxation.

So one of the biggest undertakings of the USO is its sponsoring of free entertainment, through the cooperation of the movie and theatrical industries, at army camps, naval bases—wherever the fighting men of the USA go to train or dig in.

USO Camp Shows, Inc. is actually the biggest single theatrical enterprise the world has ever seen. It books 264 shows for the boys every week, which play to an average nightly attendance of 50,000.

It contacts movie stars, theatrical headliners, big name bands and their leaders. It raises... plans their itinerary... ranges... be most convenient times when soldiers and sailors can take time out to sit and be entertained.

For it realizes that the one great advantage of the American fighting man is his ability to think for himself, to make the most of any situation, to fight as a liberty-loving individual.

And this is one of his great differences from our enemy.

To help carry on the all-important work of maintaining the morale of our fighting forces, the USO needs your help... it needs your contribution.

Your dollar has many demands on it this year. Many of these demands must be met—others deserve to be met. And among these is the idea of the USO for whatever sum you can contribute merits your earnest consideration.

For we have a war to win, and the USO is directly concerned with the men who must—and will—win it.

Dig deep—for the men who are digging in!

Send your contribution to your local chairman of the USO, Empire State Building, New York.

GIVE NOW TO THE USO

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OWI Establishes British Division

OWI Director Davis on Government Subsidy of Broadcasting

MAINTAINING that Government subsidy of radio and broadcasting is a "very unsatisfactory idea", Elmer Davis, OWI director, told his press conference last Wednesday that such a practice would threaten the freedom of these instruments of public opinion.

He announced that OWI has established a new unit in Washington, known as the British Division, to "receive and soon the information about the U. S. to the people of the British". Heading the new division is Ferdinand Kuhn Jr., assistant to the Secretary of the Treasury for the last two years and previously chief of the New York Times London bureau. In this capacity Mr. Kuhn will serve as a deputy director of the OWI's overseas branch. Representing the unit in England will be Rep. Thomas H. Elliot (D-Mass.), who will assume his post early in January.

Supervises Government Program

In explaining the new operation, Mr. Davis said that facilities of both the Domestic and the Overseas branches will be used to tell Britain "what the U. S. is like".

"As I have already said to you, it is the first of a series of new divisions to be established in the OWI..." Mr. Davis explained what the radio division will do: "It will supervise broadcasting in the United States, to a certain extent, and in the United Kingdom and the Commonwealth of Nations, to a certain extent, to the British Government."

He added that the division would not plan for "every little thing" that the British wanted, but for "what we can do, and what we can do effectively" throughout the British Empire.

Victory Slogan

NEW STATION break: 'WHO, Des Moines, -- A Voice for Victory' has brought favorable response from the public. The slogan was adopted at the suggestion of Capt. Frank Miles, World War I veteran, Iowa State Director of Public Relations for the Selective Service System and editor of the Iowa Legionnaire, official publication of the Iowa Dept. of American Legion.

Heads Infantile Staff

HOWARD J. LONDON, formerly with Pedlar & Ryan, New York, and more recently radio director for the Navy Relief Society, has been appointed radio director for the 1943 fight against infantile paralysis. George Brengel, former casting director of 00,000 Ad will be assistant. Scriptwriters will include Frank Dahm and Bet- ley Hatsch. Francis Pongratz is in charge of national radio publicity and Milton Ward, former radio di- rector of the United Hospital fund, heads the New York radio department.

Rev. E. Howard Cadle

THE REV. E. Howard Cadle, 58, nom- nym-writer, C. G. & F. radio ex- calist and pastor of the Indianapolis Tab- cernacle bearing his name, died Dec. 20 following an illness of several months. Soon after Mr. Cadle opened his tabernacle several years ago he began a daily series of broadcasts over WLYW, Cincinnati, originating from the tabernacle, in addition to a half-hour Sundays. A few years ago he presented radio to some 300 pastorless churches in the back hills of West Virginia, Kentucky, Ohio and Indiana and it was estimated that 100,000 Ad gathered at these small churches to listen to his Sunday sermons. He used his own airplane which had once night stands. His son, Lt. Bu- ford Cadle, now of the Army Air Force, was his father's pilot and announcer before entering the Army. Surviving, besides his son, are the evangelist's widow and two daughters.

broadcast through Radio Alger. A similar broadcast of an hour's length was sent to North Africa last Wednesday, plus a news broadcast in French for the na- tives. In discussing broadcasts to the natives he explained that it was necessary to fill them in on what has happened in the past as well as current developments, since it was discovered shortly after the invasion that natives had no word of the raid on Dieppe nor of Doo- little's raid on Tokyo.

MAJOR RENEWALS

ON CBS NETWORK.

 CBS LAST WEEK announced that during the period Dec. 28 through Jan. 10, sponsors will renew cur- rent contracts, covering 18 different programs, of which eight are broadcast on the full CBS network of 117 stations.

Largest individual renewal is from Procter & Gamble Co., Cin- cinnati, for its five serial programs on CBS, effective Dec. 28. They are: The Goldenberg (Dux), Life Can Be Beautiful (Iroy soap), Vic & Sade (Crisco and Duz), Pepper Young's Family (Chipsco and Ca- mary), and Perkins (Oxydol). Compton Adv. places the first three shows, Pedlar & Ryan handles Pepper Young, and Briscoe-Sample. Hummert is agency for Ma Per- kins.

Lever Bros. Co., Cambridge, on Jan. 4 will renew Lux Radio Theatre on CBS and 30 CBC stations, as well as Bright Horizon, serial drama for Swan Soap, J. Walter Thompson Co. is the Lux agency, and Young & Rubicam handles Swan.

Wrigley Renewes


Two CBS commentators on the full network will be renewed Dec. 26 and Jan. 2, respectively, when Parker Pen Co., Jamesville, Wis., re-signs Eric Severied and the News (Quinl), through J. Walter Thompson Co., and Bessie Candy Co. renews Warren Sweeney, through C. L. Miller Co.


FCC Stays on Job

THE FCC does not plan a recess over the Christmas New Year's holidays. The regular broadcast meeting will be held on Tuesday, Dec. 29, with ordinary business carried on except on the holidays.

Orson Welles in Film

ORSON WELLES, producer-director of CBS' Hello Americans and Ceiling Unlimited, the latter sponsored by Lockheed and Vega Corp., Los Ange- les, has signed for the leading male role in Twentieth Century-Fox's film, "Jane Eyre".
Sterling Drug Co. of Chicago Inc., formerly Sterling Drug Products last week voted to absorb 16 wholly-owned domestic subsidiaries and in their stead to establish a number of new divisions within the parent company. Consolidation becomes effective Dec. 31 when Sterling Drug will become an operating company.

In announcing the realignment, James Hill Jr., president, said that the corporate change would leave "entirely undisturbed the company's sales policies, trade marks and advertising programs," but that the Sterling name would appear for the first time on packages containing "many of the company's popular drug products. Sterling's subsidiaries have been among the leading users of broadcast advertising, both in network and spot.

The board also elected three new vice-presidents: Harvey M. Manas, president of the Bayer Co.; Otto W. Ergenzinger, president of the Chas. H. Phillips Chemical Co., and Harold B. Thomas, president of the Centaur Co. E. M. McClure, president of the Delatone Co. (Ill.), was elected chairman of the board of Sterling Products International, and chairman of the board of the the Sydney Ross Co., wholly-owned subsidiaries not included in the reorganization, is already a vice-president.

The new divisions formed within the company are: Bayer Co. Division; Centaur Co. Division; Cummer Products Co. Division; Chas. H. Phillips Chemical Co. Division, and R. L. Waterskin Co. Division. The action of the board includes the following Sterling subsidiaries, listed with the states in which they were incorporated: Bayer Co. (N.Y.); Bayer Co. (Calif.); W. B. Caldwell Inc. (III.); California Fig Syrup Co. (Calif.); Centaur Co. (N. Y.); Cummer Products Co. (Ohio); Delatone Co. (Ill.); Ironized Yeast Co. (Del.); Knowlton Danderine Co. (III.); Mole Co. (Ohio); Chas. H. Phillips Chemical Co. (Conn.); Proprietary Agencies (Del.); Steril Drug (W. Va.); Synthetic Patents Co. (N. Y.); R. L. Watkins Co. (Ohio). This reorganization follows the action taken last fall [Broadcasting, Oct. 26] when the Sterling stockholders ratified the board's recommendation that the name be changed from Sterling Products to Sterling Drug Inc. Both steps are toward the goal of simplification of the company's subsidiary corporate structure and the operation of some of the businesses which were conducted through subsidiaries, Mr. Hill explained. Reorganization does not affect the company's wholly-owned subsidiaries in Canada, England, Australia, South Africa and Latin America nor the affiliates over which Sterling exercises management control.

Beverage Alarm: BRITAIN'S new financial plan, called the Beveridge report, caused serious alarm in the hearts of Washington, D. C., bottlers recently when Bob Meneeley mentioned it in an early morning broadcast over WJSV, Washington. Following his broadcast, he was telephoned by the head of the local bottlers' association who explained that he had received 12 calls from harrassed bottlers seeking "the dope on this new beverage plan, and how it will affect supplies and sales."

Purex Coast Series: PUREX CORP., Los Angeles (bleaching solution), formerly occasional spot users, on Dec. 21 started sponsoring Boake Carter, news commentator, three-weekly on 8 Don Lee Pacific Coast stations (KJH KFRC KGB KFRE KGLE KLVK KATO), Monday, Wednesday, Friday, 9-15 a.m. (PWT). Contract is for 52 weeks. In addition, firm currently sponsors three-weekly participation in Art Baker's Notebook on KFI, Los Angeles. Agency is Lord & Thomas Los Angeles.

RUSH HUGHES, announcer of KWK, St. Louis, who had already sold $350,000 in War Bonds, recently added another $175,000 to his sales when he sparked a War Bond Rally sponsored by the St. Louis Macbean Club.

Voluntary Censorship: (Continued from page 44) ship is a priceless responsibility to the broadcaster—one he cannot afford to reject.

Exercising voluntary censorship is a day to day broadcasting problem. Of course, this problem breaks down into some rather general categories such as weather information, interviews with service men and civilians from combat zones, letters from men in the armed forces, commercial copy, quizzes and requests programs, ship launches, plane crashes, industrial accidents, rumors and unconfirmed reports, foreign-language broadcasts, service announcements, and others. But no two problems are exactly alike in any two stations so, consequently, there remains no substitute for care, caution, investigation and thinking in the term of provisions of the Code of War Time Practices for American Broadcasters.

The code will answer most of the broadcaster's day in and day out censorship problems. The answers are found upon reading the code and measuring it against such problems. But for these unusual problems, those borderline cases, those out-of-the-ordinary events, the Office of Censorship is always ready and willing to be of assistance.

Remember, censorship of any kind is a powerful military weapon. Voluntary censorship, however, is even more powerful because it is a democratic censorship because any adaptation of the democratic process is more powerful in the long run.

Let's make voluntary censorship work!

Night Club Sponsors: TEN NIGHT CLUBS and restaurants have signed 13-week contracts for a total of 153 announcements weekly on WINS, New York, R. Feldman, New York, placed eight of the accounts: Famous Door, Onyx Club, Club 18, Diamond Horsehoe, Dave's Royal Room (Park Central Hotel), Rio Bamba, Royal Casino and Uban- gi Club. Remaining accounts, Coral Restaurant and Duffy's Tavern, were placed direct.

Year ago, HOGS brought $10.50 per cut. . . this year $14.30. A boost of 25% PLUS! Our farm-er-listeners have pockets that jingle-jangle.

"Let's Just See What Is Maximum Pull" (for our product, or merchandising plan, or copy appeal).

To get this answer many of the country's largest advertisers, largest agencies have "passed the ball" to us here at WDJ. We've given them a surprisingly HIGH answer—at a surprisingly LOW cost!

Why do they come down here "deep in the prairie"? Because they know that on WDJ their story is . . .
Headley-Reed Co.
National Representatives

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

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

Studio Notes

HEADED BY General Manager William B. Ryan, the staff of KGO, San Francisco, presented their personal Christmas greetings via the microphone in a special holiday broadcast. The staff sang carols, presented readings, songs, and good wishes to listeners, advertisers, and advertising agencies. KGO’s Christmas cards also received a personal invitation to listen to the broadcast.

EXPANDING its news coverage, KOAK, St. Louis, has added the 24-hour service of UP and INS and thus becomes the first station in the city with complete service by two major news services. Round-the-clock operation of the station began Nov. 29 to accommodate the thousands of war workers who seek radio entertainment during all hours.

BEARING the names of eight former WPB, Charlotte, employees is a bronze plaque in the station’s lobby. Photos have been made of the plaque and will be mailed to each man whose name appears on it.

FARMERS and ranchers throughout Colorado were able to attend, by radio, the San Francisco Western Regional Agricultural Conference held in Denver to discuss food production goals set up by the American's Committee on Agricultural Appeal. When KZL, Denver, aired several important discussions, broadcasts were arranged and handled by Charles Roberts, KZL farm editor.

WLAC, Nashville, last week inaugurated a series of salutes to various Southern states within the WLAC listening area, to familiarize listeners with its recent increase in power to 50,000 watts. The salutes include a 12-month series of a 1943 calendar bearing a picture of "Hermitage," Andrew Jackson’s Nashville home. The calendar offers a tremendous response.

WPAT, Paterson, N. J., turned over to Newark and a half hours of time Sunday, Dec. 20, for a broadcast of a party for war workers and soldiers beside the fmns of the U.S. and the local Junior Chamber of Commerce. Name bands including Cab Calloway’s and the Andrews chorus, contributed their services gratis, with sponsorship earmarked for the uso to support military affairs.

NEW AND RENEWAL subscribers to Standard Radio transmission service Inc. include KOAK, KPAB, KFOR KYKO KNUX WIND WNYC WHCA WIBC WIBB WJZ WCAP KGLL KVLLO KTTI WDDC.

WJRC, Chicago, during the past four months has given a total of 130 half-hour programs, 110 half-hour programs, and one two-hour program to federal, state, and civic war agencies, as a war service. Departments represented by this service include the Payroll Allotment Plan. The departmental reports are gathered and presented by the Signal Corps Message, official camp publication.

Yankee Status
(Caontinued from page 9)

stations. Also acquired separately is the Colonial Network Inc., which holds no station licenses and which formerly paralleled Yankee, prompting when that network was not on the air.

Possibility of action on the Yankee transfer this week was seen. The Commission is not taking a holiday recess and will hold its regular sessions Tuesday and possibly Wednesday. If all data and departmental reports are on hand, action is regarded as likely, since the Commission is making plans to clear its docket so far as possible before the end of the year.

MASS blood giving by staff members of KOA, Denver, recently has brought the station to the point where 90% of the staff have made their contributions. The stations were: R. C. Owen, engineer in charge and assistant manager; C. C. Moore, program director; Engineers George Anderson, Harold Austin, Roy Croy, Joseph D. Hunter, Milner Hall, Kenneth Raymond, Roy E. Coates, Stanley Nelson, Vernon Andrews, Robert Thompson, C. H. Peregine; General offices: Virginia Gandine, Alexie Alexander, John Pinkerton, Deeny Smith, Mary Keller; Staff Announcer Gil Verba, Ivan Schooley; Sunshine Boys S. B. E. Shore, Bill O’Conner; Sales Promotion Manager Randy Smith, Salesman John Hendrickson; Teletype Operator Jim Townsend; Musical Director Milton Shrednik.

TO AID the sale of War Bonds, Andrew Schoeppl, governor-elect of Kansas, appeared in the first of a new series of broadcasts presented under the auspices of the Treasury Dept., by the Kansas State Teachers College, over a Kansas radio network. Presented for a half-hour, the program consists of drama, music, narration, and a message from the Treasury Dept., presented by a prominent Kansas. The program is aired from 10:15-11 p.m. (CWT) over KTSW, Emporia; KCKN, Kansas City, Kan.; KANS, Wichita; KWWB, Hutchinson, KS; KDK, Des Moines, Ia.; WIBF, Lawrence, rebroadcasts from 10:15-10:30 the same evening. By transcription the programs are also heard over KGOF, Coffeyville; KSAL, Salina; KGNO, Dodge City, at various times during the week following the live broadcast.
Blue Network in the Black
At Close of Its First Year

Commercial Success Due to Many Innovations
Including Daytime Package Rate

THE BLUE Network, incorporat-
ed as an independent company Jan. 1, 1942, after 15 years of opera-
tion as one of the six NBC affiliated stations, will finish its first year “in the black,” Mark Woods, BLUE presi-
dent, stated last week in his year-
end report, adding that it is “the first
network to make a profit in its first year of operation”.

In addition to the primary aim of holding on to win the war, with
more than 240 network hours de-
voted to governmental programs
and others programmed in cooper-
ation with government agencies,
the BLUE also has been building for the future, Mr. Woods said.

Only 20% Commercial

“We realize that a broadcasting
organization, be it station or net-
work, is judged in the final analy-
sis by the quality of the programs it presents,” he asserted. “There-
fore, during our first year we have
plowed back into sustaining pro-
grams all available money. Inde-
pendently, it is interesting to note
that only 20% of BLUE Network
hours time is commercial, but that
this small amount of total time is
the source of revenue which provides the many fine sustaining programs
line of success, while the businesses
filling the remainder of the broad-
cast schedule.”

At present the BLUE commer-
cial schedule includes 40 sponsored
programs of which 24 are news ac-
counts, the network’s sales depart-
ment reports, also pointing out the
steady rise in the average number
of stations used by sponsors from 70 in February to 91 in December.
BLUE clients include two of ra-
dio’s largest contracts, the report
states, the Ford series presenting
Earl Godwin for 18 minutes seven
nights weekly on 125 stations and the Coca-Cola Victory Parade of
Spotlight Bands beginning six
nights a week for 25 minutes on
137 stations.

New Institutional Copy

The report attributes the BLUE’s commercial success in its first
year to such innovations as its
daytime package rate for across-the-board sponsors, its spe-
cial discount structure with progres-

sively increasing discounts as the
number of stations is increased and
to the BLUE being the first
network to introduce a 2% cash dis-
count. The BLUE also has stimu-
lated a new type of institutional
advertising, one-time programs cele-
brating special awards won by
companies, according to the sales
department. There have been 14 such broadcasts this year, many spon-
sored by companies new to radio,
and in some cases by companies
new to all types of consumer
advertising.

During the year the BLUE has
grown from 116 to 146 affiliated
stations which, together with pow-
er increases, the BLUE estimates
to have added 910,000 radio fam-
ilies to its coverage. To maintain a
close contact with its affiliates and
to keep them intimately informed
on developments at the network’s
headquarters, the BLUE has es-
avlished a station advisory and
promotion committee, to which seven
members are elected regionally by
all BLUE stations, to act as a
clearing house for station prob-
lems and to urge network cooper-
ation. Further, the network has
instituted a weekly closed circuit
discussion over network wires, with
department heads discussing new
developments and problems affect-
ing the stations.

Flexibility in Programming

In programming, flexibility has
been the keynote, according to
Phillips Carlin, vice-president in
charge of programs, who stated
that “the BLUE is constantly of-
fering programs in line with chan-
ging conditions changing think-
ing, changing habits”. During
the coming year Mr. Carlin
plans for more service programs,
such as the current Mystery Chef,
which is designed to help solve food
problems arising from meat and
butter shortages, the replacement
of canned goods by dehydrated
foods, and the like. With conserva-
tion continuing as an all-important
theme, the BLUE is considering
entering such other fields as med-
icine, clothing and household
equipment if public necessity dic-
tates.

In addition to war programs, to
which the BLUE from Jan. 1
through Nov. 30 devoted 644 hours
of sustaining and 103 hours of
sponsored time, the network has
built up a news and commentator
program by that title on the BLUE.
Sponsor of both is Carter Products
Inc. (Arrid). Scripts for the
broadcasts are prepared by Fidler.
Lumiere is currently in Hollywood
under auspices of the Mexican Co-
ordinator of Foreign Affairs to
study U. S. trends in broadcasting.

DON’T SPEAK same language,
but script and sponsor of these
two commentators are identical.
Exchanging views are are Jete ri
Jorge Lumiere, film news commen-
tator on XEW, Mexico City;
whose strength has been char-
acterized by continuity acceptance, BLUE Holly-
wood; Jimmie Fidler, featured on
the weekly quarter-hour chat-
program by that title on the BLUE.
Sponsor of both is Carter Products
Inc. (Arrid). Scripts for the
broadcasts are prepared by Fidler.
Lumiere is currently in Hollywood
under auspices of the Mexican Co-
ordinator of Foreign Affairs to
study U. S. trends in broadcasting.

NBC Summer Institute
At Northwestern in ’43

SO SUCCESSFUL was the experi-
ment conducted by NBC in collab-
oration with Northwestern U., in
starting the NBC-Northwestern U
Summer Radio Institute in 1942,
dedicated to preparing broadcast
personnel, the Institute will again
be held in 1943. This announce-
ment was made last week by H. C.
Kopf, vice-president and general
manager of NBC central division,
in revealing details of the 1943
plans.

Although no suitable text books
were available for the 1942 school,
Judith Waller, central division pub-
lic service director, reported that
a group of five textbooks, based on
the 1942 experience, have been
prepared for use next year. NBC plans
to make these texts available to
the general public early in 1944,
after being used in planographic
form at the 1943 school.

Success of the 1942 venture was
attested by the fact that all gradu-
ates who applied for job place-
ment were placed actively in broad-
casting, and requests had been re-
ceived from radio stations for 160
graduates over and above the num-
ber available.

DELIVERY of communications equip-
ment to the Signal Corps jumped
30% in 1943 over 1942, while all equip-
ment procured by the Army Service of Supply increased 15.5%, for the month,
Secretary of War Stimson said Dec. 12.
November deliveries to the Signal
Corps were 1325% above January,
with all deliveries up 337%.

NABC Classes Continue

HARRY C. KOFF, vice-president and
general manager of NBC Cent-
ral Division, announced last week
that the NBC-Northwestern U
Summer Radio Institute, begun
this year as an experiment in prepar-
ing aspirants for station personnel,
has been so successful that gradu-
ates of the initial session apply-
ing for jobs have been placed in
active broadcasting occupations.
A group of five text books, based
on studies and lectures of the 1943
Radio Institute and all phases of
radio broadcasting, will be publish-
ed shortly. Albert F. Crews, In-
stitute director and chairman of the
radio division, department of
speech, Northwestern U., will edit
the series.

Blue Program Posts

JAMES BIXLER, until recently
assistant production manager of
BLUE, has been reappointed night
program manager. Position was
held at one time by Bixler and
subsequently left vacant, but has
been reinstated due to recent de-
velopments including special and
new commercial programs, which
have increased importance of night
operations. Addison Amor, night
program department, has been
named night program man-
ager.

NOW — You sell GOODWILL
12 local men’s and women’s Service Clubs, to help
sell over a half-million dollars worth of War Bonds in
December, capitalized on the goodwill of the only
local radio station. And KFXM earned more goodwill
for the radio station by advertising that you should capitalize
on in 1943.

SAN BERNARDINO KFXM CALIFORNIA
THE GOODWILL STATION ★ MUTUAL ★ BLAIR

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More Impressive Role for Radio Seen By La Roche in Analyzing Year Ahead

By CHESTER J. LA ROCHE
Chairman, The Advertising Council Inc.

CAST AS a major weapon in the nation's psychological arsenal, radio has, during the past year, fulfilled its highest responsibilities of public service. Network and individual stations, both large and small, as well as national radio advertisers have given freely of their talents and facilities to carry home the apportioned story of total war.

Mr. LaRoche

The volume of time contributed for war themes is indeed impressive; a recent analysis indicated that the four major networks alone have devoted over $2,000 broadcast hours to war information—the equivalent of more than 125 solid, round-the-clock blocks of time or approximately three full hours of time every day in the year. Add to this other commands and war programs and spot announcements contributed by local stations.

Allocation Plan

From its inception, The Advertising Council, which was organized to develop the forces of advertising in behalf of the war effort, has been keenly aware of the manner in which radio, along with other major media, has contributed its thinking and planning to the needs of the nation at war. The Council is proud of its participation in the development of the radio allocation plan, which transformed into an orderly pattern a set of circumstances that might otherwise have led to confusion and inefficient use of radio's tremendous resources.

The Council's Agency Radio Advisory Committee has been an active force in developing this pattern in conjunction with the OWI's Radio Division, which indicates that radio plays an important part in the Council's activities was further evidenced only recently when a special committee of leading users of network time was set up to work with a major agency group.

One of the most striking uses of radio geared to the prosecution of the war is the drug and cosmetic industries' spaced-time pool, by means of which important sponsored network programs are being used to promote the sale of war bonds. In total war there are no bystanders. In total war all the people have to do things they have never done before, and many of those things are accustomed to have always been used to do—and to do without things they are accustomed to having. In total war everybody must buy abnormally, give abnormally and live abnormally.

Selling ideas to masses of people is advertising's forte. As our armed forces continue to increase in size, it will be necessary for us to step up the pace of our information activities on the home front. Rationing, salvage, conservation, bonds and more bonds—these and other pressures will be continuously hampered home. As a major medium of mass communication, radio is an important weapon in any major decision.

Frequency Shift Plea

IS DISMISSED by FCC

DISMISSAL, without prejudice, of the applications of WBT, Charlotte; WBBM, Chicago; KFAB, Lincoln; and WGAR, Newark, N.J., looking toward a frequency shift which would leave WBBM, a full-clear channel status, without nighttime synchronization on 780 kc, was authorized by the FCC last Wednesday upon petition of all the parties. Inability to procure the necessary equipment to permit the type of operation proposed because of war freezes, resulted in the joint plea.

The applications, pending for the last two years, contemplated duplication of the operation of WBBM on 1,110 kc with KFAB, leaving the 780 kc frequency to WBBM. KFAB would increase power to 50,000 watts. WGAR, now operating limited time on 1,000 kc, would shift to 780 kc daytime. The shift would be in conformity with the Havana Treaty.

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Cardinal, Brown Games On KXOK for Brewery

MAJOR LEAGUE home games of the St. Louis Cardinals and Browns, except Sundays and holidays, will be broadcast on KXOK, St. Louis, sponsored by Harry Brown's Brewery. The company is discontinuing sponsorship of Don Winslow of the Navy from 6 to 7:30 p.m. and the Blue Five Weekly from 7:30 to 8 p.m. for the same product. No replacement has been set. It is understood Procter & Gamble Co., Cincinnati, has taken an option on the 10:45 morning period on NBC.

Progress in Music Forseen for Year

BMM Plans to Continue Its Competition with ASCAP

ASSERTING that Broadcast Music, Inc., has saved the industry approximately $1,000,000 annually since it assumed an arm's length position in 1940 to ASCAP, M. E. Tompkins, BMI general manager said in his year end statement that his organization "enters 1940 by embarking on a campaign of increased service" to give further assurance against "attack by any monopolistic aggressor in the field of copyrighted music."

Mr. Tompkins wrote that 1942 saw BMI pass from a purely formal emergency to phase to an "aggressive and permanent organization." He described BMI activities as building and extending the wealth of published music, primarily through the solicitation of the leading publishers, for the benefit of the public and to ensure permanent competition with ASCAP. Tompkins said BMI would continue its efforts to make music more available, to provide a more efficient service to the record industry, and to give the public a greater choice of music.

Original Aim

When it began two years ago, he explained, BMI "geared its operations to the sole purpose of supplying the broadcasting industry with a more varied selection of music and to enable it to continue its service to the public without interruption during the time that the music licensed by ASCAP was unavailable." In the last year, the success of BMI, Mr. Tompkins said, "broadcasters were offered a new ASCAP license on a much more equitable basis than they had ever had before. BMI was then in a position to restructure its organization for its permanent function of maintaining competition in the music licensing field. American broadcasters would never again find themselves at the mercy of a single dominating music licensing organization."

He said BMI now has licensed nearly 900 stations — 804 in the United States and 88 in Canada, as well as major and regional networks. "With this support," he declared, "BMI's financial position is assured beyond question."

The End of the Rainbow

Let WAIR guide you to that earnest pot of gold. Winston-Salem workers from all paid, sure of their jobs, easy to sell when you see the right medium. In this great market, the right medium is——

WAIR
Winston-Salem, North Carolina
Keystone Net Head Would Help Locals

Sillerman Says Disc Methods Spread National Accounts

Citing the growth of the Keystone transcription network in its two years of operation, Michael M. Sillerman, president of KBS, said in his year-end statement that his organization will deliver an increasing volume of national advertising to small stations now suffering a serious decline in local billings.

"As 1942 closes," Mr. Sillerman wrote, "it rounds out the second full year of the operation of the Keystone transcription network. More national advertisers have made their debut in the secondary markets—through Keystone, and thus a new type of important national business has been made available to small stations."

Speaks for Locals

Referring to statements by FCC Chairman James Lawrence Fly, and the NAB president, Mr. Sillerman declared "There are 204 radio stations affiliated with Keystone. We are in a position to speak for the country's small stations about whom justifiable concern has been expressed."

"Through our efforts, as a national transcription system, we intend to deliver an increasing volume of national advertising billing to our affiliates—the country's small stations—and thus help alleviate the problem brought about by the shrinkage in local billings."

The statement also described the efforts the transcription network is making to "spread the gospel of the secondary market" and to "feed vital government messages and war effort material to areas that otherwise devoid of this information."

RCA Agency Status

ALTHOUGH it had been reported as definite that Lord & Thomas, New York, was resigning as agency for RCA and its subsidiary companies, an executive of the agency told Broadcasting last week that the matter was still under discussion between the interested parties and that no positive decision had been made in either way or the other.

WJZ, New York, cooperated with the Brooklyn Junior Chamber of Commerce, in a War Bond project which resulted in the sale of over $5,000,000 in War Bonds, at the Chamber's annual Christmas luncheon, Dec. 21.

PAY, JURISDICTION CAUSE WTMT STRIKE

DISPUTE between the International Brotherhood of Electrical Workers (AFL) and WTMT, Trenton, over compensation and union jurisdiction resulted in a strike on Dec. 18, both parties reported last week. William Magregor, Government mediator, had intervened in the case Dec. 11, the U. S. Conciliation Service said, and reportedly had arranged for the New Jersey State Mediation Board to consider the compensation issue.

Meanwhile, A. Harry Zoog, general manager of WTMT, told Broadcasting by long distance telephone that the controversy was "largely one of jurisdiction between IBEW and ACA (CIO). He said it affected only three announcers, two salesmen, two office employees and a newswriter. IBEW spokesmen in Washington insisted that the entire staff, except for three ACA members, was out. IBEW said it had informed the station in October that employees were affiliated with the union, but had been unable, "after repeated efforts" to meet with responsible officials. The ACA insisted that the compensation issue was responsible for the walkout.

Quaker Soup

QUAKER OATS Co., Chicago, extensive user of both network and spot advertising for its cereals and flours, is introducing a new line of dehydrated soaps, to be marketed under the name "Aunt Jemima." Sherman K. Ellis & Co., New York, agency handling the firm's Aunt Jemima pancake flours and Pettijohn's cereal, is appointed to handle advertising for the new product.

No media plans have been set.

Morse Heads WSBA

APPOINTMENT of Oties Morse IV as manager of WSBA, York, Pa., has been announced. Mr. Morse has been assistant program director since the station opened last Sept. 1. Succeeding him in the program post is Max Robinson, former announced of WHO, Des Moines.

NED BURMAN, formerly newscaster and announcer of KOW, KSFO, KJBS and other San Francisco stations, now a sergeant in the Marines, is the broadcast correspondent in the South Pacific. His account of one of the air battles over Guadalcanal recently appeared in the American press.

MBS Celebrates

MBS celebrates its sixth year of coast-to-coast operations Dec. 29. Organized in 1938, the network did not expand to transcontinental proportions until 1939, when the Don Lee Broadcasting System of California, and against the West, joined it.

Educators Seeking School Equipment

Urge Public to Donate Sets For Classroom Courses

MAJOR OBJECTIVES of the Arbitration Radio Education committee for 1943, outlined at a recent executive board meeting in Washington [Broadcasting, Dec. 21] include a campaign to encourage the public to give extra radio sets to schools and a study to determine how schools can make better use of available education programs.

With the fate of colleges in the balance, the FREC will undertake a study of subjects which might be taught by radio.

At a dinner Dec. 18 in Washington, given by the D. C. Chapter, Assn. for Education by Radio, for FREC executive board members, Neville Miller, NAB president, declared that the use of radio in schools must be considered as the most important project set by the industry. Loss of education today as a result of the war will not become apparent, he said, for 10 or 15 years. Just how the problem will be solved remains to be worked out.

Studies Completed

Outlining the background of the FREC, Mr. Miller explained that field studies conducted by Princeton and Ohio U have been completed. He praised the script exchange service and circulating transcription libraries originated by the group.

He paid tribute to the various Government agencies which, he said, have been staffed by competent personnel from the industry. He lauded the present censorship system of voluntary cooperation and added, "It is very important that broadcasting remain in the free, untrampled field."

H. B. McCarty of the OWI, on leave as general manager, WHA, Madison, Wis., commented on the uncertain future of universities. He said "here is where radio may rise to its opportunity." He asserted that radio, both commercial and educational, faces "a tremendous opportunity" in filling the gap which will be brought through curtailment of college work because of the war.


Guests at the dinner included Judith Walier, NBC Director of Education, Chicago; George H. Dunham, assistant chief engineer, FCC; Elizabeth Gowdy, national secretary, AER, and Dr. Franklin Dunham, former director of education, NBC, now with the USO.

WAVERLY ROOT, news committer of WABN, New York, is the committer of a special short on "What Happened to Hess?", a background story of the "Red Cross" flight to Russia, currently being shown at the Embassy Newsreel Theatres in New York.

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PLEASANT FAREWELL and a warm welcome were evidenced as in WKRC, Cincinnati, for the last four years, resigned to join Western Electric, and George Wilson (center) was appointed his successor. Wilfred Kennedy (right) was given Wilson's post as superintendents of engineers.

New Business

PUREX Corp., Los Angeles (bleaching agent company) on Dec. 15 at 4 p.m. on 6 Don Lee Pacific stations, Mon., Wed., Fri., Sat., and Sun., conducted by: Agency: Lord & Thomas, Los Angeles.

J. B. WILMINGS Co., Montreal (shave cream) on Jan. 15 at 10 a.m. on Canada Broadcasting Corp. stations, Mon., thru Fri., 11:30-12:30 p.m., conducted by: Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Ltd., Toronto (various products) on Jan. 1 renewed Los Angeles Troubadours on 5 Canadian Broadcasting Corp. French stations, Mon., thru Fri., 10:00-11:00 a.m., conducted by: Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Toronto (Cashmere Bouquet) on Jan. 5 renewed Chambly Troubadours on Canadian Broadcasting Corp. French stations, Tues., 8:30-9:00 a.m., conducted by: Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Toronto (Grace Treatment) on Jan. 1 renewed Les Joueux Troubadores on 5 Canadian Broadcasting Corp. French stations, Mon. thru Fri., 10:30-11:00 a.m., conducted by: Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Toronto (Cashmere Bouquet) on Jan. 5 renewed Chambly Troubadours on Canadian Broadcasting Corp. French stations, Tues., 8:30-9:00 a.m., conducted by: Agency: Lord & Thomas of Canada, Toronto.

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Collateral security: WIBG, Philadelphia, has announced its acquisition of the AP radio news wire of Press Assn., radio subsidiary of Associated Press.